

# Fairytale Town



## 2022 Sponsorship Opportunities



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# About Fairytale Town

Let your imagination run wild at Fairytale Town, a 3.5-acre children's storybook play park that brings fairytales and nursery rhymes to life! Located in William Land Park in Sacramento, Fairytale Town has delighted millions of guests, inspiring imagination, creativity, and literacy since it opened in 1959. Over 26 bright and colorful play sets give young children a backdrop to act out their favorite stories, encourage creative discovery, and exercise their minds and bodies.

Home to a friendly menagerie of animals from the pages of favorite children's stories, children can meet Peter Rabbit at Mr. McGregor's Garden and see the sheep that Mary brought to school one day. Small gardeners can help water seasonal vegetable beds and seek out a sprouting alphabet of exotic plants. Small adventurers can join Robin Hood's band of Merry Men in Sherwood Forest's extensive play fort. Children can go down Jack's Beanstalk, ride in Cinderella's carriage, and burn off extra energy walking on The Crooked Mile, a favorite play structure for many generations.

King Arthur's Castle has been the place for unforgettable birthday parties for three generations. Annual memberships make it easy for today's families to make Fairytale Town part of their lives, with free admission and park discounts for twelve whole months.

Year-round special events, theater performances and educational programming celebrate holidays, introduce multicultural themes, promote literacy, and offer creative experiences to thousands of visitors.

## **About our satellite location the Sacramento Adventure Playground**

Powered by Fairytale Town and located at Maple Neighborhood Center, the Sacramento Adventure Playground is a free after-school youth development program for ages 6 to 15.

Essentially a makers' laboratory or tinkerers' workshop, the Adventure Playground puts real tools into the hands of youth so they can build and create things that reflect their own ideas and visions. Research shows that youth are inspired to be more imaginative, creative, collaborative, and thoughtful in these nontraditional environments than they are in more structured playgrounds; and the range of play and activities offered in these playgrounds helps children express themselves while building useful skills that prepare them to grow into competent adults.

## Marquee Events

### Spring Eggstravaganza – Two-Day Event April 16 & 17

Fairytale Town’s Spring Eggstravaganza is an egg-citing weekend featuring egg hunts, prizes, spring-themed arts and crafts and more! After the egg hunt, guests can make their way to Mr. McGregor’s Garden to redeem their eggs for a prize! Kids can choose from a variety of prizes based on the number of eggs they collect.

Puppet Art Theater Company typically makes an appearance at this event too.














Plus, guests can visit with Peter Cottontail on the Mother Goose Stage from 10 AM - 3 PM.

Average Attendance: 5,000+

Key Potential Benefits:

- Logo recognition on web, event program, and in weekly e-newsletter
- Social Media tagging
- Event Tickets



	Prominent Signage Week of Event	Logo Recognition on:	Name recognition on media releases	Social Media tag on event posting • Facebook & • Instagram	Booth space at event (can be traded for additional event or regular admission passes)	Event Tickets
\$10,000 Lead Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				5
\$500 Featured Sponsor						2

## Marquee Events

### Tales & Ales Brewfest Fundraiser – One-Day Event September 10

This yearly fundraiser features local craft breweries pouring unlimited tastes of their beers. Live music plays on the Mother Goose Stage and kids enjoy complimentary root beer floats as well as hands-on activities in Mr. McGregor's Garden.

Plus, a raffle with exciting prizes always entices attendees to take their chances at winning a prize.














Local food trucks are onsite too with food and beverages to enjoy.

**Average Attendance: 1,500+**

**Key Potential Benefits\*:**



- Logo recognition on web, event program, and in weekly e-newsletter
- Social Media tagging
- Event Tickets

	Prominent Signage Week of Event	Logo Recognition on:	Name recognition on media releases	Social Media tag on event posting  • Facebook & • Instagram	Booth space at event (can be traded for additional event or regular admission passes)	Event Tickets
\$10,000 Lead Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				5
\$500 Featured Sponsor						2

\*Additional Sponsorship opportunities available for this marquee event (see page 11).



## Marquee Events

### Safe & Super Halloween – Four-Day Event October 15, 16, 22, & 23

Enjoy 4 days of trick-or-treating and family friendly fun at Fairytale Town’s annual Safe & Super Halloween!














This Halloween extravaganza features treat stations, a costume parade, hands-on activities, and lots of fun.



Average Attendance: 5,000+

Key Potential Benefits:

- Logo recognition on web, event program, and in weekly e-newsletter
- Social Media tagging
- Event Tickets

	Prominent Signage Week of Event	Logo Recognition on:	Name recognition on media releases	Social Media tag on event posting • Facebook & • Instagram	Booth space at event (can be traded for additional event or regular admission passes)	Event Tickets
\$10,000 Lead Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				5
\$500 Featured Sponsor						2

## Marquee Events

### Winter Wonderland – Four-Day Event December 10, 11, 17, & 18

Held over two weekends, our Winter Wonderland event celebrates the holiday season with:














- s'mores,
- Santa,
- snow
- carolers,
- lights, and holiday décor
- live entertainment
- plenty of vendors, and
- crafts.



