

2025 Community Sponsorship Program



MISSION VIEJO
Make Partnership Your Mission

BE A COMMUNITY PARTNER!

Dear Community Partner,

The City of Mission Viejo is offering you an invaluable marketing opportunity for your business to be included in the City's popular 2025 community events.

In partnership with the Mission Viejo Activities Committee, Mission Viejo Community Foundation, and Orange County Sheriff's Department, your company can have vast exposure and face-to-face interaction with local residents of Mission Viejo and surrounding communities.

By participating in the special events, your company will be branded throughout the community through various marketing outlets including printed publications, social media, cable MVTV, and onsite signage. Combined, the City's social media platforms have more than 230,000 followers on Facebook, Instagram, Twitter/X, and YouTube.

Numerous activities are planned for the upcoming year, and we are excited to begin partnering with you.

We encourage you to review our sponsorships to determine which event to support and your desired level of involvement. The events and details are listed on the following pages.

Complete the 2025 Sponsorship Commitment Form via the QR code provided on the back cover or visit cityofmissionviejo.org/sponsorship-application. For more information, contact us directly.

Help us strengthen the community and "Make Partnership Your Mission!"

Respectfully,
Mark Nix
Director of Recreation and Community Services
City of Mission Viejo
949-470-3061
RCS@cityofmissionviejo.org





OSO FIT 5K FUN RUN & COMMUNITY HEALTH FAIR

Saturday, February 22

Estimated Attendance: 3,000

Presenting Sponsor \$1,000

- Premier booth location (2 canopies/2 tables/linens/4 chairs/electricity).
- Large company logo on back of 5K participant T-shirt. *
- Company logo on event website and (1) social media gratitude post. *
- Company logo on flyer as "Presented by (Your Company)." *
- Company logo on Mission Viejo Television (MVTV) advertisements and in-facility TV ads. *
- Two (2) banners displayed at event and on 5K route. **
- Company logo at start and finish line. *
- Provide unique goodie bag item to 5K participants (500 units). ***
- Priority to provide health screenings.
- Verbal recognition at event.

Title Sponsor \$600

- Premier booth location (2 canopies/2 tables/linens/4 chairs/electricity).
- Medium company logo on back of 5K participant T-shirt. *
- Company logo on event website and one (1) group social media gratitude post. *
- Company logo on flyer. *
- Company logo on Mission Viejo Television (MVTV) advertisements. *
- One (1) banner displayed on 5K route. **
- Priority to provide health screenings.
- Verbal recognition at event.

Event Sponsor \$350

- Event booth location (1 canopy/1 table/linen/2 chairs).
- Name listed on back of 5K participant T-shirt.
- Company logo on website. *

Supporting Sponsor \$250

- Supporting booth location (1 canopy/1 table/linen/2 chairs).

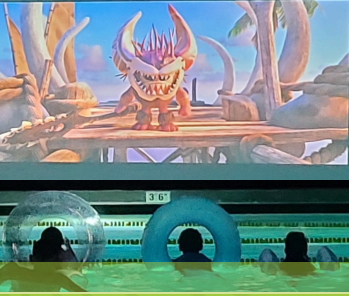
Non-Profit Sponsor \$75

- Non-profit booth location (1 canopy/1 table/linen/2 chairs).

***Logos of at least 300 dpi quality (vector or PNG format) due by January 31 for inclusion in marketing and 5K participant T-shirts.**

****Banners provided by sponsor (no larger than 3' x 6') are due by February 14.**

*****Goodie bag items are due by February 14 to the Norman P. Murray Center.**



RCS FAMILY THREE EVENT PACKAGE *

**Dine-in Movie - Water Safety Month Kickoff
Saturday, May 3**

**Cardboard Boat Derby
Saturday, August 9**

**Pumpkin Diving
Saturday, October 25**

Estimated Attendance: 50 - 200 per event

***Additional event opportunities may be added
or changed throughout the year.**

Title Sponsor \$500

- Booth opportunity at all 3 events (1 canopy/1 table/linen/2 chairs).
- Company banner displayed at 3 events.
- Company logo on all marketing materials.
- Company logo on City event(s) website and one (1) group social media gratitude post.
- Verbal recognition at events.

Event Sponsor \$350

- Booth opportunity at all 3 events (1 canopy/1 table/linen/2 chairs).
- Company logo on event poster before and after event.
- Verbal recognition at events.

