



# 2024 Fairytale Town 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 March 30 & 31

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

### Spring Eggstravaganza – Two-Day Event March 30 & 31

#### Additional Opportunities

Along with the sponsor benefits listed on page 3, the following sponsorships offerings and benefits are available:

Exclusive Peter Cottontail Sponsor: \$5,000

- Your logo will be featured right next to Peter Cottontail!
- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 10 event tickets



Exclusive Golden Egg Sponsor: \$3,000

- Your logo will be featured on the coveted golden eggs
- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 5 event tickets

Prize Station Sponsor: \$2,000

- Your logo will be featured at prize stations where children redeem eggs for a prize
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 2 event tickets

Scavenger Hunt Sponsor: \$1,500

- Your logo on scavenger hunt sheets
- Social media tagging on Facebook and Instagram

## Marquee Events

### Tales & Ales Brewfest Fundraiser – One-Day Event August 24 2024

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

## Marquee Events

### Tales & Ales Brewfest Fundraiser – One-Day Event August 24 2024

#### Additional Opportunities

Along with the sponsor benefits listed on page 5, the following sponsorships offerings and benefits are available:

##### Exclusive Tasting Mug Sponsor - \$5,000

- Logo on commemorative VIP tasting Mug
- 20 VIP Tickets

##### Exclusive Stage Sponsor - \$3,000

- Logo on stage banner
- 15 VIP Tickets

##### Exclusive Wine Pull Sponsor - \$2,500

- Logo on Wine Pull wine bags
- 10 VIP Tickets

##### Exclusive 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



## Marquee Events

### Safe & Super Halloween – Four-Day Event October 12, 13, 19, & 20

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

### Safe & Super Halloween – Four-Day Event October 12, 13, 19, & 20

#### Additional Opportunities

Along with the sponsor benefits listed on page 7, the following sponsorships offerings and benefits are available:



#### Exclusive Candy Sponsor - \$5,000

- Your logo will be featured at all the Fairytale Town trick-or-trick stations!
- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 10 event tickets

#### Exclusive Costume Parade Sponsor - \$3,000

- Your logo will be featured on the stage where the costume parade ends
- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 5 event tickets

#### Scavenger Hunt Sponsor - \$1,500

- Your logo on scavenger hunt sheets
- Social media tagging on Facebook and Instagram



## Marquee Events

### Winter Wonderland – Four-Day Event December 7, 8, 14, & 15

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














- S'mores
- Photos with Santa
- Snow
- Carolers
- Lights and holiday décor
- Live entertainment
- Vendors
- 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

## Marquee Events

### Winter Wonderland – Four-Day Event December 7, 8, 14, & 15

#### Additional Opportunities

Along with the sponsor benefits listed on page 5, the following sponsorships offerings and benefits are available:



#### Exclusive Santa Sponsor - \$5,000

- Your logo will be featured right next to Santa!
- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 10 event tickets

#### Exclusive Snow Sponsor - \$2,000

- Your logo will be featured next to the snow machine
- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 5 event tickets

#### Holiday Lights Sponsor - \$1,000

- Logo in event program
- Logo in weekly newsletter
- Social media tagging on Facebook and Instagram
- 2 event tickets

#### Santa's Workshop Sponsor - \$500

- Logo in Santa's workshop
- Logo in event program














## Special Events

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

- March 5 – Read Across America
- March 17 – St. Patrick’s Day
- April 23 – World Book Day Celebration
- April 29 – Superhero Day
- May 4 – Star Wars Day
- May 7 – Wellness Festival
- June 3 – Color Bubble Festival (Sacramento Adventure Playground)
- June 24 – A Midsummer Night’s Dream & Crystal Ice Cream Fantasy
- November 2 – Day of the Dead
- November 16 – Medieval Day
- Oct 14 – 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

### March

This program introduces primary schooler children to live musical theater through performances conducted in the Children’s Theater at Fairytale Town.

In 2024, we project 3,000+ attendees, largely from school field trip 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.

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

## 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/caregiver

	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

### Dirty Kid Obstacle Race TBD













Fitness should be fun! Join us in our 4th annual Dirty Kid Obstacle Race. Kids (over 4 years old) will race in a fun obstacle course with bubbles and MUD!

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 people. The course is within and behind the Adventure Playground.









This event is a fundraiser for the Adventure Playground. 100% of the funds go toward 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> ) March 30 & 31	15 Tickets	10 Tickets	5 Tickets
Tales & Ales ( <i>Marquee Event</i> ) TBD	15 VIP Tickets	10 VIP Tickets	5 VIP Tickets
Safe & Super Halloween ( <i>Marquee Event</i> ) October 12, 13, 19, & 20	15 Tickets	10 Tickets	5 Tickets
Winter Wonderland ( <i>Marquee Event</i> ) December 7, 8, 14, & 15	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 2024 greeting over 250,000 guests a year			
Actual Value	\$22,575	\$17,550	\$12,525