



SUNRISE MARKETPLACE

Backyard Bash

MAY 31ST, 2025 • 5 PM - 9PM

**LIVE MUSIC / BEER & WINE GARDEN
FOOD TRUCKS / GAMES & MORE!**



The First Annual Backyard Bash is here!

May 31st, 2025 • 5-9pm Citrus Heights, CA.

Get ready for an incredible time at the all-new SMP Backyard BASH! We're throwing this amazing event on Saturday, May 31, 2025, from 5 PM to 9 PM, and we want you there! Get ready to rock with Aeromyth, a fantastic Aerosmith tribute band, and the awesome Apple Z!

The Sunrise MarketPlace is turning the Sunrise Mall parking lot into your favorite backyard hangout, filled with fun activities like cornhole, giant battleship, ladder ball, and even an escape room! Plus, we'll have a beer and wine garden to keep the good vibes flowing. With live music, delicious food trucks, and a ton of exciting games, this is the biggest backyard party of the year—all about you and having a blast! Save the date and prepare to have an unforgettable time!

By sponsoring, you'll be supporting the Citrus Heights HART, a dedicated community initiative aimed at ending homelessness, as well as benefiting the Citrus Heights Rotary. Come be a part of something great!

Sponsorship Benefits

- Showcase your brand at this inaugural event to over 1000+ local customers
- Gain exposure through our targeted marketing campaign; encompasses radio, print, online and social media
- Build customer relationships and find new customers
- Entertain clients in our specialty VIP Area

Additional Benefits

Media Presence

- Radio, Print, and Online Social Platforms

Marketing Collateral

- Online and Social Media - Facebook, Instagram and Website
- Email Marketing - E-Blast Circulation of +10K
- Onsite Marketing - Banners placement within the festival
- Product Sampling - Vendor space available for samples and product

Title Sponsor • \$25,000

- Company name included in radio advertising
- “Sunrise MarketPlace Backyard Bash in the Burbs presented by Your Business Here”
- Company Logo will have premier position on the online ticket confirmation page and email
- Company Logo will have premier position on the online ticket purchase page
- Company Logo will be featured in rotating sponsor banner on event page at: **shopsmp.com/backyardbash**.
- Company Logo will have premier position on Sponsor Page with hot link to sponsor web page
- Company Logo inclusion on pylon and pole banners on Sunrise blvd
- Company recognition in most social media posts
- Company spotlight and hot link to full article or promotion in Sunrise MarketPlace Newsletter, e-blast circulation of 10,000+
- Company banners prominently displayed at the event
- 1 on arch entrance, 1 inside the venue, 1 on the outside of Venue facing Greenback Blvd
- Company logo on Welcome Banner *Provided by Sunrise MarketPlace*
- Opportunity to distribute marketing collateral to guests as they enter the venue
- 10' x 10' booth space at event *Sponsor to provide table and tent*
- 20 General Admission tickets, 10 VIP Tickets

Stage Sponsor • \$7000 **SOLD**

- Company Logo will be featured in rotating sponsor banner on event home page
- Company Logo will have 2nd line position on Sponsor Page with hot link to sponsor web page
- Company recognition in most social media posts
- Company Logo featured in Sunrise MarketPlace email promotions
- Company banners (2) prominently displayed *Company to provide*
- One on stage and one on event fencing *Max size: 3' x 10'*
- Opportunity to distribute marketing collateral to guests from your booth
- 10' x 10' booth space at event *Sponsor to provide table and tent*
- 8 VIP tickets

VIP Area Sponsor • \$3,500 **SOLD**

- Banner on the outside and inside of the VIP Area
- Logo on promotional material
- Company recognition in select social media posts
- 10' x 10' booth space at the event located inside the VIP lounge *Sponsor to provide table and tent*
- Logo on VIP Glass and VIP Wristbands
- Hot link on the Brews in the Burbs website
- 8 VIP tickets

Wristband Sponsor • \$1,750 **SOLD**

- Logo or Business name on wristbands
- 10' x 10' booth space at the event *Sponsor to provide table and tent*
- 2 VIP tickets
- 6 General Admission tickets

Food Court Sponsor • \$750

- Banner located in Food Court Area *sponsor to provide*
- Hot link on the Brews in the Burbs website
- 10' x 10' booth space at the event *Sponsor to provide table and tent*
- 2 VIP tickets
- 2 General Admission tickets

Business Booth Display • \$375

- Hot link on the Brews in the Burbs website
- 10' x 10' booth space at the event *Sponsor to provide table and tent*
- 2 VIP tickets
- 4 General Admission tickets

