

2025



Sponsor Opportunities

Promote your business while giving back to your community!



Annual Hot El Camino Cruise Nite

VISIT
Atascadero
SIMPLY GENUINE

2025 Sponsorship Packet

WHO WE ARE

The City of Atascadero is committed to building community by fostering an outstanding quality of life with excellent public service, stewardship of the environment and promotion of economic prosperity.

Our City Event Portfolio ranges from signature events to community events with attendance from 200 people on up! Our large, signature events include the Tamale Festival, Cruisin' Weekend with Hot El Camino Cruise Nite and Dancing in the Streets and Winter Wonderland. Our community events include Father-Daughter Sweetheart Dance, Saturday in the Park Summer Concert Series, Movies in the Park, Holiday Boutique and Light up the Downtown's Annual Holiday Celebration. Events at the Charles Paddock Zoo include Party for the Planet Earth Day Celebration, Brew at the Zoo, Ice Cream Zoofari, Zoo Boo and Holiday Magic. Our event line-up features something for all ages. We are excited about all the events we have planned for 2025 and invite you to come enjoy with your family and friends!

WHO YOU ARE BENEFITING

Sponsorship provides the ability to continue to bring these events to the City. There are over 30,000 Atascadero residents and 279,000 San Luis Obispo County residents who enjoy all that Atascadero has to offer. We invest in marketing efforts to appeal to our local and county residents as well as to areas outside of the county to invite others to come and experience what our wonderful City has to offer! Proceeds from each of our Zoo events are also reinvested back into our Zoo's local conservation and educational efforts. Your sponsorship investment provides exposure across a variety of media from radio to website and social media, signage at events and inclusion on promotional material. Events give all our citizens a way to interact with their community and opportunities to make meaningful memories!

TOP REASONS TO SPONSOR

- Place your business or organization in the center of the community and the surrounding area.
- Increase visibility in Atascadero and the surrounding area.
- Promote your business to over 30,000 community members.
- Publicized to thousands of local and county residents via press releases, posters, banners, local radio stations, digital advertising, websites, and social media pages.
- Reach a diverse cross-section of families, homeowners, teens, college students & visitors.
- Support the Zoo's conservation and educational efforts.
- Be part of Atascadero's public-private partnerships that make a difference in a fun-filled family environment!

CONTACT

Terrie Banish, Director of Community Services & Promotions, 805-470-3490
Please email information to tbanish@atascadero.org or mail to:

City of Atascadero, Terrie Banish, 6500 Palma Ave., Atascadero, CA 93422



SIGNATURE EVENT SPONSORSHIP BENEFITS

(Average Attendance 5,000+)

Platinum and Series Sponsor

- Exclusive sponsor categories per event (Concert Series one sponsor only)
- Recognition as a sponsor on event marketing materials and day-of event signage
- Platinum/ Series Sponsor categories exclusive of each other.
- Logo included on all event marketing materials.
- Inclusion on social media and website.
- Booth available at event (requires two-week notification).
- Distribution of promotional materials at event.
- Sponsorship mention and shout outs at event.

Gold Sponsor

- Logo included on all event marketing materials.
- Gold Sponsor categories exclusive of each other.
- Inclusion on social media and website.
- Event booth opportunity included (requires two-week notification).
- Distribution of promotional materials at event.

Silver Sponsor: Name included in list of sponsors on day-of event signage & banners. Inclusion on social media and website.

Bronze or In-kind Sponsor: Name included in list of sponsors on day-of event signage; Inclusion on social media and website; Sponsor donates merchandise (banners, awards/ trophies, etc.) or gift certificates (i.e., movie tickets, etc.) to be used for the event or for a contest at the event.

CHARLES PADDOCK ZOO EVENT SPONSORSHIP LEVELS

Platinum Level

Recognition as Platinum sponsor on all event marketing materials and day-of event signage. Logo included on all event marketing materials. Inclusion on social media and website Four Tickets for each event. Distribution of promotional materials at event. Sponsorship mention and shout outs at event.

Gold

Name included in list of sponsors on day-of event signage & banners, Inclusion on social media and website. Two tickets for each event.