Supporting Sponsor \$200

- Flyers/promotional items included at the event info booth and game booths.
- Verbal recognition at events.



CONCERTS ON THE GREEN SERIES

Two Friday Summer Concerts: June 13 and July 18
Estimated Attendance: 2,000 Per Concert

Presenting Sponsor \$2,000

- Vendor booth (1 canopy/1 table/linen/2 chairs).
- Three (3) VIP reserved parking passes.
- One (1) reserved table for eight (8) people for both concerts.
- Company logo on marketing materials.
- Company logo on event website and one (1) social media gratitude post.
- Opportunity to provide company logo cups for beer and wine booth at event.
- Company logo on banner at beer and wine booth.
- Company logo displayed on or next to stage.
- Company logo on Mission Viejo Television (MVTV) notices.
- Verbal recognition at event.

Title Sponsor \$1,000

- Vendor booth (1 canopy/1 table/linen/2 chairs).
- Two (2) VIP reserved parking passes.
- Company logo on marketing materials.
- Company logo on event website and one (1) group social media gratitude post.
- Verbal recognition at event.

Event Sponsor \$500

- Vendor booth (1 canopy/1 table/linen/2 chairs).
- One (1) VIP reserved parking pass.
- Company name on marketing materials.

Supporting Sponsor \$300

- Vendor booth (1 canopy/1 table/linen/2 chairs).



FOURTH OF JULY STREET FAIRE & FIREWORKS SPECTACULAR

Friday, July 4

Estimated Attendance: 20,000

Presenting Sponsor \$5,000

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/linen/4 chairs/electricity).
- Verbal recognition with promotional announcements provided by sponsor.
- Company logo on flyer distributed at City facilities.
- Company logo on entertainment banner.
- Company banner (4' x 12') displayed over the main stage. *
- Company logo on all marketing materials.
- Granting limited license use of event logo in sponsor's marketing materials.

Title Sponsor \$2,500

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/linen/4 chairs/electricity).
- Verbal recognition with promotional announcements provided by sponsor.
- Company logo on flyer distributed at City facilities.
- Company logo on entertainment banner.
- Company banner (3' x 10') displayed over the main stage. *

Event Sponsor \$1,000

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/linen/4 chairs/electricity).
- Verbal recognition with promotional announcements provided by sponsor.
- Company logo on flyers distributed at City facilities.

Supporting Sponsor \$600

- Company logo on sponsor signs at Street Faire entrances.
- Company logo on event website with link to sponsor's website.
- Optional booth (1 canopy/1 table/linen/4 chairs/electricity).
- Verbal recognition at event.

***Banners provided by sponsor at event. Vinyl banners recommended.**



PACIFIC SYMPHONY & PRELUDE IN THE PARK

Saturday in August 2025
Estimated Attendance: 6,000

Presenting Sponsor \$5,000 (Limit 2)

- Booth opportunity (1 canopy/1 table/linen/2 chairs).
- Company logo on all marketing materials including website, sponsorship banner, advertisements, City news page and social media. One (1) social media gratitude post.
- Reserved table for 10 people. *
- One (1) VIP reserved parking space.
- Post-concert reception with the musicians.

Title Sponsor \$1,000

- Booth opportunity (1 canopy/1 table/linen/2 chairs).
- Company name on website and sponsorship banner.
- One (1) group social media gratitude post.
- Reserved table for 10 people. *
- Post-concert reception with the musicians.

Event Sponsor \$500

- Booth opportunity (1 canopy/1 table/linen/2 chairs).
- Company name on sponsorship banner.
- Reserved table for 10 people. *

Supporting Sponsor \$250

- Booth opportunity (1 canopy/1 table/linen/2 chairs).
- Company name on sponsorship banner.

*** Reserved table availability is limited and may be contingent on current health and safety regulations. Priority is given to Presenting and Title sponsors.**



MOVIES IN THE PARK

Saturday, September 13, 27, and October 11

Estimated Attendance: 350 per movie

Title Sponsor \$550

- Booth opportunity at all movie events (1 canopy/1 table/linen/2 chairs).
- Advertisement displayed on screen before all movies. *
- Company name on all movie-specific promotional materials.
- Verbal recognition at all movie events.

