

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

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 Original Wailers

Ozomatli

Pete Escovedo

Pride & Joy

The Robert Cray Band

Roy Rogers & the Delta Rhythm Kings



LOCAL ARTISTS

Alex Degraffi

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

Jun 08 - Jun 08, 2025 Time of Day / 06:00 pm - 09:00 p...

Metrics

Todd Grove
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



Tonight's Sundays in the Park concert was a movie! Thank yo...
July 13 - Duration 0:17

2K 56 109 1 28

Overview

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

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

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

Signature _____

Date _____

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 a high resolution copy.

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
For more information, call (707) 463-6231

FOR OFFICE USE:

Pledge Received _____

Payment Received _____

Early Bird _____