



34th Annual

**DIA DE LOS**

**niños**

**2025**

**Sponsorship Opportunities**



34th Annual

# DIA DE LOS niños

Dia de Los Niños is celebrated in our sister nation of Mexico as a celebration to recognize youth.

The City of Visalia along with a number of Visalia community members, organizations, and businesses come together this day to wholeheartedly support this event.

Children are deserving of having their day of recognition where they can participate in a great number of fun activities - all free of charge - which will include bounce houses, crafts, family-friendly entertainment, educational resources, books, and many giveaways!

**This year, you're invited to participate in Dia de Los Niños with a unique opportunity!**

Your organization can be directly involved or support this celebration. Either way, you're sure to benefit!

# About Visalia

**Serving as the cultural, economic, and commercial hub of Tulare County, Visalia continues to grow in population, diversity, and sophistication.**

Population: 143,000+

Households: 55,000+

Median Value of Homes: \$315,100+

Residents Who Moved In Past Year: 6.4%

Single Unit Structures: 79%

Multi-Unit Structures: 18%

Owner Occupied Units: 54%

Renter Occupied Units: 46%



Data provided by CensusReporter.org, according to 2021 Census.



# Partner with City of Visalia *and make it a win for your organization*



Over 1.1M annual social media reach  
Over 58K combined social media following  
Nearly 150K post interactions in 2024



Over 1.9M annual website page views  
Over 544K annual website users  
26K+ website referrals from social media



Credibility as city government  
Nearly 18K combined email subscribers  
Local resource for news, updates, and community





# How You Will Benefit:



Earn recognition for supporting and advocating for local youth



Generating leads while raising awareness for your organization or business



Grow your online presence with a dedicated sponsor page on the City of Visalia website



Strengthen digital marketing efforts with inclusion in City of Visalia social media and email blasts



Meet your goals and see results with customized packages available



# Sponsorship Opportunities

Only one available, this sponsorship is unlike any other. Be the organization that makes Dia de Los Niños possible!

## Presenting Sponsor

\$2,000

**EXCLUSIVE**

- Naming rights and logo on all promotional materials
- Opportunity to host in-person booth at main entrance of the event
- Dedicated email blast to nearly 18K subscribers
- (1) Full-Page Ad in summer Live & Play Guide
- (3) Ads shared to @visalialiveandplay social media
- (1) Ads shared to @cityofvisalia social media
- (1) Ad on City of Visalia website homepage for 3 days
- (1) Marketing signage at event
- On stage announcements





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**Entertainment Sponsor**

**Cost: \$1,000**

- Logo on all promotional materials
- On stage announcements
- Opportunity to host in-person booth at the event
- (2) Ads shared to @visalialiveandplay social media
- (1) Half page Ad in Summer Live & Play Guide
- (1) Marketing signage at event



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**Craft Zone Sponsor**

Cost: \$500

- Logo on all promotional materials
- On stage announcements
- Opportunity to host in-person booth at the event
- (1) Tag on @visalialiveandplay social media







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**Please select your investment level:**

- Presenting: \$2,000
- Entertainment: \$1,000
- Craft Zone: \$500
- Custom Package: *Please contact us for custom options.*

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

# Contact Us

We look forward to partnering with you!  
Help us make a difference in the lives of your  
local youth!

*“Children are the world’s most valuable  
resource and its best hope for the future.”*

*- Maya Angelou*

*Didn’t see an opportunity that meets your  
needs? Reach out and we can customize!*

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**For more information about the event:**

Arianna Ornelas

Recreation Coordinator

City of Visalia-Community Services Department

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<https://bit.ly/covparksnrec>