

City of El Cajon



# Event Sponsorship Opportunities



Saturday, May 18, 2024

America on Main Street is a celebration of the American spirit through appreciation and respect of the many diverse ethnic and historical groups in the community.



## EVENT OVERVIEW

This annual event in Downtown El Cajon is held the 3rd Saturday of May, from 3:00 PM to 8:00 PM. Admission and most activities are free to the public. The event draws approximately 20,000 people annually.



## EVENT MISSION

America on Main Street provides an opportunity to enhance and celebrate civic pride, attract regional participation and contribute to the economic growth of the downtown district.

## EVENT GOALS

Unite residents, honor and celebrate the diversity and history of the people who make El Cajon "The Valley of Opportunity". Showcase the Downtown El Cajon area. Create an enjoyable, entertaining, safe wholesome and educational event for members of the community.



WANT TO SEE MORE?  WATCH NOW

[WWW.AMERICASONMAINSTREET.ORG](http://WWW.AMERICASONMAINSTREET.ORG)



# EVENT SPONSORSHIP LEVELS

Event sponsorship funds will be used to pay for direct event costs including, but not limited to, entertainment, games, arts and crafts, a petting zoo, an outdoor movie, kids activities, equipment rentals and more.

Sponsorship Benefits	Diamond \$10,000	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Benefits Apply to both America on Main Street AND <u>HauntFest</u> (Our Other Signature Special Event)	★	★			
Name Recognition on City Website	★ 1 Year	★ 6 Months			
Reserved VIP Parking Passes	★ 4 Passes	★ 2 Passes			
Logo on Billboard(s) and Street Banners	★	★			
Recognition on City Social Media	★ 4x Per Year	★ 2x Per Year			
Shown on Electronic LED Screen at Event (When Applicable)	★ Video or Logo	★ Video or Logo	★ Logo		
Logo on Event Signage & Attraction Naming Rights	★ Large Attraction	★ Large Attraction	★ Small Attraction		
Logo featured in City's Guide to Recreation	★ 4x Per Year	★ 2x Per Year	★ 1x Per Year		
Logo on Event Map and Printed Materials	★	★	★		
Public Recognition On Stage at Event	★	★	★	★	
Booth Space for Ambassador on Event Site to Promote Business	★ Canopy Provided	★ Canopy Provided	★ Canopy Provided	★ Space Only	★ Space Only
Public Recognition at City Council Meeting	★	★	★	★	★

Are you ready to give back to the community?

Contact Heather Carter,  
Parks and Recreation Services Manager, at  
hcarter@elcajon.gov or (619) 873-1641





**AMERICA**

**ON**

**MAIN STREET**

# BY THE NUMBERS



**SATURDAY  
05/18/24  
3:00 - 8:00 PM**

Annual Attendance

20,000+

City Facebook Page

9,100 Followers

City and Parks and Rec  
Instagram Pages

6,400 Followers

Free Activities and  
Attractions

20+ Interactive Activities  
for Children

20+ Vendors

3 Stages with Live  
Entertainment

**Made possible by generous sponsors like YOU!**