

2024 Community Sponsorship Program



MISSION VIEJO
Make Partnership Your Mission

LETTER TO OUR SPONSORS

Dear Local Business,

In partnership with the Mission Viejo Community Foundation, Mission Viejo Activities Committee, Dedicated Animal Welfare Group and Orange County Sheriff's Department, the City of Mission Viejo is offering you an invaluable marketing opportunity to be part of its special events and programs in 2024. These popular events provide businesses vast exposure and face-to-face time with Mission Viejo residents and surrounding communities.

By participating in these community events, your company has the opportunity to be branded throughout the community through various marketing outlets including printed publications, social media, cable MVTV, and during the events. We encourage you to review our sponsorships to determine your desired level of involvement.

The goal of this program is to help you plan your budget and calendar for 2024 while also reducing the number of times you are approached to participate in extremely popular community programs. All payments are made to the City of Mission Viejo, a nonprofit organization providing tax benefits to its sponsorship partners.

Exciting opportunities and plans are in motion for the 2024 special event calendar, and we are eager to start partnering with you. If you are interested in taking advantage of this unique opportunity, complete the 2024 Sponsorship Commitment Form via the QR code provided on the back cover or visit cityofmissionviejo.org/sponsorship-application. For more information, contact us directly.

Help us strengthen the community and "Make Partnership Your Mission!"

Respectfully,
Mark Nix
Director of Recreation and Community Services
City of Mission Viejo
949-470-3061
RCS@cityofmissionviejo.org





OSO FIT 5K FUN RUN & COMMUNITY HEALTH FAIR

Saturday, February 24
Estimated Attendance: 3,000

Presenting Sponsor \$1,000

- Premier booth location (2 canopies/2 tables/4 chairs/linens/electricity).
- Large company logo on back of 5K participant T-shirt. *
- Company logo on website. *
- Company logo on flyer as "Presented by (Your Company)." *
- Company logo on Mission Viejo Television (MVTV) advertisements and in-facility TV ads. *
- Two (2) banners displayed at event and on 5K route. **
- Priority to provide health screenings.
- Verbal recognition at event.
- Company logo at start and finish line. *
- Provide unique goodie bag item to 5K participants (500 units). ***

Title Sponsor \$600

- Premier booth location (2 canopies/2 tables/4 chairs/linens/electricity).
- Medium company logo on back of 5K participant T-shirt. *
- Company logo on website. *
- Company logo on flyer. *
- Company logo on Mission Viejo Television (MVTV) advertisements. *
- One (1) banner displayed on 5K route. **
- Priority to provide health screenings.
- Verbal recognition at event.

Event Sponsor \$350

- Event booth location (1 canopy/1 table/2 chairs/linen).
- Name listed on back of 5K participant T-shirt.
- Company logo on website. *

Supporting Sponsor \$250

- Supporting booth location (1 canopy/1 table/2 chairs/linen).

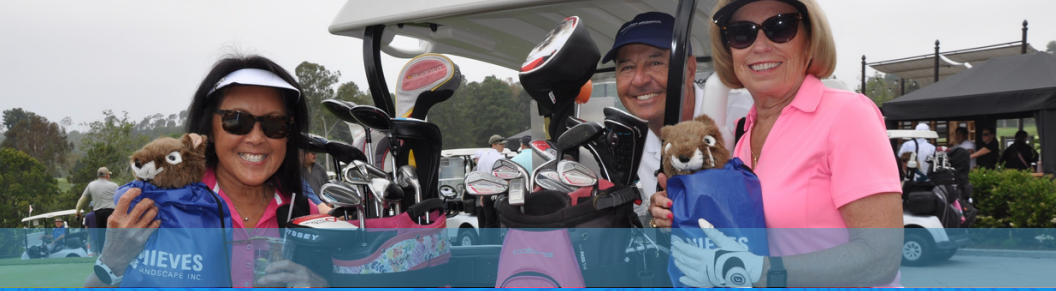
Non-Profit Sponsor \$75

- Non-profit booth location (1 canopy/1 table/2 chairs/linen).

***Logos of at least 300 dpi quality (vector or PNG format) due by February 1 for inclusion in marketing and 5K participant T-shirts**

****Banners provided by sponsor (no larger than 3' x 6') are due by February 16**

*****Goodie bag items are due by February 16 to Norman P. Murray Center**



3RD ANNUAL PAWS CREEK CLASSIC GOLF TOURNAMENT

Saturday, May 18

Title Sponsor \$5,000 (Limit 1)

- Logo on all event signage.
- Logo on all marketing materials, social media, event signage, website and emails.
- Recognition at the Awards Banquet as Title Sponsor.
- A company representative during check-in to network with golfers.
- Two (2) tee signs with company logo as the Title Sponsor.
- Opportunity to provide materials for golf goodie bags.
- Two (2) golf foursomes – 2 groups of 4 players, which includes green fee with cart, lunch, goodie bags, awards banquet and dinner plus one raffle ticket per player.

