



PARTY FOR THE

PLANET

EARTH DAY & ARBOR DAY

04.25.2025

PROMOTIONAL OPPORTUNITIES

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%

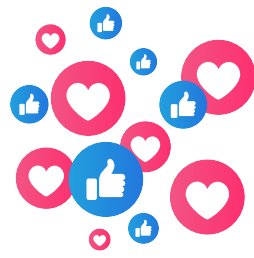
Renter Occupied Units: 46%

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 sustainability efforts and going beyond Earth Day on Arbor Day.



Generate leads while raising awareness for your organization.



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 **Earth Day on Ardor Day** possible!

EXCLUSIVE



Presenting Sponsor

Total Investment: \$5,000

- Naming rights and logo on all promotional materials
- Logo placed on front of event staff / volunteer shirts
- Opportunity to host in-person booth
- 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





Sponsorship Opportunities

Limited to three organizations only, you don't want to let this offer pass you by! Help bring these events to Visalia.

Event Sponsor

Total Investment: \$2,000

- Naming rights for party zones and logo on all promotional materials (ex. bounce houses, music, food court, planting zone)
- Logo placed on back of event staff / volunteer shirts
- Opportunity to host in-person booth
- (2) Ads included in separate emails blasts to nearly 18K subscribers
- (1) Half - Page Ad in Summer Live & Play Guide
- (2) Ads shared to @visalialiveandplay social media
- (1) Ad shared to @cityofvisalia social media
- (1) Marketing signage at event



Sponsorship Opportunities



Two great sponsorship opportunities that position you as a sustainability partner and attract customers!

Digital Sponsor

Cost: \$1,000

- Logo placed on back of event staff / volunteer shirts
- (2) Ads shared to @visalialiveandplay social media
- (1) Half - Page Ad in Summer Live & Play Guide
- Name recognition on some promotional materials
- (1) Marketing signage at event

Value Sponsor

Cost: \$500

- (1) Ads shared to @visalialiveandplay social media
- Name recognition on some promotional materials
- (1) Marketing signage at event



Sponsorships Opportunities



Please select your investment level:

Presenting: \$5,000 Event: \$2,000

Digital: \$1,000 Value: \$500

Custom Package: *Please contact us for custom options.*

Visit www.liveandplayvisalia.com/partyfortheplanet or scan the QR code to sign up to be a vendor.



Name: _____

Company: _____

Title: _____

Contact Info: _____

Date: _____

X _____

Contact Us

Partner with us for **Earth Day on Arbor Day** to make a lasting impact on our community and planet! By sponsoring this event, your business will showcase its commitment to environmental sustainability, connect with eco-conscious audiences, and help us drive meaningful change for a greener future.

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

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