



EL CAJON'S ★
AMERICA
on ★ ★ ★ ★ ★
Main Street

Event Sponsorship

18
MAY
2019





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. The event brands El Cajon as a place of rich ethnic diversity, shared traditions and community engagement through education, entertainment, art and food.

Description:

This Annual event in Downtown El Cajon, held the 3rd Weekend in May, from 2:00 p.m. to 9:00 p.m.

It consists of the following components: Entertainment on three outdoor stages • A wide variety of food booths • Arts, crafts and display booths • Free youth activities, interactive games, crafts and rides • Events within the event – Naturalization Ceremony

Goals:

Unite residents, honor and celebrate the diversity and history of the people who make El Cajon "The Valley of Opportunity." Honor Armed Forces Day as we salute local veterans • Showcase the Downtown El Cajon area with an anticipated attendance of over 30,000 • Provide an opportunity for community groups to share activities, traditions, food, entertainment and arts • Create an enjoyable, entertaining, low-cost, safe, wholesome and educational event for children, families and members of the community.





6th Annual

**THEME:
OUT OF THIS WORLD**

May 18, 2019 ★ 2:00 - 9:00 pm

**PRESS & MEDIA
COVERAGE:**

8+
Media
Placements

**WEBSITE
EXPOSURE:**

Hundreds of
page views
each week!

SOCIAL MEDIA:

18,000 Facebook Engagements

3,171 Instagram Followers

52,000 Snapchat Views

**ATTENDEES IN
MAY 2018:**

35,000+
people in
One Day!

Broad Demographic Outreach.
35,000 people of all ages
attend annual event. Marketing
and Advertising via Radio, Print,
TV, Social Media, & Press.



WWW.AMERICAOONMAINSTREET.ORG