Average Attendance: 5,000+

Key Potential Benefits:

- Logo recognition on web, event program, and in weekly e-newsletter
- Social Media tagging
- Event Tickets

	Prominent Signage Week of Event	Logo Recognition on:	Name recognition on media releases	Social Media tag on event posting • Facebook & • Instagram	Booth space at event (can be traded for additional event or regular admission passes)	Event Tickets
\$10,000 Lead Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				5
\$500 Featured Sponsor						2














## Special Events

Fairytale Town has myriad events throughout the year. They include, but are not limited to, the following:

- March 6 – Read Across America Day
- March 17 – St. Patrick’s Day
- April 28 – Superhero Day
- May 4 – Star Wars Day
- May 15 – Dinosaur Day
- May 7 – Color Bubble Festival (Sacramento Adventure Playground)
- August 27 – Ghostbusters Day
- September 17 & 18 – Children’s Book Festival (2 days)
- September 19 – Talk Like a Pirate Day
- October 15 – Dirty Kid Obstacle Race (Sacramento Adventure Playground)\*

Online Events:

- March – Auction
- November – Fairytale Ale Gift Packs in partnership with New Helvetia

	Prominent Signage Week of Event	Logo Recognition on:	Name recognition on media releases	Social Media tag on event posting • Facebook & • Instagram	Booth space at event (can be traded for additional event or regular admission passes)	Event Tickets
\$5,000 Lead Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				20
\$2,500 Presenting Sponsor		<ul style="list-style-type: none"> <li>• Event page,</li> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				10
\$1,500 Supporting Sponsor		<ul style="list-style-type: none"> <li>• Event program,</li> <li>• Weekly e-newsletter</li> </ul>				5
\$500 Featured Sponsor						2

\* Additional sponsorship opportunities available for this events (see pages 12).















## Program Opportunities

### SPARK Children's Theater

This program introduces primary schoolers to live music theater at performances conducted in the Children's Theater at Fairytale Town.

In 2022, we project 3,000+ attendees, largely from school groups.



	Prominent Signage in SPARK Children's Theater	Logo Recognition on: <ul style="list-style-type: none"> <li>• Program webpage,</li> <li>• Customized, branded footer in Weekly e-newsletter</li> </ul>	Acknowledgement from stage at each performance	Opportunity to provide promotional material (can be traded for more performance tickets)	Social Media tag on performance promotion <ul style="list-style-type: none"> <li>• Facebook &amp;</li> <li>• Instagram</li> </ul>	Performance Tickets
\$10,000 Lead Sponsor						20
\$5,000 Presenting Sponsor						10
\$2,500 Supporting Sponsor						5
\$1,500 Featured Sponsor						2















## Program Opportunities

### Fairytale Town Summer FunCamps June - August

Fairytale Town offers more than 31 exciting and educational day camps for children! Summer Camps take children on weeklong adventures through a unique theme, including animals, gardening, theatre arts, and more.



More than 700 campers enjoy weeklong summer fun through the FunCamps program.

	Prominent Signage on Park Exterior for the 9 Weeks of Camp	Logo Recognition on: Camp t-shirt each child gets and wears each day	Logo Recognition on: Program webpage	Opportunity to provide promotional material to be placed in high-traffic areas of the park	Social Media tagging on camp promotion <ul style="list-style-type: none"> <li>• Facebook &amp;</li> <li>• Instagram</li> </ul>
\$20,000 Lead Sponsor					
\$10,000 Presenting Sponsor					
\$5,000 Supporting Sponsor					
\$2,500 Featured Sponsor					

## Program Opportunities












### Animal Workshops / Toddler Times

Animal Workshops and Toddler Times are play-based learning experiences. Toddler Time is just for little ones ages 2 through 5 and their parent/caregiver, while our Animal Workshops are geared for slightly older children ages 6 - 10 and their caregiver.



Each session features a different lesson exploring a children's book through storytime along with an up-close animal introduction. Interactive craft time, singing, and sensory play are also part of the fun.

Animal Workshops and Toddler Times reach 30 children ages 2-10, plus 15+ parents/caregivers weekly.

	Prominent Signage During Event	Logo Recognition on: Program webpage	Opportunity to provide promotional material to event attendees	Social Media tagging on camp promotion <ul style="list-style-type: none"> <li>• Facebook &amp;</li> <li>• Instagram</li> </ul>
\$5,000 Lead Sponsor				
\$2,500 Presenting Sponsor				
\$1,500 Supporting Sponsor				
\$500 Featured Sponsor				



## Additional Event Opportunities

### Tales & Ales Brewfest Fundraiser September 10

Join Fairytale Town for our annual Tales & Ales Brewfest Fundraiser! It's a great evening for friends and families to enjoy play time, music, and local fare. Held in our iconic park, this event features 20+ regional breweries, favorite food trucks, and live music.

