



2025 SPONSORSHIP PACKAGES

City of Rocklin Parks and Recreation



ROCKLIN
CALIFORNIA



ABOUT

As a Special Event sponsor, you'll love the great benefits that come with your support! We provide a fantastic way to connect with your customers, and only a limited number of businesses can be a part of that!

Throughout the year, we will be hosting multiple, free community events. With your support, we are able to make these events possible for the Rocklin community!



EVENTS

Your support will be for all of the following events:

EVENINGS IN THE PARK

- Think backyard BBQ but with your community! Interactive art, food trucks, vendors, and more! We'll have live music kick off the fun before the family-friendly movie that evening. Park locations will vary throughout the year so multiple neighborhoods feel included in this community event!
- 4 events held April through October
- Average attendance of 1,500-2,000

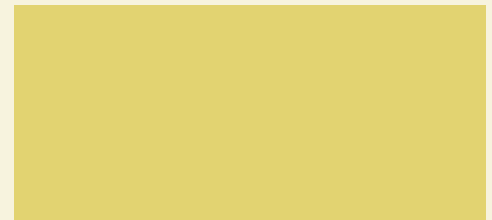
CIVIC CELEBRATION

- Showcasing all that Rocklin offers to its community and residents! Highlighting small businesses, restaurants, and city programs. The event has vendors, live music, and caps the night off with fireworks!
- Annual April Event
- Average attendance of 3,000+

MAKER FAIRE ROCKLIN

- Featuring both established and emerging local "makers", Maker Faire Rocklin is a family-friendly celebration featuring rockets and robots, digital fabrication, DIY science and technology, urban farming and sustainability, alternative energy, bicycles, unique hand-made crafts, music and local food, and educational workshops and installations.
- Annual October Event
- Average attendance of 5,000+







EXPOSURE

Here's how you connect with **YOUR** customers:

- More than 60,000 people attend events in Rocklin and at Quarry Park. Event flyers are passed out at all of them, including sponsored events and concerts
- More than 10,000 Recreation Guide views
- More than 24,000 receive E-blasts and E-news for each event
- More than 12,000 Facebook, TikTok, X, and Instagram followers

ASSOCIATE

A FOUNDATIONAL LEVEL OF SUPPORT

\$500

- **Sponsor Page:** Recognition on our dedicated sponsor page
- **Event Page:** Acknowledgment on all event webpages
- **Event Signage:** Business name/logo displayed at all of the events on Sponsor Sign
- **Exhibit Space:** Booth or table to engage with attendees at all events



\$1,000

SUPPORTER

A VALUED PARTNER HELPING TO MAKE IT HAPPEN

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **2 General Admission (GA) tickets to 3 shows** of your choice during the 2025 Concert Season
 - **1 GA Parking pass** for the selected shows

CONTRIBUTOR

MAKING A MEANINGFUL IMPACT ON THE COMMUNITY

\$2.5K

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **4 GA tickets to 4 shows** of your choice during the 2025 Season
- **2 GA Parking pass** for the selected shows

\$5K

CHAMPION

A LEADING FORCE BEHIND EVENT SUCCESS

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
 - **E-Newsletter:** Featured in the events e-newsletter
 - **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
 - **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin and Whitney High School Pools.
- **Commercial at Movies:** Ad or commercial played prior to the Movie at Evening in the Parks. (Ad to be provided by Sponsor)
 - **Recreation Guide:** Business name/logo displayed in the Recreation Guide
 - **4 GA tickets to 5 shows** of your choice during the 2025 Concert Season
 - **2 GA Parking passes** for the selected shows



PARAMOUNT

A VITAL SUPPORTER OF THE COMMUNITY FOUNDATION

\$7.5K

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin and Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie at Evening in the Parks. (Ad to be provided by Sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsored Activity:** Recognition for sponsoring a specific activity at Evenings in the Park
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
- **4 GA tickets to 6 shows** of your choice during the 2025 Concert Season
- **2 GA Parking passes** for the selected shows





\$10K

VISIONARY

LEADING THE WAY IN TRANSFORMING COMMUNITY EXPERIENCES

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
 - **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
 - **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin and Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie at Evening in the Parks. (Ad to be provided by Sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
 - **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsored Activity:** Recognition for sponsoring a specific activity at Evenings in the Park
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
 - **Standalone Park Sign:** Custom sign displayed at one of our large park signs
 - **4 GA tickets to 7 shows** of your choice during the 2025 Concert Season
 - **2 GA Parking passes** for the selected shows

CORNERSTONE

A KEY PILLAR IN FOSTERING COMMUNITY ENGAGEMENT

Everything from Associate Level (web pages, signage, and space) PLUS:

- **Stage Recognition:** Business mentioned during stage announcements
- **E-Newsletter:** Featured in the events e-newsletter
- **Social Media:** Shout-out of your business on our social pages
- **Signs at Ball Fields:** Event signage highlighting your business name/logo at the Community ball fields. (Maximum of 5 fields)
- **Signs at Pool:** Event signage highlighting your business name/logo at Rocklin and Whitney High School Pools
- **Commercial at Movies:** Ad or commercial played prior to the Movie at Evening in the Parks. (Ad to be provided by Sponsor)
- **Recreation Guide:** Business name/logo displayed in the Recreation Guide
- **Flyers/Posters:** Business name/logo featured on promotional materials
- **Sponsored Activity:** Recognition for sponsoring a specific activity at Evenings in the Park
- **Sponsor Business Sign:** Custom sign with your business logo displayed at all the events
- **Standalone Park Sign:** Custom sign displayed at one of our large park signs
- **Event Naming Rights:** Presenting sponsor of the Evenings in the Park Series
- **4 GA Season Tickets** for the 2025 Season (Up to 12 shows)
- **2 GA Parking passes** for the selected shows

\$15K



LEVEL COMPARISON

	\$500	\$1,000	\$2,500	\$5,000	\$7,500	\$10,000	\$15,000
Sponsor Page	X	X	X	X	X	X	X
Event Page	X	X	X	X	X	X	X
Event Signage	X	X	X	X	X	X	X
Exhibit Space	X	X	X	X	X	X	X
Stage Recognition		X	X	X	X	X	X
E-Newsletter			X	X	X	X	X
Social Media			X	X	X	X	X
Signs at Ball Fields				X	X	X	X
Signs at Pool				X	X	X	X
Commercial at Movies				X	X	X	X
Recreation Guide				X	X	X	X
Flyers/Posters					X	X	X
Sponsored Activity					X	X	X
Sponsor Business Sign					X	X	X
Stand-alone Park Sign						X	X
Event Naming Rights – Evenings							X
Tickets		2 per 3 shows	4 per 4 shows	4 per 5 shows	4 per 6 shows	4 per 7 shows	4 for Season
Parking		1 per show	2 per show	2 per show	2 per show	2 per show	2 per show



ROCKLIN
CALIFORNIA

THANK YOU!

We can't wait to have you be part of
another great event season!

CONTACT INFO

(916) 625-5200
@RocklinParksRec
Rocklin.CA.US/Events
Charles.Wilson@rocklin.ca.us