

SPONSORSHIP OPPORTUNITIES

EYES TO THE SKIES

760-767-5555 BorregoDays.com

BORREGO DAYS SPONSOR BENEFITS	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1000	\$500	\$100	\$50
	Title	Underwriting	Premier	Benefactor	Marching Band	Champion	Patron	Supporter	Friend
Our heartfelt thanks!	X	X	X	X	X	X	X	X	X
Borrego Sun post-festival issue	logo	logo	logo	logo	logo	logo	name	name	
Festival Booth Space*	30'x30'	20'x20'	10'x20'	10'x20'	10'x10'	10'x10'	10'x10'		
Borrego Sun festival issue	Page	½ page	¼ page	logo	logo	logo			
BorregoDays.com through August 2019	banner	logo	logo	logo	logo	logo			
Program	2 pages	1 page	½ page	¼ page	logo	logo			
Group Banner	logo	logo	logo	logo	logo	logo			
E-Blasts	logo	logo	logo	logo	logo	logo			
Promotional Flyers	logo	logo	logo	logo	logo	logo			
Facebook Post	logo	logo	logo	logo	logo	logo			
Press Release Name Mention	X	X	X	X	X	X			
Private Banner**	X	X	X	X	X	X			
Naming Rights	Primary Event	Event	Primary Event Area	Event Area					
Tent Cards on Beverage Garden Tables	logo	logo	logo	logo	logo	logo			
Acknowledgement by Parade Emcees (three stations) and Main Stage Emcee	X	X	X						
Miss Borrego Springs Pageant Scholarship in Sponsor's Name	\$1000	\$500	\$250						
BSHS Student Scholarship for STEM/Artistic Achievement in Sponsor's Name	\$1,000	\$500	\$250						
BSHS Student Scholarship for Community Service in Sponsor's Name	\$1,000	\$500	\$250						
Reserved Table in Beverage Garden	X	X							
Microphone Time at Event	X	X							

Attendees
 10,000 – 15,000
 35% age 30-50
 60% \$50,000+ household
 30% Hispanic; 50% age 50+
 25% Families with children

It's About Community
 Borrego Days celebrates Borrego Springs, San Diego Backcountry & California Deserts!

Spreading the Word
 Borrego Days puts Borrego Springs on the map!
 • Calendar notices, press releases, event sites, travel sites
 • Local, regional print advertising, event notices
 • TV news San Diego, Greater Palm Springs
 • Radio - local, regional, national, Internet
 • BorregoDays.com; e-blasts; social media

Borrego Days 2018 promotions will deliver over 17,000,000 impressions!



*A booth space application required for all spaces. A booth space not utilized by a sponsor may be donated to needy local nonprofits at Committee's discretion.
 **Sponsor provides own banner and parade carriers (unless other arrangements made). Banner must be received at Borrego Springs Chamber of Commerce by October 15, 2018.
 Title, Presenting, Underwriting, Premier and MEDIA sponsorships are customizable to meet your brand marketing or charitable giving requirements.
 Charitable and in-kind donations are needed and greatly appreciated. Sponsor to provide logo and ad art.