Event Sponsor (Lunch Sponsor) \$2,000

- Logo on lunch signage at registration.
- Logo on all lunch boxes given to each player.
- Logo on all marketing materials, social media, event signage, website and emails.
- Recognition at the Awards Banquet as the Lunch Sponsor.
- One (1) golf foursome – 1 group of 4 players, which includes green fee with cart, lunch, goodie bags, awards banquet and dinner, and one raffle ticket per player.

Cart Tag or Scorecard Sponsor \$2,000

- Logo on cart tag or scorecards in every golf cart.
- Logo on all marketing materials, social media, event signage, website and emails.
- Recognition at the Awards Banquet as the Cart Tag or Scorecard Sponsor.
- One (1) golf foursome – 1 group of 4 players, which includes green fee with cart, lunch, goodie bags, awards banquet and dinner plus one raffle ticket per player.

Supporting Sponsor (Goodie Bag Sponsor) \$500

- Opportunity to provide materials for goodie bags.
- Logo on all event signage.

Contributing Sponsor (Tee Sign Sponsor) \$200

- Tee sign with company or family's name.



FOURTH OF JULY STREET FAIRE & FIREWORKS SPECTACULAR

Thursday, July 4

Estimated Attendance: 20,000

Presenting Sponsor \$5,000

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/4 chairs/linen/electricity).
- Verbal recognition with promotional announcements provided by sponsor.
- Company logo on flyer distributed at City facilities.
- Company logo on entertainment banner.
- Company banner (4' x 12') displayed over the main stage. *
- Company logo on all marketing materials.
- Granting limited license use of event logo in sponsor's marketing materials.

Title Sponsor \$2,500

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/4 chairs/linen/electricity).
- Verbal recognition with promotional announcements provided by sponsor.
- Company logo on flyer distributed at City facilities.
- Company logo on entertainment banner.
- Company banner (3' x 10') displayed over the main stage. *

Event Sponsor \$1,000

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/4 chairs/linen/electricity).
- Verbal recognition with promotional announcements provided by sponsor.
- Company logo on flyers distributed at City facilities.

Supporting Sponsor \$600

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/4 chairs/linen/electricity).
- Verbal recognition at event.

***Banners provided by sponsor at event. Vinyl banners recommended.**



CONCERTS ON THE GREEN SERIES

Two Summer Concerts

Estimated Attendance: 2,000 Per Concert

Title Sponsor \$2,000

- Vendor booth (1 canopy/1 table/2 chairs).
- Three (3) VIP reserved parking passes.
- Company logo on marketing materials.
- Company logo on event website.
- Verbal recognition at event.
- Opportunity to provide company logo cups for beer and wine booth at event.
- Company logo on banner at beer and wine booth.
- Company logo displayed on or next to stage.
- Company logo on Mission Viejo Television (MVTV) notices.
- One (1) reserved table for eight (8) people.

Event Sponsor \$1,000

- Vendor booth (1 canopy/1 table/2 chairs).
- Two (2) VIP reserved parking passes.
- Company logo on marketing materials.
- Company logo on event website.
- Verbal recognition at event.

Supporting Sponsor \$500

- Vendor booth (1 canopy/1 table/2 chairs).
- One (1) VIP reserved parking pass.
- Company name on marketing materials.



PACIFIC SYMPHONY

August 2024

Estimated Attendance: 6,000

Presenting Sponsor \$10,000 (Limit 2)

- Booth opportunity (1 canopy/1 table/2 chairs/line).
- Company logo on all marketing materials including website, sponsorship banner, advertisements, City news page and social media.
- Reserved table for 10 people. *
- Post-concert reception with the musicians.
- One (1) VIP reserved parking space.

Title Sponsor \$1,000

- Booth opportunity (1 canopy/1 table/2 chairs/line).
- Company name on website and sponsorship banner.
- Reserved table for 10 people. *
- Post-concert reception with the musicians.

Event Sponsor \$500

- Booth opportunity (1 canopy/1 table/2 chairs).
- Company name on sponsorship banner.
- Reserved table for 10 people. *

Supporting Sponsor \$250

- Booth opportunity (1 canopy/1 table/2 chairs).
- Company name on sponsorship banner.

*** Reserved table availability is limited and may be contingent on current health and safety regulations. Priority is given to Presenting and Title sponsors.**



MOVIES IN THE PARK

Saturday, September 14, 28, and October 12

Estimated Attendance: 350 per movie

Title Sponsor \$550

- Booth opportunity at all movie events (1 canopy/1 table/2 chairs).
- Advertisement displayed on screen before all movies. *
- Verbal recognition at all movie events.
- Company name on all movie-specific promotional publications.

