

Annual 4th of July Block Party Fundraiser

Sponsorship Levels



Adiken Inc., a premier marketing & events agency is hosting the annual 4th of July block party fundraiser for the residents of Downtown Sacramento, and we are looking for sponsors to help off-set the costs of the event. As a valued and recognized name in the community, we would like to invite you to be a part of this celebration.

The block party celebration will include food vendors, area artisans, live entertainment & show, and other local businesses. We are looking for local businesses and organizations to help us make this fundraiser memorable. We are looking for direct monetary donation as well as product or trade donations to be used during the event to offset the costs. Below are sponsorship levels we are hoping you can help with a donation.

What a sponsorship gets

- Exposure to a large audience.
- Positive community association.
- Brand visibility through marketing materials.
- Networking opportunities.

Red

\$300-\$699
(Individual Sponsor)

- Large display with all sponsor names, displayed at the event entrance

Packages available:

- ~~Fire Safety~~
 - Security Package
 - ~~Medical package~~
- Insurance package

White

\$700-\$2,999
(Small Business Sponsors)

- Large display with all sponsor names, displayed at event entrance and info booth
- Logo displayed on event website and Event social media page's
- Large logo display on vinyl banner with all other sponsors

Donation packages available:

- ~~AV package~~
- Games & Activities package
- Perimeter package
- Permits package

Blue

\$3000+
(Corporate or large Business Sponsors)

- Large display with all sponsor names, displayed at event entrance, info booth & bar area.
- Logo displayed on event website and Event social media page's
- Company add promoted on social media and our email newsletter
- Company logo on step and repeat & recognition on event posters
- Company name and logo displayed on large Vinyl Banner as Event Sponsor
- Media publicity in TV interviews or articles

Donation packages available:

- ~~Bar package~~
- Entertainment package
- Show sponsorship package
- Rental package

Media by the numbers

In 2023 our block party had over 300 attendees, this year we are expecting between 300-400 attendees. Our marketing efforts would potentially get you...

- 300,000 TV impressions
- 13,300 Print 19,700 digital advertising impressions
- 1.2 million social media impressions

*All donations will receive a tax receipt from our 501(c)3 beneficiary

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Demographic

There are 12,302 residents in Downtown Sacramento. Our specific Residence of New Era Park, located in Sacramento, California, has a population of approximately 1,650 residents. We are targeting this neighborhood, plus a digital reach of downtown Sacramento and surrounding areas.

Median Age: The median age of residents in New Era Park is 33 years.

Gender Distribution: About 48.61% are males, and 51.33% are females.

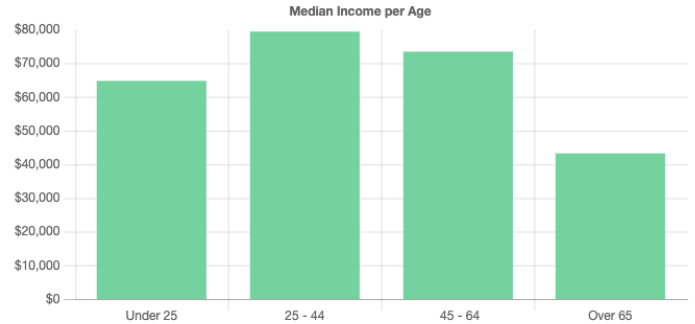
Citizenship Status:

US-born citizens make up 88.55% of the resident pool.

Non-US-born citizens account for 7.39%.

Additionally, 4.06% of the population consists of non-citizens.

The average annual household income is \$94,212, while the median household income sits at \$74,552 per year. Residents aged 25 to 44 earn \$79,414, while those between 45 and 64 years old have a median wage of \$73,462. In contrast, people younger than 25 and those older than 65 earn less, at \$64,775 and \$43,244, respectively.



Level of education

Approximately 11.83% of the population holds a high school degree (that's 189 residents), while 22.15% have attained a college certificate (354 locals) and 34.23% have a bachelor's degree (547 people).

For more detailed information, you can explore [Point2's demographics data](#)

We are thrilled to announce that our 4th of July block party will be benefiting Refined Mind Inc., a remarkable nonprofit organization dedicated to empowering individuals through education and mentorship. therefinemind.org



Refined Mind Inc. envisions a world where every individual has access to quality education and mentorship, empowering them to fulfill their life's demands and reach their fullest potential. Their mission is to invest in education and mentorship programs that equip individuals with the knowledge, skills, and guidance they need to navigate the challenges of life.

Questions?

Ask Luke Shawver CEO of Adiken Inc.

Call or Text (916) 606-6620

Email: luke@adiken.com

Thank you for your time & consideration!

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