



2022 Children's Events Sponsorship Package

Bunny Hop Scavenger Hunt – April 16, 2022

Pumpkins on Main & Pumpkin Hunt – October 1 – 30, 2022

Children's Events Sponsorship (4 sponsorships available)

This exclusive marketing opportunity provides the opportunity to be a part of our rapidly growing and family friendly Scavenger Hunts. We host over 600 children and their families at each event and welcome them to explore downtown while following clues and gathering goodies from our local businesses. All participants check in at the PDA table at the Museum on Main, are given a map and a bag and sent on their way for fun...and lots of candy.

This sponsorship package includes the following:

- Sponsorship of both Bunny Hop and Pumpkins on Main
- Logo on event program and map given to all participants - \$1000
- PDA Website advertising in the month leading up to each event - \$1500
- Prime mention in all event press releases (minimum 2 per event) – \$800
- Ongoing acknowledgements and mentions through the PDA's social media activities on Facebook, Twitter, Instagram and more. Current social media engagement is over 40,000 followers - \$1000
- Booth space during each event (April 16 & October 30) - \$1000
- Other marketing opportunities that may arise

Total Value: \$5300

Sponsorship Cost: \$2500

For more information regarding these corporate sponsorship opportunities, please contact:

Gabrielle Welk, Events Manager – gabrielle@pleasantondowntown.net or 925-484-2199

Laura Brooks, Interim Executive Director - director@pleasantondowntown.net