



City of Moreno Valley
PARKS & COMMUNITY SERVICES

4TH OF JULY FUNFEST 5K RACE AND CARNIVAL



Experience broad community exposure while showcasing your commitment to the community by partnering with the City of Moreno Valley. Sponsorships of City events provide valuable marketing and brand visibility, with the added benefit of supporting the Moreno Valley community.

SPONSORSHIP OPPORTUNITIES

DADDY DAUGHTER DANCE

Date: January
Attendees: 275*
Target Audience: Families with children

MULTICULTURAL AND ART FESTIVAL

Date: March
Attendees: 1500*
Target Audience: Families and art enthusiasts

SPRINGTASTIC

Date: March or April
Attendees: 750*
Target Audience: Families with children

ADULT FLASHLIGHT EGG SCRAMBLE

Date: April
Attendees: 1,000*
Target Audience: Adults

PUBLIC SAFETY EXPO

Date: May
Attendees: 1,000*
Target Audience: Families with children

MOVAL ROCKS SUMMER CONCERTS

Date: Thursday's beginning in July through early August.
Attendees: 2,500* series total
Target Audience: Adults and Seniors

MOVAL MOVIES SUMMER MOVIE SERIES

Date: Friday's beginning in July through early August
Attendees: 2,000* series total
Target Audience: Families with children, adults, seniors

JUNETEENTH

Date: June
Attendees: 1,000*
Target Audience: Families

4TH OF JULY PARADE

Date: July 4th
Attendees: 1,500*
Target Audience: Families with children of all ages, adults, and seniors

4TH OF JULY FUNFEST

Date: July 4th
Attendees: 6,500*
Target Audience: Families with children, adults, seniors

EL GRITO

Date: September
Attendees: 3,500*
Target Audience: Families with children, adults, seniors

DAY OF THE DEAD

Date: October
Attendees: 2,000*
Target Audience: Families with children, adults, seniors

FUN COLOR RUN

Date: November
Attendees: 750*
Target Audience: Families with children, adults

SNOW DAY/HOLIDAY TREE LIGHTING

Date: December
Attendees: 3,400*
Target Audience: Families with children

* Estimated attendees

SPONSORSHIP LEVELS

PRESENTING

\$5,000

Recognition on a "Thank You to Our Sponsors" graphic displayed on the Civic Center digital marquee at Frederick St. and Alessandro Blvd.

Logo recognition on the Civic Center digital marquee (Frederick St. & Alessandro Blvd.)

Organization logo featured on the City event website for one month.

Logo recognition on the City sponsor banner displayed at the event

Recognition in the post-event Soaring Guide Thank You advertisement

**\$10,000
VALUE**

*Only one Presenting Sponsor per Special Event.

PREMIER

\$3,000

Recognition during the event and in posts on the City's social media accounts

Organization logo featured on the City event webpage for one month (approximately 30,000 weekly visits)

Recognition in the post-event Soaring Guide Thank You advertisement

**\$5,000
VALUE**

PARTNER

\$1,000

Company/organization logo included on the event flyer and window cling

One 10' x 10' resource booth space at the event (canopy and tables not included)

Recognition in the post-event Soaring Guide Thank You advertisement

**\$2,500
VALUE**



All sponsorship commitments must be finalized and received at least 60 days before the event to be included in event promotions and materials.



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www.movalparks.org