



2023-2024

IMPERIAL

Signature Event Series

SPONSORSHIP OPPORTUNITIES



Fiesta De Los Muertos
October



Parade of Lights
December



Christmas In A Small Town
December



5K Colorfest Charity Run
February



Blues, Brews & BBQ
March



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Department of Parks and Recreation

Mission Statement:

Enriching lives through quality programs, entertaining community events, and enjoyable experiences with the intention of preserving the past, providing for the present, and planning for the future, while promoting the spirit of fun. We provide our City's residents engaging activities with their health and safety in mind.

The City of Imperial's Market Day events have been a staple in our town since 2007. When we started, we were just a series of small farmers markets and each year it has experienced continuous growth with thousands of community members throughout the Imperial County attending. As we grew bigger, we adjusted our events to be what has become signature events our community has looked forward to every year. As a team, we strive to ensure continued success, so we have decided to rebrand. We would like to present the City of Imperial's Signature Event Series. By changing the name, it allows us to grow our events even further in the future and we want you to be a part of our growth.

By becoming a sponsor, you are providing local vendors and artists an outlet to showcase their talents and increase their quality of life by providing a place where they can connect and network with the public. Your sponsorship will also enable us to reach thousands of attendees who share in your commitment and enthusiasm of supporting local businesses and giving families a place to come together. Without you, we wouldn't be able to serve our community each year. We invite you to experience firsthand the pride of supporting City of Imperial's Signature Event Series!



Diamond
Level

EVENT DATES

October 21, 2023: Fiesta De Los Muertos
December 8, 2023: Parade of Lights
December 9, 2023: Christmas In A Small Town
February 17, 2024: 5K Colorfest Charity Run
March 23, 2024: Blues, Brews & BBQ

DIAMOND LEVEL SPONSOR: \$10,000

- Company logo prominently placed on 2023–2024 Imperial Signature Event Series downtown banners
- Company logo prominently placed on 2023–2024 Imperial Signature Event Series promotional materials
- Company logo prominently displayed in Main Event Stage Area (4 Events)
- 24X12 premium space at all Imperial Signature Event Series events (3 events)
- 2 Reserved parking spaces at all Imperial Signature Event Series events (3 events)
- VIP area access for 6 at each Imperial Signature Event Series events
- Parade of Lights Entry in Division 1 with recognition as featured sponsor
- Enjoy exclusive elevated seating and be a judge at the Imperial Parade of Lights
- Tri-Tip Cook Off: Behind the Scenes Tour & Tasting for 2
- Be an exclusive Judge at the Tri-Tip Cook-Off
- 40 Tri-Tip Tickets & 8 People's Choice Ballots
- Presentation of Check to the 2024 Tri-Tip Cook Off Champion
- ColorFest 5K entry for up to 10 participants
- Imperial Signature Event Series Sponsor Basket: exclusive tote, 6 YETI Mugs, Signature Event swag & vendor products
- Enjoy 1 Julian Pie and 1 Dudley's Bread (3 events)



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Platinum Level

PLATINUM LEVEL SPONSOR: \$5,000

- Platinum Level Display of company logo on 2023–2024 Imperial Signature Event Series downtown banners and promotional materials
- Company logo displayed under Platinum Level in Main Event Stage Area (4 Events)
- One 12X12 prime booth space at all Imperial Signature Event Series events (3 events)
- VIP area access for 4 at each Imperial Signature Event Series events
- Parade of Lights entry in Division 1 with recognition as event sponsor
- Presentation of Check to a 2024 Tri–Tip Cook Off Winning Category
- 20 Tri–Tip Tickets & 4 People's Choice Ballots
- ColorFest 5K entry for up to 8 participants
- Exclusive Imperial Signature Event Series tote and 4 YETI mugs
- Enjoy 1 Julian Pie and 1 Dudley's Bread (3 events)

