



CITY OF
MENLO PARK



SPONSORSHIP GUIDE





SPONSORSHIP INFORMATION

Parks, playgrounds, pools, and walking trails aren't the only community services the City of Menlo Park offers! The City of Menlo Park also hosts fun, well-attended community events for all ages. Our community events bring people together, keeping old traditions alive while making new memories.

As an event sponsor, your business will become a highly visible partner, contributing directly to improving the quality of life for the people of the community.

Community event locations and attendance levels vary, allowing sponsors to choose an event that connects their business with the right audience. After selecting an event, sponsors can choose a sponsorship tier and package that aligns comfortably with their financial capacity.

The City of Menlo Park greatly values community event sponsors, and we look forward to providing sponsors with a worthwhile experience that establishes a lasting partnership.

ABOUT THE EVENTS

The City of Menlo Park customarily hosts the following annual events, with new, smaller events added each year. Events and details may change based on community feedback and needs. Sponsors can trust that staff will work with them to ensure they find an event that is the right size, location, date, and price.

Egg Hunt

Expected Attendance: 1,000 – 1,500

Sponsor Tier: B

Halloween Hoopla

Expected Attendance: 750 – 1,000

Sponsor Tier: B

Juneteenth Celebration

Expected Attendance: 200 – 250

Sponsor Tier: A

Light Up the Season

Expected Attendance: 500 – 700

Sponsor Tier: A

4th of July

Expected Attendance: 1,500 – 2,500

Sponsor Tier: C

Concert Series

Expected Attendance: 250 – 500

Sponsor Tier: A

* Information on sponsoring an athletic league or tournament will be provided upon request.



SPONSORSHIP TIERS

There are three sponsorship tiers based on expected event attendance and the size and scale of the community event. Each tier has three sponsorship package options to choose from.

Tier A

- Bronze: \$100
- Silver: \$250
- Gold: \$500

Tier B

- Bronze: \$250
- Silver: \$500
- Gold: \$750

Tier C

- Bronze \$1,000
- Silver: \$2,500
- Gold: \$5,000

Small businesses and non-profit organizations may be able to collaborate with the City of Menlo Park through in-kind donations. Contact City staff for more information about in-kind donations.

SPONSORSHIP PACKAGES	Bronze Sponsor	Silver Sponsor	Gold Sponsor
Business name on marketing and promotional materials, including social media updates, online city calendar, and community calendars.	X	X	X
Verbal recognition at the event. A city staff member will announce your business name during the introduction and conclusion of the event.	X	X	X
Businesses will have the opportunity to set up a 10x10 display booth to provide handouts, giveaways, and company information (no food or drink handouts). Location of booth is assigned by the City.	X	X	X
Exclusive period to sign up for sponsorships for the next event season	X	X	X
Sponsor business logo on event flyers, postcards, electronic displays at city buildings, and on event posters posted throughout Menlo Park.		X	X
Prime location in the Halloween Hoopla or 4th of July parades. (Tier C only)		X	X
Recognition in LCS Weekly Newsletter (approximately 28,000 subscribers)			X
Business banner displayed at the event. The size and location of the banner are subject to approval by the City. The banner is provided by the sponsor and must be provided by the specified date.			X

SPONSOR ELIGIBILITY REQUIREMENTS

Sponsors should be businesses, non-profits, or individuals promoting mutually beneficial relationships for the Library and Community Services Department and the City of Menlo Park.

SPONSORSHIP INTEREST FORM REQUIREMENTS

Sponsorship interest forms will open for submission in July of each year. Sponsors will be notified of their status by mid-February. Submission of an interest form does not guarantee a spot as a community event sponsor.

OTHER INFORMATION

Depending on the sponsorship package, sponsors should be prepared to provide the following:

- A high-resolution logo or artwork to represent the sponsoring organization
- Electronic copy of the company logo.
- Payment: Full payment due at the time of contract signing; checks payable to "City of Menlo Park."
- Your sponsorship contribution may be tax-deductible.



CONTACT INFORMATION

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