**Average Attendance: 1,200**



Along with the sponsor benefits listed on page 4, the following sponsorships offerings and benefits are available:

Tasting Mug Sponsor: \$5,000

- Logo on commemorative VIP tasting Mug
- 20 VIP Tickets

Stage Sponsor: \$3,000

- Logo on stage banner
- 10 VIP Tickets

Wristband Sponsor: \$2,000

- Logo on event wristbands
- 8 VIP Tickets

Water Sponsor: \$1,000

- Logo on signage for water station
- 6 Event Tickets

Root Beer Float Garden Sponsor: \$750

- Logo on signage for Root Beer Float Garden
- 4 Event Tickets

## Additional Event Opportunities

### Dirty Kid Obstacle Race October 15













Fitness should be fun! Join us in our 4th annual Dirty Kid Obstacle Race. All ages (over 4 years old) will race in a small endurance course with obstacles, including MUD!

Obstacles can vary. The course includes over, under, carry, crawl, and of course mud. Obstacles do not have a high degree of difficulty. Participants run in “waves” of up to 10 persons. The course is within and behind the Adventure Playground.









This event is a fundraiser for the Adventure Playground. 100% of the funds goes towards sponsoring the Adventure Playground.

Average Attendance: 1,000

	Prominent Signage at Event Entrance	Logo Recognition: • Event t-shirts • Photo Booth	Social Media tagging on camp promotion • Facebook & • Instagram	Booth Space at Event & Event Signage on course	Event Tickets
\$5,000 Lead Sponsor					25
\$2,500 Presenting Sponsor					20
\$1,500 Supporting Sponsor					15
\$500 Featured Sponsor					10
\$250 Course Sponsor					5



## King Arthur's Round Table Year Long Sponsorships

	Queen Guinevere \$15,000	Sir Galahad \$10,000	Merlin the Magician \$5,000
Spring Eggstravaganza ( <i>Marquee Event</i> ) April 16 & 17	15 Tickets	10 Tickets	5 Tickets
Tales & Ales ( <i>Marquee Event</i> ) September 10	15 VIP Tickets	10 VIP Tickets	5 VIP Tickets
Safe & Super Halloween ( <i>Marquee Event</i> ) October 15, 16, 22, & 23	15 Tickets	10 Tickets	5 Tickets
Winter Wonderland ( <i>Marquee Event</i> ) December 10, 11, 17, & 18	15 Tickets	10 Tickets	5 Tickets
Special Event* or General Admission Tickets *Special Events listed on pg.7	150	100	50
Social media tagging for marquee event promotion: <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> </ul>	Included	Included	Included
Discount on Event Sponsorships	15%	10%	5%
Linked Logo on sponsorship page			
Name/Logo on Banner at Park Entrance during 2022 greeting over 250,000 guests a year			
Actual Value	\$22,500	\$17,500	\$12,500



# SPONSORSHIP FORM

**Business Name:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Sponsorship choice:**

- |   |   |
|---|---|
| <input type="checkbox"/> Marquee Event              | <input type="checkbox"/> Animal Workshops/Toddler Time    |
| <input type="checkbox"/> Special Event/Online Event | <input type="checkbox"/> Tales & Ales Brewfest Fundraiser |
| <input type="checkbox"/> SPARK Theater              | <input type="checkbox"/> Dirty Kids Obstacle Race         |
| <input type="checkbox"/> FunCamps                   | <input type="checkbox"/> King Arthur's Round Table        |

**Sponsorship level:**

- |                                  |                                  |                                   |
|----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> \$250   | <input type="checkbox"/> \$1,500 | <input type="checkbox"/> \$5,000  |
| <input type="checkbox"/> \$500   | <input type="checkbox"/> \$2,000 | <input type="checkbox"/> \$10,000 |
| <input type="checkbox"/> \$750   | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$15,000 |
| <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$3,000 | <input type="checkbox"/> \$20,000 |

**Social Media Tags:**

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

**Proposal Agreement:**

I agree to the sponsor benefits outlined in the sponsorship level I chose.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Payment Option:**

- By Check – Please make checks payable to Fairytale Town
- By Phone – Please call 916-808-4537
- Pay Online [HERE](#)
- Please bill me at the address above

**Please send completed form with High-Resolution logo to [nmeza@fairytaletown.org](mailto:nmeza@fairytaletown.org)**

**For more information, contact:**

Fund Development Coordinator, Nataly Meza, at (916) 808-4537 or [nmeza@fairytaletown.org](mailto:nmeza@fairytaletown.org)  
Fairytale Town is a nonprofit organization. Tax ID Number is: 94-1669088