

Party FOR THE Planet

CELEBRATING EARTH DAY ALL MONTH LONG



PROMOTIONAL
OPPORTUNITIES



2024

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 2023



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



Party FOR THE Planet

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Party for the Planet was created by the City of Visalia last year as a month-long celebration of our parks, natural resources, and planet!

This year, you're invited to the Party for the Planet with a unique opportunity!

As a month-long campaign, Party for the Planet provides the perfect opportunity for organizations to directly reach an audience who is committed to the preservation of our environment and who deeply care about the values of reducing, reusing, and recycling.

The 2024 Party for the Planet will focus on several main events in addition to other partnerships and activities.

1. Rec Classes in the Park!: *Saturday, April 13*
2. Spring Into Action: *Wednesday, April 17*
3. Earth Day: *Saturday, April 20*
4. Dump On Us: *Saturday, April 20*

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



How You Will Benefit:



Earn recognition for sustainability efforts and going beyond Earth 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



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Sponsorship Opportunities

Only one available, this sponsorship is unlike any other. Be the organization that makes Party for the Planet possible!



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 at all Party for the Planet events
- Opportunity to provide handouts to be passed out at April 20 Dump On Us event
- Dedicated email blast to nearly 18K subscribers
- (1) Full-Page Ad in Summer Live & Play Guide
- (3) Ads shared to @visaliaparks social media
- (1) Ads shared to @cityofvisalia social media
- (1) Ad on City of Visalia website homepage for 3 days
- Opportunity to provide handouts at other City of Visalia events in April

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 individual event and logo on all promotional materials
- Logo placed on back of event staff / volunteer shirts
- Opportunity to host in-person booth at Rec Classes in the Park, Spring Into Action, or Earth Day event
- (2) Ads included in separate emails blasts to nearly 18K subscribers
- (1) Half - Page Ad in Summer Live & Play Guide
- (2) Ads shared to @visaliaparks social media
- (1) Ad shared to @cityofvisalia social media
- Opportunity to have handouts included in April 20 Dump On Us event
- Opportunity to provide handouts at other City of Visalia events in April

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 @visaliaparks social media
- (1) Half - Page Ad in Summer Live & Play Guide
- Name recognition on some promotional materials
- Opportunity to have handouts included in April 20 Dump On Us and Earth Day events

Value Sponsor

Cost: \$500

- Name placed on back of event staff / volunteer shirts
- (1) Ads shared to @visaliaparks social media
- Name recognition on some promotional materials

Booth Participation Opportunities

Whether you're interested in having a booth at an event or engaging with a captive audience, you will see results.



Event Booths

Cost: \$0-35

- (1) 10ft x 10ft booth space per Party for the Planet event (Rec Class in the Park, Spring Into Action, or Earth Day)
- *Information booths with no sales, \$0. Only informational or promotional materials may be distributed.*
- *Booth with Sales, \$35. Must provide proof of valid City of Visalia Business Certificate and Insurance.*
- *Must provide own canopy tent, table, chairs, and any decorative items such as tablecloths. Only booth space will be provided.*

Dump On Us Drive-Thru

Cost: \$500

- Opportunity to have handouts or small promotional items distributed to nearly 500 vehicles waiting in line to safely dispose of unwanted items
- *Must provide handout materials or promotional items prior to April 18. City staff will distribute items.*
- *Dump on Us is held 6:45am - 12pm on Saturday, April 20.*



Party for the Planet 2024



Please select your investment level:

- ☐ Presenting: \$5,000
- ☐ Event: \$2,000
- ☐ Digital: \$1,000
- ☐ Value: \$500
- ☐ Info Booth: \$0
- ☐ Drive-Thru: \$500
- ☐ Commercial Booth: \$35
- ☐ Custom Package: *Please contact us for custom options.*

Name: _____

Company: _____

Title: _____

Contact Info: _____

Date: _____

X _____

Contact Us

We look forward to partnering with you!
As the name implies, Party for the Planet
is a fun and exciting initiative that truly
makes an impact not only for local
community, but for our planet! Help us
make a difference!

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

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