

SUNDAYS IN THE PARK

SPONSORSHIP OPPORTUNITIES



On behalf of the City of Ukiah, Ukiah Valley Athletic Club, Mendocino Health and Wellness and KWINE & MAX Radio, we would like to invite you to join us in sponsoring the annual Sundays in the Park Concert Series.

We look forward to including you as a sponsor for 2025!

The FREE Sundays in the Park Concert Series is a family-oriented attraction that has become a cherished tradition for Mendocino County. Six dates are selected each summer for the Sunday evening concerts. Concert musicians are chosen from a diverse range of musical genres. The series brings immense musical talent to the community.

Each summer the six-show season attracts more than 20,000 spectators to Todd Grove Park in Ukiah. The concerts provide extraordinary exposure to sponsoring businesses. In addition, a multimedia marketing program runs from April through August to provide even more valuable exposure for sponsors.

Sponsors enjoy an array of benefits such as on-site acknowledgements, signage and much more. Your sponsorship helps support this popular tradition which provides.

**Average 4,000-5,000
Attendance Each Show**

Over 190 Concerts

**Over 180 Artists
Performed**

Facebook Reach - Over 20,000
followers on Sundays in the Park &
City of Ukiah Recreation, Visit Ukiah,
Greater Ukiah Business &
Tourism Alliance pages

**Instagram Reach
Over 12,000**

**Direct Marketing Reach
Over 13,000 Homes +
over 250 Businesses**

SUNDAYS IN THE PARK

The Sundays in the Park FREE outdoor concerts at Todd Grove Park are fun and help to support our local economy.

This delightful community tradition attracts residents and visitors from throughout the region. As a sponsor, you are recognized as a special supporter of this exciting event that is enjoyed by so many people.

Market your business or organization at Ukiah's biggest summer community event. Sundays in the Park can host over 30,000 people in the course of the summer. Showcase your business or organization name in our marketing material to over 13,000 Ukiah Valley households. Sundays in the Park is marketed through the City of Ukiah Recreation, Sundays in the Park, Visit Ukiah, and Greater Ukiah Business and Tourism alliance pages.



SUNDAYS IN THE PARK

PATRON SPONSORSHIP \$5000

- Large logo displayed on the stage backdrop for every concert
- Priority placement on all radio spots (roughly 75 per week for 14 weeks)
- 1/8 page advertisement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Logo on City of Ukiah utility stuffer mailed to 8,000 homes
- Inclusion on Greater Ukiah Business and Tourism Alliance newsletter
- Prominent listing on posters and concert shirts
- Substantial presence and acknowledgment in all media items throughout Mendocino County
- Logo placement on the City of Ukiah website
- Thanks and special recognition from the stage at each concert
- Six free concert t-shirts
- Thank you plaque and end-of-the-season reception

CO-PRESENTER \$2,500

- Mention on 3/4 of all radio spots (roughly 50 per week for 14 weeks)
- Acknowledgement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Logo on City of Ukiah utility stuffer mailed to 8,000 homes
- Inclusion on Greater Ukiah Business and Tourism Alliance newsletter
- Highlighted listing on posters and concert shirts
- Substantial presence and acknowledgment in all media items throughout Mendocino County
- Logo placement on the City of Ukiah website
- Thanks and special recognition from the stage at each concert
- Four concert t-shirts
- Thank you plaque and end-of-the-season reception

MAJOR UNDERWRITER \$1,000

- Mention on 1/3 of all radio spots (roughly 20 per week for 14 weeks)
- Acknowledgement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Listing on City of Ukiah utility stuffer mailed to 8,000 homes
- Inclusion on Greater Ukiah Business and Tourism Alliance newsletter
- Listing on posters and concert shirts
- Acknowledgment in all media items
- Logo placement on the City of Ukiah website
- Acknowledgement from the stage as a group listing
- Two concert t-shirts
- Thank you plaque and end-of-the-season reception

SUBSTANTIAL FUNDING \$750

- Listing on posters and concert shirts
- Acknowledgment in all media items
- Acknowledgement in the City of Ukiah Summer Recreation Guide reaching 18,000 homes
- Listing on City of Ukiah utility stuffer mailed to 8,000 homes
- Acknowledgement from the stage as a group listing
- Name placement on the City of Ukiah website
- Two concert t-shirts
- Thank you plaque and end-of-the-season reception

SUNDAYS IN THE PARK

From renowned artists
to rising local stars

PAST ARTISTS

Big Bad Voodoo Daddy
Big Sam's Funky Nation
The Brothers Comatose
The California Honeydrops
Charley Crockett
Elvin Bishop
The Expendables
Katchafire
Leon Russell
Leftover Salmon
Los Lonely Boys
Marcia Ball
Mystic Roots
The Original Wailers
Ozomatli
Pete Escovedo
Pride & Joy
The Robert Cray Band
Roy Rogers & the Delta Rhythm Kings



LOCAL ARTISTS

Alex Degrassi
Funkacilin
The Funky Dozen
Johnny Young Band
McKenna Faith
The Real Sarahs
Top Shelf



City of Ukiah Recreation Department - Sundays in the Park

Company/Organization Name _____

Contact Person _____

Address _____

City _____

State, ZIP _____

Phone _____

E-mail _____

Level of Sponsorship:

- ☐ Patron \$5000
- ☐ Co-presenter \$2500
- ☐ Major Underwriter \$1000
- ☐ Substantial Funding \$750

Signature _____

Date _____

**Pledge now! Please e-mail or mail
this form to secure your sponsorship.**

Payment Plan Available!

**To assure your business is included
in all promotional material, please
submit pledge form by March 28th**

If you have a new logo, please e-mail
maranda@cityofukiah.com
a high resolution copy.



**Mail: City of Ukiah Recreation Department
Sundays in the Park Sponsor
411 W. Clay St. Ukiah**

**E-mail jburgess@cityofukiah.com
For more information, call (707) 463-6231**

FOR OFFICE USE:

Pledge Received _____

Payment Received _____

Early Bird _____