



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

16
MAY
2020





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 8:00 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.





7th Annual

**THEME:
CELEBRATING 100
YEARS OF AVIATION**

May 16, 2020 ★ 2:00 - 8:00 pm

SOCIAL MEDIA:

18,000 Facebook Engagements

3,171 Instagram Followers

52,000 Snapchat Views

**ATTENDEES IN
MAY 2019:**

35,000+
people in
One Day!

**PRESS & MEDIA
COVERAGE:**

8+
Media
Placements

**WEBSITE
EXPOSURE:**

Hundreds of
page views
each week!

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



WWW.AMERICAONMAINSTREET.ORG

Become a Sponsor for America on Main Street 2020



	PREMIERE	PRINCIPAL	PARTNER	FRIEND
Logo in City Newsletter	2 per year	1 per year	1 per year	
Logo in City's Guide to Recreation Brochure	2 per year	1 per year		
Name Recognition on Event Website	1 year	6 months		
Business Mention on Social Media During Week of Event	★			
Logo on Billboard(s) and Street Banners	★			
10' x 10' Canopy Provided on Event Site with Ambassador to Promote Business	★			
Recognition/Booth Space at Other City Special Events	★			
Custom Marketing Opportunities	★			
Naming Rights to Large Attraction or Venue	★	★		
Name Recognition on Printed Materials	★	★		
Reserved VIP Parking	2 passes	2 passes	1 pass	
Logo in America on Main Street Program Guide	★	★	★	
Lunch Provided During Event	★	★	★	★
Commemorative Plaque	★	★	★	★
Recognition on Signage at America on Main Street	★	★	★	★
Public Recognition on Stage During Event	★	★	★	★
Public Honor During Televised City Council Meeting	★	★	★	★
10' x 10' Canopy Provided on Event Site to Promote Business		★		
10' x 10' Space on Event Site to Promote Business			★	★
TOTAL COST	\$10,000	\$5,000	\$3,000	\$1,000

Please contact Shannon Bullock at 619.873.1641 or sbullock@cityofelcajon.us for more information.

Custom sponsorship packages are also available.