

2024



Sponsorship Opportunities



2024

To Whom It May Concern,

The City of Watsonville is a diverse and thriving community that loves to celebrate and gather; special events help do that. In addition to bringing people together, special events strengthen community image and sense of place, strengthen safety and security and provide residents and visitors with a safe and enjoyable environment.

With this in mind, we are seeking sponsorship to help support the many special events that are offered by the City of Watsonville throughout the year. Your support will ensure a diverse lineup of high quality and vibrant special events. In return, your company could potentially gain exposure to tens of thousands of local residents and people from around the region.

In this sponsorship packet you will find a list of our June-December special events with a variety of sponsorship opportunities to choose from.

We appreciate your time and willingness to support your community. We look forward to working with you in the near future. Thanks for joining us in making Watsonville an ideal place to live, work and play.

Please contact us if you have any questions or to lock in your community support today!

Parks and Community Services Department
Jessica Beebe, Community Engagement & Events Supervisor
jessica.beebe@watsonville.gov | 831.768.3266





July 4th Parade

About the Event

The Spirit of Watsonville 4th of July Parade is a community tradition. The Watsonville parade showcases thousands of participants; businesses, non-profits, youth groups, and other associations. Thousands of spectators gather along Main Street in Historic Downtown to enjoy this community parade.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

July 4, 2024

Event Attendance - 15,000+ people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers
- Mini American Flags for 25

FREEDOM RINGER - \$5,000

(sponsorship of *parade enhancing element*)

- Banner recognizing your company's sponsorship on announcer stage
- Banner recognizing your company's sponsorship at parade start
- VIP Seating Area, Covered
- VIP Parking
- Parade Participant Entry, Free of Charge

PATRIOTIC - \$2,000

- Banner recognizing your company's sponsorship during the parade
- VIP Seating Area, Covered
- VIP Parking
- Parade Participant Entry, Free of Charge

STAR SPANGLED - \$1,000

(sponsor event logistics)

To sponsor this event contact:

jessica.beebe@watsonville.gov



Music in the Plaza

About the Event

Live performances come to the City Plaza! Music in the Plaza brings a variety of artists to downtown Watsonville for entertainment free of charge. A total of seven concerts are offered. These concerts bring the community together, while supporting local Downtown businesses. They are also aligned with Friday Watsonville Farmers' Market events.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

June - September 2024

Event Attendance - 450 people per event
Total Attendance - 3,000 people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers
- Acknowledgment on all marketing efforts (may include social media, radio, news)

PATRON OF THE ARTS - \$5,000

(Sponsorship of two concerts)

- Logo on stage backdrop for two of the seven concerts of your choosing
- Announcements by bands recognizing your company's sponsorship
- Special event seating upon request

PRODUCER - \$2,500

(Sponsorship of one concert)

- Company logo on stage backdrop for one of the seven concerts of your choosing
- Announcements by bands recognizing your company's sponsorship

FRIENDS OF THE ARTS - \$1,000

(sponsor event sound system and music logistics)

To sponsor this event contact:

jessica.beebe@watsonville.gov



About the Event

The Watsonville Strawberry Festival traces its roots to the Watsonville Strawberry Dessert Festival that was founded in 1995 to help downtown Watsonville recover from the 1989 Loma Prieta earthquake. Today, the festival provides a safe, family-friendly experience in downtown Watsonville.

Target Audience

Watsonville & Pajaro Valley Residents
(All Ages)

August 3-4, 2024

Event Attendance - 35,000+ people

Digital Media

- Facebook - 11,000+ Followers
- Instagram - 5,000+ Followers
- City Website
- Email Newsletter

Printed Media

- Flyers, mailer, & posters

All levels of sponsorship include:

- Recognition on social media
- Name or logo in the Festival program
- Inclusion on the Festival website with a link to business website
- Business banner (provided by business) displayed at festival
- Acknowledgment on social media

THE BIG BERRY - \$15,000

- Company name prominently displayed on all Festival marketing materials, correspondence, etc.
- Banner recognizing your company's sponsorship at the main stage (no larger than 6 x 8)
- Logo circulating on Main Stage screen
- Souvenir packet
- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the main stage of the Festival for promotional purposes
- Logo displayed on official Strawberry Festival Poster
- (16) VIP Parking Passes

BERRIEST - \$8,000

- Business name displayed on official Strawberry Festival poster
- Banner recognizing your company's sponsorship at the main stage (no larger than 6 x 8)
- 10 feet x 10 feet area near the Festival main stage for promotional purposes
- (8) VIP Parking Passes

BERRY BERRY - \$5,000

- Business name displayed on official Strawberry Festival poster
- 10 feet x 10 feet area near the Festival main stage for promotional purposes
- (4) VIP Parking Passes

SWEET BERRY - \$3,000

- (2) VIP Parking Passes

BABY BERRY - \$1,500

(sponsor event logistics)



About the Event

This several-day event began in 2020 as safe way to spread socially-distanced holiday cheer. Santa rides atop a festively-lit antique fire truck and are followed by cheerful elves distributing candy canes. In 2021, the event was modified to include stops at local parks and schools, with maps and an online Santa Tracker to make it easy to find jolly old Saint Nick.

To the delight of many, the Grinch also snuck along and performed a well-received dance routine. As we look forward to restoring our traditional holiday events, we can't imagine the holiday season without this heart-warming addition, which was awarded the 2021 Event of the Year by the Pajaro Valley Chamber of Commerce & Agriculture.

Target Audience

General public & Watsonville families with children

December 2023

Digital Media

- Facebook - 11,000+ Followers

All levels of sponsorship include:

- Recognition on website
- Recognition on social media
- Recognition on flyers

CINDY LOU WHO - \$2,500

(sponsorship of the Grinch)

- Company banner on fire truck
- Logo on event signage

BUDDY THE ELF - \$1,500

(sponsorship of Santa & Mrs. Clause)

- Company banner on fire truck
- Logo on event signage

MAX - \$500

(sponsor event logistics)

To sponsor this event contact:

jessica.beebe@watsonville.gov