Event Sponsor \$250

- Booth opportunity at one (1) movie event (1 canopy/1 table/linen/2 chairs).
- Advertisement displayed on screen for same movie event. *
- Verbal recognition at same movie event.

Supporting Sponsor \$100

- Booth opportunity at one (1) movie event (1 canopy/1 table/linen/2 chairs).

***Sponsor must provide advertisement two weeks before the first event.**



15th ANNUAL TEE IT UP FOR MARINES BENEFIT GOLF TOURNAMENT

Friday, October 10

Presenting Sponsor \$5,000 (Limited)

- Exclusive opportunities! Contact us for details at 949-470-3016.

Title Sponsor \$3,000

- Company logo on two (2) tee/green signs.
- Up to two (2) full-page ads in program.
- Tournament website recognition.
- Exclusive use of one (1) Tee Box for PR items and option to add promotional items in goodie bags.
- One (1) foursome golf package.
- Award ceremony recognition and receive a sponsor plaque.

Event Sponsor \$2,000

- Company logo on one (1) tee/green sign.
- Half-page ad in program.
- Tournament website recognition.
- Exclusive use one (1) tee box for PR items and option to add promotional items in goodie bags.
- One (1) foursome golf package.
- Award ceremony recognition and receive a sponsor plaque.

Beverage Sponsor \$1,000

- Company logo on beverage signs.
- Half-page ad in program.
- Tournament website recognition.
- Exclusive use one (1) tee box for PR items and option to add promotional items in goodie bags.

Supporting Sponsor \$500

- Company logo on two (2) tee/green signs.
- Half-page ad in program.
- Tournament website recognition.
- Exclusive use one (1) tee box for PR items and option to add promotional items in goodie bags.

Contributing Sponsor \$200

- Company logo on one (1) tee/green sign.
- Event program and tournament website recognition.



37th ANNUAL WALK AGAINST DRUGS

Saturday, October 18
Estimated Attendance: 2,000

Title Sponsor \$500

- Company logo and name on the back of 1,500 event T-shirts. *
- Company logo and name on banners displayed at event. *
- Two (2) free T-shirts.

Event Sponsor \$250

- Company name on the back of 1,500 event T-shirts.
- Company name on banners displayed at event.
- One (1) free T-shirt.

***Sponsor must provide logo of at least 300 dpi quality (vector or PNG format) before September 18, 2025 for T-shirts.**

NOTE: There are no booth opportunities at this event except for the possibility of free food samples with OC Health Care Agency's approval.



DÍA DE LOS MUERTOS FIESTA

Saturday, October 25
Estimated Attendance: 2,000

Presenting Sponsor \$1,000

- Advertisement displayed on screen before movie. *
- One (1) company shout-out on social media.
- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs as “Presented by (Your Company)” at entertainment stage.
- Company logo on event website with link to sponsor’s website.
- Premium booth opportunity (2 tables/linens/4 chairs).
- Company logo on flyer as “Presented by (Your Company)” distributed at City facilities. **
- Company logo on all marketing materials.

Title Sponsor \$550

- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs at entertainment stage.
- Company logo on event website with link to sponsor’s website.
- Premium booth opportunity (2 tables/linens/4 chairs).
- Company logo on flyer distributed at City facilities. **

Event Sponsor \$250

- Verbal recognition with promotional announcements (provided by sponsor).
- Company logo on sponsor signs at entertainment stage.
- Company logo on event website with link to sponsor’s website.
- Booth opportunity (1 table/linen/2 chairs).
- Company name on flyer distributed at City facilities. **

Supporting Sponsor \$150

- Company logo on event website with link to sponsor’s website.
- Booth opportunity (1 table/linen/2 chairs).

***Sponsor must provide advertisement two (2) weeks before event.**

**** If Sponsorship is obtained by September 30, 2025.**



SANTA'S ARRIVAL & LIGHTING CEREMONY

Sunday, November 30

Estimated Attendance: 2,500

Title Sponsor \$300

- Booth opportunity (1 canopy/1 table/linen/2 chairs).
- Company logo and URL link listed on event website.
- One (1) company shout out on social media post.
- Verbal recognition at event.

Event Sponsor \$200

- Booth opportunity (1 canopy/1 table/linen/2 chairs).
- Company logo and URL link listed on event website.
- Verbal recognition at event.