Gold Level

GOLD LEVEL SPONSOR: \$3,500

- Gold Level Display of company logo on 2023–2024 Imperial Signature Event Series downtown banners and promotional materials
- Company logo displayed under Gold Level in Main Event Stage Area (4 events)
- One 12X12 booth space at all Imperial Signature Event Series events (3 events)
- VIP area access for 2 at each Imperial Signature Event Series events
- Parade of Lights entry in Division 2 with recognition as event sponsor
- 20 Tri–Tip Tickets & 4 People's Choice Ballots
- ColorFest 5K entry for up to 6 participants
- Exclusive Imperial Signature Event Series tote and 2 YETI mugs
- Enjoy 1 Julian Pie and 1 Dudley's Bread (3 events)

Silver Level

SILVER LEVEL SPONSOR : \$2,500

- Silver Level Display of company logo on 2023–2024 Imperial Signature Event Series downtown banners and promotional materials
- Company logo displayed under Silver Level in Main Event Stage Area (4 events)
- One 12X12 booth space at all Imperial Signature Event Series events (3 events)
- VIP area access for 2 at each Imperial Signature Event Series events
- Parade of Lights entry in Division 3 with recognition as event sponsor
- 10 Tri–Tip Tickets & 2 People's Choice Ballots
- ColorFest 5K entry for up to 4 participants
- Exclusive Imperial Signature Event Series tote and 1 YETI mug
- Enjoy 1 Julian Pie (3 events)

Bronze Level

BRONZE LEVEL SPONSOR: \$1,000

- Bronze Level Display of company logo on 2023–2024 Imperial Signature Event Series downtown banners and promotional materials
- Company logo displayed under Bronze Level in Main Event Stage Area (4 events)
- One 12X12 booth space at all Imperial Signature Event Series events (3 events)
- VIP area access for 2 at each Imperial Signature Event Series events
- Parade of Lights entry in Division 4 with recognition as event sponsor
- 10 Tri–Tip Tickets & 2 People's Choice Ballots
- ColorFest 5K entry for up to 2 participants
- Exclusive Imperial Signature Event Series tote and 1 YETI mug



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SPONSORSHIP

COMMITTMENT FORM

SPONSORSHIP INFORMATION

Company Name: _____ Company Representative: _____

Address: _____ City: _____ Zip Code: _____

Work Phone: _____ Cell Phone: _____

Email Address: _____

Facebook URL: _____

Website URL: _____

LEVEL OF INVOLVEMENT

- Diamond Level Sponsor \$10,000
- Platinum Level Sponsor \$5,000
- Gold Level Sponsor \$3,500
- Silver Level Sponsor \$2,500
- Bronze Level Sponsor \$1,000

PAYMENT INFORMATION

Check (Please make all checks payable to: City of Imperial) Check #: _____ Total: \$ _____

Credit Card Total: \$ _____

Cash Total: \$ _____

inHance Receipt #: _____

FOR OFFICE USE ONLY

PLEASE COMPLETE AND SUBMIT THIS IMPERIAL MARKET DAYS SPONSORSHIP APPLICATION TO THE CITY OF IMPERIAL, DEPARTMENT OF PARKS AND RECREATION; LOCATED AT 101 E. 4TH STREET, IMPERIAL, CA 92251, BY SEPTEMBER 29, 2023. PLEASE SUBMIT YOUR COMPANY'S BUSINESS LOGO, VIA EMAIL, TO PARKS@CITYOFIMPERIAL.ORG UPON SUBMISSION OF THIS APPLICATION, TO ENSURE MAXIMUM SPONSORSHIP BENEFITS AND EXPOSURE. BY SIGNING YOUR NAME BELOW, YOU PLEDGE YOU ARE AN AUTHORIZED REPRESENTATIVE OF THE ABOVE LISTED COMPANY OR ORGANIZATION AND AGREE TO SPONSOR THE 2023-2024 IMPERIAL MARKET DAYS SEASON IN THE AMOUNT SPECIFIED ABOVE OR IN EXCHANGE FOR SERVICES AGREED TO BY THE CITY OF IMPERIAL.

Signature: _____ Date: _____