Event Sponsor \$250

- Booth opportunity at one (1) movie event (1 canopy/1 table/2 chairs).
- Advertisement displayed on screen for same movie event. *
- Verbal recognition at same movie event.

Supporting Sponsor \$100

- Booth opportunity at one (1) movie event (1 canopy/1 table/2 chairs).

***Sponsor must provide advertisement two weeks before the first event.**

RCS FAMILY EVENTS PACKAGE

Three Fun Family Events

Dates Vary

Estimated Attendance: 100 to 400 per event

Title Sponsor \$500

- Verbal recognition at events.
- Booth opportunity at all events (1 canopy/1 table/2 chairs).
- Company banner displayed at events.
- Company logo/name on all marketing materials and in social media.

Event Sponsor \$350

- Verbal recognition at events.
- Booth opportunity at all events (1 canopy/1 table/2 chairs).
- Company logo on sponsor banner at event.

Supporting Sponsor \$200

- Verbal recognition at events.
- Flyers/promotional items included at the event info booth and game booths.



TEE IT UP FORE MARINES GOLF TOURNAMENT

Friday, October 11

Presenting Sponsor \$5,000 (Limited)

- Exclusive opportunities! Contact us for details at 949-470-3016.

Title Sponsor \$3,000

- Company logo on one (1) tee/green sign.
- Up to two (2) full-page ads in program.
- Tournament website recognition.
- Exclusive use of one (1) Tee Box for PR items and option to add promo items in goodie bags.
- One (1) foursome golf package.
- Award ceremony recognition and preferred seating for four (4).
- Receive a sponsor plaque.
- Company logo/name in City's Mission Viejo Life (distributed to 36,000 homes quarterly).

Event Sponsor \$2,000

- Company logo on one (1) tee/green sign.
- Half-page ad in program.
- Tournament website recognition.
- Exclusive use one (1) tee box for PR items and option to add promo items in goodie bags.
- One (1) foursome golf package.
- Award ceremony recognition and preferred seating for four (4).
- Receive a sponsor plaque.

Beverage Sponsor \$1,000

- Company logo on one (1) tee/green sign and beverage sponsor sign.
- Half-page ad in program.
- Tournament website recognition.
- Use of one (1) Tee Box for PR items and option to add promo items in goodie bags.

Supporting Sponsor \$500

- Company logo on one (1) tee/green sign.
- Half-page ad in program.
- Tournament website recognition.
- Use of one (1) Tee Box for PR items.

Contributing Sponsor \$200

- Company logo on one (1) tee/green sign.
- Event program and tournament website recognition.



WALK AGAINST DRUGS

Saturday, October 19
Estimated Attendance: 2,000

Title Sponsor \$500

- Company logo and name on the back of 1,500 event T-shirts. *
- Company logo and name on banners displayed at event. *
- Two (2) free T-shirts.

Event Sponsor \$250

- Company name on the back of 1,500 event T-shirts.
- Company name on banners displayed at event.
- One (1) free T-shirt.

***Sponsor must provide logo of at least 300 dpi quality (vector or PNG format).**

NOTE: There are no booth opportunities at this event except for the possibility of free food samples with OC Health Care Agency's approval.



DIA DE LOS MUERTOS

Saturday, October 26 ~ 2-7 pm

Estimated Attendance: 1,500

Presenting Sponsor \$1,000

- Advertisement displayed on screen before movie. *
- One (1) company shout-out on social media.
- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs as "Presented by (Your Company)" at entertainment stage.
- Company logo on event website with link to sponsor's website.
- Premium booth opportunity (2 tables/4 chairs/linens).
- Company logo on flyer as "Presented by (Your Company)" distributed at City facilities. **
- Company logo on all marketing materials.

Title Sponsor \$550

- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs at entertainment stage.
- Company logo on event website with link to sponsor's website.
- Premium booth opportunity (2 tables/4 chairs/linens).
- Company logo on flyer distributed at City facilities. **

Event Sponsor \$250

- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs at entertainment stage.
- Company logo on event website with link to sponsor's website.
- Booth opportunity (1 table/4 chairs/linen).
- Company name on flyer distributed at City facilities. **

Supporting Sponsor \$150

- Company logo on event website with link to sponsor's website.
- Booth opportunity (1 table/2 chairs/linen).

***Sponsor must provide advertisement two (2) weeks before event.**

**** If Sponsorship is obtained by September 30, 2024.**



SANTA'S ARRIVAL & LIGHTING CEREMONY

Sunday, December 1
3-6 pm
Estimated Attendance: 2,000

Title Sponsor \$300

- Booth opportunity (1 canopy/1 table/2 chairs).
- Company logo and URL link listed on event website.
- One (1) company shout out on social media post.
- Verbal recognition at event.