Silver & Friend Levels: Name included in list of sponsors on day-of event signage; Inclusion on social media and website.

2025 City of Atascadero Sponsorship Agreement Form

Company Name: _____ Contact: _____

Company Address: _____

Daytime Phone: _____ Email: _____

City Events

Tamale Festival Weekend: May 2nd & 3rd, 2025
(Deadline: April 1)
___ Platinum: \$2,000 ___ Silver: \$600
___ Gold: \$1,500 ___ Bronze: \$300

Summer Concert Series: 7 concerts, June – Aug., (Deadline: April 1)
___ Series: \$3000 ___ Platinum: \$1500
___ Gold: \$750 ___ Silver: \$300
___ Bronze: \$150 (or same value In-kind)

Movies in the Park: includes 2 movies
(Deadline: April 1)
___ Platinum: \$1000 ___ Gold: \$500
___ Silver: \$250 ___ Friend: \$150

Cruisin' Weekend (Signature Event):
(Deadline: July 1)
Hot El Camino Cruise Nite: Aug. 16, 2024
Dancing in the Streets: Aug. 17, 2024
___ Platinum: \$2,500 ___ Silver: \$600
___ Gold: \$1,500 ___ Bronze: \$250

Light up the Downtown: Dec. 5, 2025
(Deadline: July 1)
___ Presenting: \$1,000 ___ Supporting: \$500
___ Friend: \$300 ___ In Kind

Garden Lights & Winter Nights!
Dec. 5 – Jan. 11th, 2025 (Deadline: July 1)
___ Exclusive: \$15,000 (1 sponsor at this level)
___ Presenting: \$10-5,000 (up to 10 sponsors)

Winter Wonderland (Signature Event):
Dec. 12, 2025 (Deadline: July 1)
___ Exclusive: \$2,500 (1 sponsor at this level)
___ Platinum: \$1,000
___ Gold: \$600
___ Snow: \$300
___ Bronze/In-kind (\$150)

Pavilion Events

NEW! Mother-Son Dance: Jan 31st
(Deadline Dec. 15, 2024)
___ Platinum: \$800 ___ Friend: \$150
___ In Kind

Father-Daughter Dance: Feb 7th / Feb 8th, 2025
(Deadline: Dec. 15, 2024)
___ Platinum: \$800 ___ Gold: \$500
___ Silver \$300 ___ In Kind: \$150

Holiday Boutique: Nov. 8, 2025
(Deadline: July 1)
___ Platinum: \$800 ___ Gold: \$500
___ Silver: \$300 ___ In Kind: \$150

Zoo Events

Party for the Planet/ Earth Day: April 19, 2025
(Deadline: March 1 – doesn't include Rec Guide)
___ Platinum: \$800 ___ Gold: \$650
___ Silver: \$500 ___ Friend/ In Kind: \$300

Ice Cream Zoofari: June 7, 2025
(Deadline: April 1)
___ Platinum: \$1000 ___ Gold: \$650
___ Silver: \$500 ___ Friend: \$300

Brew at the Zoo: September 6, 2025
(Deadline: April 1)
___ Platinum: \$1000 ___ Gold: \$650
___ Silver: \$500 ___ Friend: \$300

Zoo Boo: Oct. 24th & 25th, 2025
(Deadline: July 1)
___ Platinum: \$1000 ___ Gold: \$650
___ Silver: \$500 ___ Friend: \$300

NEW! Dia de Los Muertos: Nov 1, 2025
(Deadline: July 1)
___ Platinum: \$800 ___ Gold: \$650
___ Silver: \$500 ___ Friend/ In Kind: \$300

Holiday Magic at the Zoo: Dec. 20, 2025
(Deadline: July 1)
___ Platinum: \$800 ___ Gold: \$650
___ Silver: \$500 ___ Friend/ In Kind: \$300

___ Enclosed is a check made payable to City of Atascadero

___ Please invoice me (**Payment due 1 month prior to event**)

This is a binding contract. By signing, you are agreeing to the above sponsorship:

Authorized Signature _____

Date _____