Supporting Sponsor \$100

- Company logo and URL listed on event website.
- Verbal recognition at event.



MVTV MARKETING PACKAGE

2025 Season

2,000 average viewers per program/60,000 per season

Presenting Sponsor \$1,000 (Limit 1)

- Your company logo will appear with "Presented by" on each MVTV SportsZone Spotlight - a sports highlight package for social media. The highlight package is part of the weekly sports show "South County SportsZone" and is posted to YouTube, Facebook, Instagram Stories and Twitter/X (230,000+ followers).
- Presented by (with company logo) during "Coach's Corner with Paul Higgins" as well as the full episodes of "South County SportsZone." Both air on MVTV, YouTube, Facebook, Twitter and the Community Bulletin Board on MVTV.
- In addition to your company logo being telecast on MVTV, sponsor receives a premier booth at one Concert on the Green event - a summer concert series attracting 2,000 participants.

Title Sponsor \$500 (Limit 2)

- "(Company name/logo) Replay of the Day..." displayed during a sports highlight for ten episodes of the weekly sports highlight show "South County SportsZone" on MVTV and posted to YouTube, Facebook, Instagram Stories and Twitter/X (230,000+ followers).
- In addition to your company logo being telecast on MVTV, sponsor receives a premier booth at one Concert on the Green event - a summer concert series attracting 2,000 participants.

2025 SPONSOR APPLICATION

Please scan QR code to apply for our events



cityofmissionviejo.org/government/donation-sponsorship-opportunities

LOGOS & BANNERS

Logos are due at the time of registration or no later than one month before the event unless otherwise specified in the description. Banners are due one week before the event unless otherwise specified.

Email your logo in vector format, 300 dpi PNG format, or 300 dpi JPG format to rcs@cityofmissionviejo.org if applicable.

SPONSORSHIP PROGRAM

The application and payment are required to reserve your space at the event. Serving food at events is prohibited unless pre-approved by City staff. Sponsors must stay contained within their event booth space unless otherwise advised in writing by staff.

PAYMENT

Payment is required before sponsor's participation in any event. Payments are due no later than 30 days before an event. Payments are accepted in cash, check, Visa and Mastercard. Make checks payable to the City of Mission Viejo, a 170(c)(3) governmental unit, Tax ID 33-0283448. Payment is tax-deductible if made for a public purpose.

Mail or deliver payment to the following address:
City of Mission Viejo, Attn: Sponsorships
200 Civic Center, Mission Viejo, CA 92691

Discounts and Partner Packages may be available for sponsorships of \$3,000 or more.

Contact us for details:
949-470-3061 | rcs@cityofmissionviejo.org

2025 SPONSORSHIP COMMITMENT FORM

OSO FIT 5K & HEALTH FAIR

- Presenting \$1,000
- Title \$600
- Event \$350
- Supporting \$250
- Non-Profit \$75

RCS FAMILY EVENTS PACKAGE

- Title \$500
- Event \$350
- Supporting \$200

CONCERTS ON THE GREEN

- Presenting \$2,000
- Title \$1,000
- Event \$500
- Supporting \$300

JULY 4 FAIRE & FIREWORKS

- Presenting \$5,000
- Title \$2,500
- Event \$1,000
- Supporting \$600

PACIFIC SYMPHONY CONCERT

- Presenting \$5,000 (Limit 2)
- Title \$1,000
- Event \$500
- Supporting \$250

MOVIES IN THE PARK

- Title \$550
- Event \$250
- Supporting \$100

TEE IT UP FORE MARINES

- Presenting \$5,000 (Limited)
- Title \$3,000
- Event \$2,000
- Beverage \$1,000
- Supporting \$500
- Contributing \$200

WALK AGAINST DRUGS

- Title \$500
- Event \$250

DÍA DE LOS MUERTOS

- Presenting \$1,000
- Title \$550
- Event \$250
- Supporting \$150

SANTA'S ARRIVAL & LIGHTING CEREMONY

- Title \$300
- Event \$200
- Supporting \$100

MTV MARKETING PACKAGE

- Presenting \$1,000 (Limit 1)
- Title \$500 (Limit 2)



MISSION VIEJO

Make Partnership Your Mission

City of Mission Viejo
200 Civic Center
Mission Viejo, CA 92691
949-470-3061



@MissionViejoLife

@MissionViejoCA