

# Sponsorship Opportunities

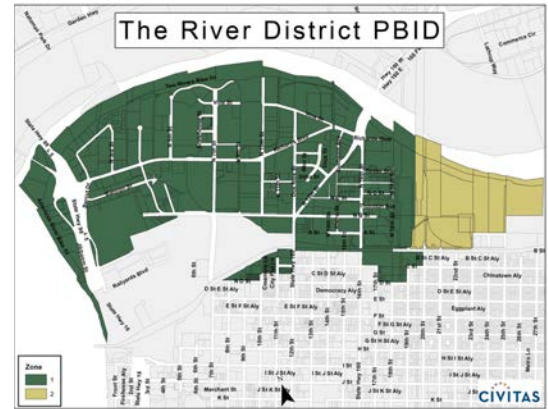
Sacramento, CA



# River District ABOUT US

The River District is a private, nonprofit business association charged with managing and promoting programs to strengthen the economic and cultural well-being of the area.

The 830-acre Property and Business Improvement District (PBID) was established in 1999 by a broad-based coalition of public and private property owners. The River District hosts annual community events to promote social cohesion, encourage commerce and economic development, improve education, and create a livable and sustainable community.



## Our Vision

A vibrant, mixed-use urban community with an eclectic mix of residential and commercial land uses topped off with riverfront views and a variety of parks, plazas and open space.





# SIGNATURE EVENTS

Support local activations in the River District.



## Friends of the River District Block Party

March 26  
June 25  
September 24



## Trails in Bloom

April 25, 2026  
Hanami Line



## Halloween Costume Parade

October 31, 2026



## River District Community Extravaganza

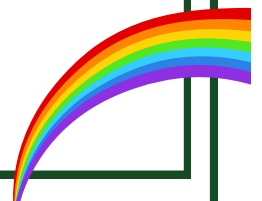
December 4, 2026



## Coming Out Day

October 11, 2026

Coming Out Day Festival promotes LGBTQ+ visibility while connecting community members to resources that promote physical, mental, and emotional wellbeing. This event features local LGBTQ+ talent and businesses.



# Friends of the River District Block Party



5.2 K

Social Media  
Impressions

14

Community  
Organizations

250+

Attendees

\*2025

Our quarterly Friends of the River District Block Parties are opportunities for robust community engagement. Each quarter, the block party activates a different community with games, vendors, resources, and important information about upcoming projects.



## Platinum

\$1,000

- Naming rights
- Opening remarks (2-5 minutes)
- Spotlight in eNewsletter
- Option to provide branded items
- 10' x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social media recognition
- Recognition during event announcements



## Gold

\$500

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Silver

\$250

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight

# Trails in Bloom

A CELEBRATION OF NATURE, CULTURE, & COMMUNITY



12.8 K

Social Media  
Impressions



13

Community  
Organizations



75+

Attendees

\*2025

Trails in Bloom is a day for community celebration at Hanami Line, a park that honors the history of Japanese Americans in Sacramento. This annual springtime event provides rich cultural exchange, workshops, and cycling along the Two Rivers Bike Trail.



## Sustainability Champion

**\$5,000**

- Naming rights
- Opening remarks (2-5 minutes)
- Spotlight in eNewsletter
- Option to provide branded items
- 10' x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Habitat Hero

**\$3,000**

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## River Protector

**\$1,500**

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight



# Coming Out Day



**37.4 K** Social Media Impressions



**52**

Community Organizations



**250+** Attendees

**\*2025**



## Diamond Star Sponsor

**\$10,000**

- Headlining Entertainer Sponsor
- Opening remarks (2-5 minutes)
- Spotlight in eNewsletter
- Option to provide branded items
- 10' x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Platinum Star Sponsor

**\$5,000+**

- Spotlight in eNewsletter
- Option to provide branded items
- 10' x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Banner placed near stage
- Social Media spotlight
- Recognition during event announcements



## Gold Star Sponsor

**\$2,500**

- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Logo Banner displayed at event
- Recognition during event announcements



## Silver Star Sponsor

**\$500-\$1,000**

- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



**River District**

[www.riverdistrict.net](http://www.riverdistrict.net)

# Halloween Costume Parade



1913

Social Media  
Impressions

1

Community  
Organizations

85+

Attendees

\*2025

The annual Halloween Costume Parade provides a safe space for youth and families to trick-or-treat in the River District. This event aims to be a hub of activity for residents in the community with free arts & crafts, games, costume contests, and spooky fun for all ages.



## Platinum

**\$1,000**

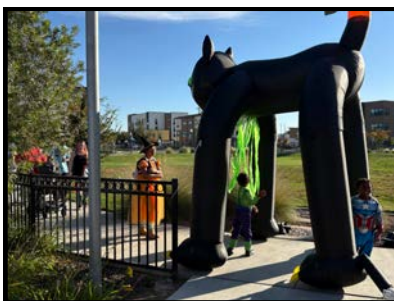
- Naming rights
- Opening remarks (2-5 minutes)
- Spotlight in eNewsletter
- Option to provide branded items
- 10' x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Gold

**\$500**

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Silver

**\$250**

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight


**River District**
[www.riverdistrict.net](http://www.riverdistrict.net)

# River District Community<sup>08</sup> Extravaganza



1546

Social Media  
Impressions



5

Community  
Organizations



150+

Attendees

\*2025

The River District Community Extravaganza is our annual holiday event meant to build community and spark holiday cheer to individuals and families in our neighborhood. Thank you for helping us make this joyous holiday event possible.



## Holiday Hero

**\$1,000+**

- Naming rights
- Opening remarks (2-5 minutes)
- Spotlight in eNewsletter
- Option to provide branded items
- 10' x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Elf Sponsor

**\$500-\$999**

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight
- Recognition during event announcements



## Candy Cane Sponsor

**\$350-\$499**

- Spotlight in eNewsletter
- 10'x10' Booth Space
- Logo on event webpage
- Logo on marketing materials
- Social Media spotlight







# Thank You

---

Becoming a sponsor allows you to showcase your commitment to healthy, inclusive communities. Your sponsorship has a direct positive impact on families that live, work, and play in the River District.

If you are interested in tailoring a specific sponsorship package that aligns with your objective and budget, please contact us.

Together, we can create a vibrant community for all.



Phone Number

916-321-5599



Email Address

[info@riverdistrict.net](mailto:info@riverdistrict.net)



Social Media

[@River.District](#)



Website

[www.riverdistrict.net](http://www.riverdistrict.net)



## River District