Event Sponsor \$200

- Booth opportunity (1 canopy/1 table/2 chairs).
- Company logo & URL link listed on event website.
- Verbal recognition at event.

Supporting Sponsor \$100

- Company logo and URL listed on event website.
- Verbal recognition at event.



MVTV MARKETING PACKAGE

2024 Season

2,000 average viewers per program/60,000 per season

Presenting Sponsor \$1,000 (Limit 1)

- Your company logo will appear with "Presented by" on each MVTV SportsZone Spotlight - a sports highlight package for social media. The highlight package is part of the weekly sports show "South County SportsZone" and is posted to YouTube, Facebook, Instagram Stories and Twitter (42,000 followers).
- Presented by (with company logo)" during "Coach's Corner with Paul Higgins" as well as the full episodes of "South County SportsZone." Both air on MVTV, YouTube, Facebook, Twitter and the Community Bulletin Board on MVTV.
- In addition to your company logo being telecast on MVTV, sponsor receives a premier booth at one Concerts on the Green event - a summer concert series attracting 3,000 participants or other similar event.

Title Sponsor \$500

- "(Company name/logo) Replay of the Day ... " displayed during a sports highlight for ten episodes of the weekly sports highlight show "South County SportsZone" on MVTV and posted to YouTube, Facebook, Instagram Stories and Twitter (42,000 followers).
- In addition to your company logo being telecast on MVTV, sponsor receives a premier booth at one Concerts on the Green event - a summer concert series attracting 3,000 participants or other similar event.

2024

SPONSOR APPLICATION



Please scan QR code to apply for our events

cityofmissionviejo.org/government/donation-sponsorship-opportunities

LOGOS & BANNERS

Logos are due at the time of registration or no later than one month before the event unless otherwise specified in the description. Banners are due one week before the event unless otherwise specified.

Email your logo in vector format, 300 dpi PNG format, or 300 dpi JPG format to rcs@cityofmissionviejo.org if applicable.

SPONSORSHIP PROGRAM

Application and payment are required to reserve your space at the event. Serving food at events is prohibited unless pre-approved by City staff. Sponsors must stay contained within their event booth space unless otherwise advised in writing by staff.

PAYMENT

Payment is required before sponsor's participation in any event. Payments are made per event, quarterly (for events within that quarter), or in one installment. Payment is accepted in credit card, cash or check. Make checks payable to the City of Mission Viejo, a 170(c)(3) governmental unit, Tax ID 33-0283448. Payment is tax-deductible if made for a public purpose.

Mail or deliver payment to the following address:
Recreation and Community Services Attn: Sponsorships
200 Civic Center, Mission Viejo, CA 92691

Discounts and Partner Packages are available for sponsorships of \$3,000 or more.

Contact us for details:
949-470-3061 | rcs@cityofmissionviejo.org

2024 SPONSORSHIP COMMITMENT FORM

OSO FIT 5K & HEALTH FAIR

- Presenting \$1,000
- Title \$600
- Event \$350
- Supporting \$250
- Non-Profit \$75

3RD ANNUAL PAWS CREEK CLASSIC GOLF TOURNAMENT

- Title \$5,000
- Event (Lunch) \$2,000
- Cart Tag/Scorecard \$2,000
- Supporting (Goodie Bag) \$500
- Contributing (Tee Sign) \$200

FOURTH OF JULY STREET FAIRE

- Presenting \$5,000
- Title \$2,500
- Event \$1,000
- Supporting \$600

CONCERTS ON THE GREEN

- Title \$2,000
- Event \$1,000
- Supporting \$500

PACIFIC SYMPHONY

- Presenting \$10,000 (Limit 2)
- Title \$1,000
- Event \$500
- Supporting \$250

MVTV

- Presenting \$1,000 (Limit 1)
- Title \$500

MOVIES IN THE PARK

- Title \$550
- Event \$250
- Supporting \$100

RCS FAMILY EVENTS PACKAGE

- Title \$500
- Event \$350
- Supporting \$200

TEE IT UP FORE MARINES

- Presenting \$5,000 (Limited)
- Title \$3,000
- Event \$2,000
- Beverage \$1,000
- Supporting \$500
- Contributing \$200

WALK AGAINST DRUGS

- Title \$500
- Event \$250

DIA DE LOS MUERTOS

- Presenting \$1,000
- Title \$550
- Event \$250
- Supporting \$150

SANTA'S ARRIVAL & LIGHTING CERMONY

- Title \$300
- Event \$200
- Supporting \$100



MISSION VIEJO

Make Partnership Your Mission

City of Mission Viejo
200 Civic Center
Mission Viejo, CA 92691
949-470-3061



@missionviejolife



@missionviejoca

