

# SUNDAYS *in the* PARK

FREE CONCERT SERIES • 6 PM TODD GROVE PARK • UKIAH, CA

## 2026 SPONSORSHIP OPPORTUNITIES



# SUNDAYS *in the* PARK

FREE CONCERT SERIES • 6 PM TODD GROVE PARK • UKIAH, CA

Over 200 CONCERTS

AVERAGE 4,000-5,000  
ATTENDANCE PER SHOW

OVER 190  
ARTISTS PERFORMED

DIRECT MARKETING  
REACH OVER 12,000 HOMES  
& 250 BUSINESSES

INSTAGRAM REACH  
OVER 12,000

Facebook Reach - up to 70,000 views  
on Sundays in the Park &  
City of Ukiah Recreation, Visit Ukiah ,  
Greater Ukiah Business &  
Tourism Alliance pages



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## SPONSORSHIP LEVELS

Principal \$7500	Patron \$5500	Co-presenter \$3000	Major Underwriter \$1500	Substantial Funding \$1000
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Large logo displayed on the stage backdrop for every concert					
Logo displayed on the stage screen pre-concert & intermission	Priority placement solo logo	Priority placement solo logo	Featured with sponsorship level	Featured with sponsorship level	Featured with sponsorship level
10x10 Brand Activation Booth	2 concerts (Priority pick on dates)	1 Concert			
Mention in radio ads	75 for 14 weeks	75 for 14 weeks	50 for 14 weeks	25 for 14 weeks	
Listing on poster & concert shirts	Logo	Text	Text	Text	Text
Mention in City of Ukiah utility stuffer mailed to 12,000 homes	Logo	Text	Text	Text	Text
Logo/name text on marketing material distributed throughout the Ukiah Valley & online	Logo	Logo	Logo	Text	Text
Logo placement on the City of Ukiah website					
Color ad in the City of Ukiah summer recreation digital guide	1 Page	1 Page	¼ Page	¼ Page	¼ Page
Concert T-shirts	6 Shirts	6 Shirts	4 Shirts	2 Shirts	2 Shirts
End of season reception & thank you plaque					

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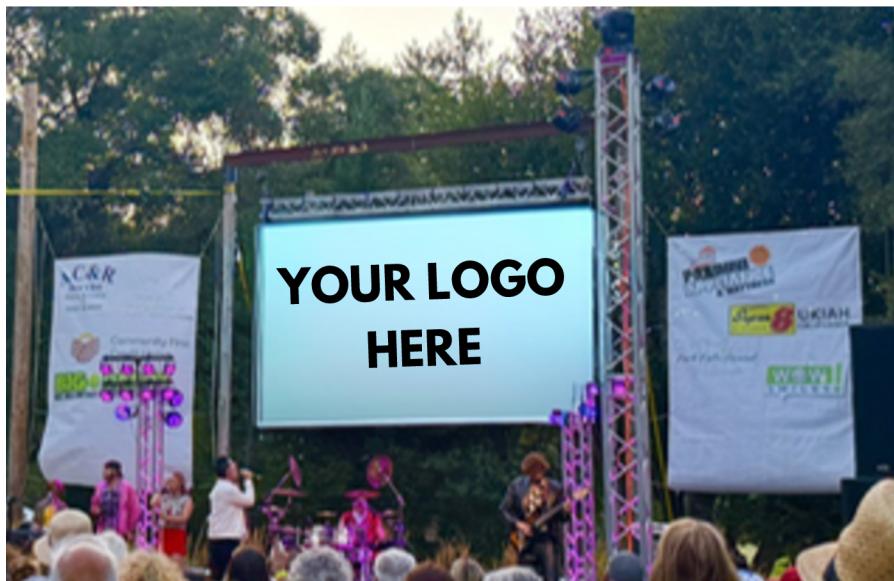
## BRAND RECOGNITION & COMMUNITY ENGAGEMENT

Brand visibility and meaningful connection are top priorities for our sponsors. We are excited to introduce a new sponsorship feature that reflects this focus.

Principal & Patron Sponsors will receive prominent logo placement on a dedicated on-screen display visible at all six shows, providing repeated, high-impact exposure. This is an excellent opportunity to showcase your logo brightly on screen and align your brand with a beloved community event. Co-presenter, Major Underwriter & Substantial Funding logos will be featured with the other sponsors in their level.

In addition, sponsors value the opportunity to engage directly with the community. Brand activation booths will be available, allowing sponsors to interact face-to-face with attendees, share information, offer experiences, and build lasting relationships.

Live logos & activation booths may be included as part of your sponsorship package or added on as an enhancement.



# 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 Orginal 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**



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## MARKETING & MEDIA REACH

Sponsors benefit from a high impact strategy that combines social media promotion (Facebook, Instagram, Nextdoor, and Mailchimp) with wide-reaching print distribution, including rack cards to over 12,000 homes and businesses and posters in more than 250 local businesses.

Media sponsors KWINE & MAX and Visit Ukiah further extend reach through radio advertising and coordinated cross-platform promotion, ensuring maximum visibility.



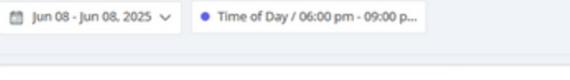
- Almost 6,000 direct e-mail blast
- Over 3600 Instagram followers
- Over 9400 Facebook followers



Placer.ai data shows an average attendance of 4,000–5,000 patrons per concert (excluding minors). Our opening show last year exceeded 5,000 patrons, highlighting the strong and consistent draw of this event.

### Todd Grove

665 Live Oak Avenue, Ukiah, CA 95482



### Metrics

Todd Grove	5.3K
Live Oak Avenue, Ukiah, CA	
Visits	5.3K
Visitors	5.3K
Visit Frequency	--
Avg. Dwell Time	118 Min



### Sundays in the Park Commercials:

- Average 8,000 - 10,000 weekly listeners
- Covers Mendocino & Lake County
  - Calls come from not only the Ukiah Valley but Clearlake to Fort Bragg & Hopland to Laytonville



Event coverage has engagement that has reached over 73,000 on Facebook & over 13,800 on Instagram

### Overview

Views	86,848
Instagram	13,689
Facebook	73,159

# City of Ukiah Recreation Department - Sundays in the Park

Company/Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State, ZIP \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Level of Sponsorship:

- Principal \$7500  
(\$1000 due at pledge)
- Patron \$5500  
(\$1000 due at pledge)
- Co-presenter \$3000
- Major Underwriter \$1500
- Substantial Funding \$1000

## Payment Plan Available!

To assure your business is included in all promotional material, please submit pledge form by March 27th.

Early bird (logo on spring utility stuffer due February 13th)

If you have a new logo, please e-mail [maranda@cityofukiah.com](mailto:maranda@cityofukiah.com) a high resolution copy.

Signature \_\_\_\_\_

Date \_\_\_\_\_

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

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

E-mail Marianne [maranda@cityofukiah.com](mailto:maranda@cityofukiah.com)  
For more information, call (707) 463-6231

## FOR OFFICE USE:

**Pledge Received** \_\_\_\_\_

**Payment Received** \_\_\_\_\_

**Early Bird** \_\_\_\_\_