



CITY OF
NORCO
HORSETOWN USA

PARTNERSHIP PROGRAM

2023 Opportunities





EVENT EXPOSURE

Dedicated volunteers and supportive partners have been critical to the success of the City of Norco's highly-anticipated annual events. Through generous contributions, including those from businesses and individuals, the City of Norco is able to offer engaging events that contribute to a strong sense of community pride and celebrate our unique lifestyle. The Partnership Program presents an outstanding opportunity to promote your business and invest in your community while benefiting from increased marketing exposure via the City of Norco's official communication platforms, which have the ability to reach over one million people. With several partnership levels to choose from, every budget is able to help make memorable experiences possible and enhance quality of life for all ages in Horsetown USA!



SUMMER CONCERTS & MOVIES IN THE PARK

5,000 + Attendance



FOURTH OF JULY TRAIL RIDE & PICNIC IN THE PARK

1,000 + Attendance



DAY OF THE AMERICAN COWBOY RODEO

3,000 + Attendance



TRUNK-OR-TREAT WITH PUBLIC SAFETY

2,000 + Attendance



DIA DE LOS MUERTOS (DAY OF THE DEAD)

1,000 + Attendance



CHRISTMAS FESTIVAL & PARADE OF LIGHTS

5,000 + Attendance

PARTNERSHIP LEVELS & BENEFITS

PARTNERSHIP LEVELS & BENEFITS <i>Showcase Your Business Year-Round & Support 6 Highly Anticipated Events</i>	Premium \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Supporter \$500
Advertisement on 15 Freeway Auto Mall Sign (One Month)	✓				
Business Spotlight on City Social Media Accounts (In-Town Sponsors Only)	✓				
Verbal Advertisement at All Events (30 Seconds)	✓				
Product Display at All Events	✓				
VIP Tickets to Day of the Cowboy Rodeo (10 Tickets)	✓				
Tickets to Breakfast with Santa (10 Tickets)	✓				
Entry in Parade of Lights Prologue	✓				
Advertisement on Sixth Street Gateway Sign (One Month)	✓	✓			
Logo on All Event Flyers (Distributed to Residences, Businesses & Schools)	✓	✓			
Logo on All Event Programs	✓	✓			
Logo in All Event Emails	✓	✓			
Logo and Mention/Tag on City Social Media Accounts during All Events	✓	✓			
Vehicle Participation at Trunk-or-Treat	✓	✓			
Activity Wristbands to Christmas Festival (10 Wristbands)	✓	✓			
Logo on Signage throughout All Events	✓	✓	✓		
Logo featured in Event Photography/Videography	✓	✓	✓		
Banner Displayed at All Events (4' x 8' Provided by Partner)	✓	✓	✓		
Vendor Booth at Christmas Festival and Summer Concerts & Movies (10' x 10')	✓	✓	✓		
Business Page Tag on All Facebook Event Pages	✓	✓	✓	✓	
Link to Business Website on All Event Webpages	✓	✓	✓	✓	
Verbal Recognition at All Events	✓	✓	✓	✓	✓

BECOME AN EXCLUSIVE EVENT EXPERIENCE PARTNER

EXCLUSIVE PARTNERSHIP OPPORTUNITIES FOR EVENT EXPERIENCES <i>Showcase Your Business at Specific Events</i>	Availability	Price
Rodeo Event at Day of the Cowboy (Barrel Racing, Breakaway Roping, Bull Riding, Mutton Busting, Team Roping, Wild Donkey Riding)	6 Available	\$1,000
Pre-Rodeo Event at Day of the Cowboy (Kids' Boot Scramble, Stick Horse Races, Wagon Races)	3 Available	\$500
Chute at Day of the Cowboy (2' x 7' Banner Provided by Partner)	4 Available	\$500
Center Gate at Day of the Cowboy (4' x 8' Banner Provided by Partner)	1 Available	\$500
Platform at Day of the Cowboy (2' x 7' Banner Provided by Partner)	2 Available	\$400
Stage at Breakfast with Santa & Christmas Festival	1 Available	\$1,000
Kids Zone at Christmas Festival	1 Available	\$1,000
Holiday Train at Christmas Festival	1 Available	\$1,000
Petting Zoo at Christmas Festival	1 Available	\$1,000
Exclusive Benefits: Logo and mention/tag on City social media accounts during event; Custom signage placed at event experience; Logo featured in event photography/videography; Verbal recognition at event		

WHILE THESE PARTNERSHIP OPPORTUNITIES ARE DESIGNED TO SUIT THE NEEDS OF A WIDE VARIETY OF BUDGETS, ALL CONTRIBUTIONS ARE APPRECIATED.



**CITY OF
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PROMOTE YOUR BUSINESS. INVEST IN YOUR COMMUNITY.

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