



SUNRISE MARKETPLACE

# Backyard Bash

Spring Band Series 2026

**SPRING OF 2026 • 6 PM - 9PM**

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



## **Backyard Bash Band Series is here! Spring of 2026**

### **Live Music. Local Flavor. Community Fun.**

Backyard Bash is a brand-new spring concert series at MarketPlace at Birdcage, bringing together live bands, food trucks, a beer & wine garden, and backyard games for three exciting evenings.

With 1000+ local guests across the series, this is the perfect opportunity to showcase your business, build customer relationships, and connect directly with the Citrus Heights community.

---

### **Why Sponsor?**

- ✓ **Showcase your band in front of 1,000+ local customers**
- ✓ **Increase exposure through targeted marketing & promotions**
- ✓ **Build relationships with families & local shoppers**
- ✓ **Promote products & services face-to-face**
- ✓ **Align your business with a fun, high-energy community event**

## Marketing Exposure Includes

### Media Presence

- Social Media promotion on Facebook and Instagram
- Webpage recognition with special features
- Sunrise MarketPlace e-blasts 10,000 + subscribers

### Onsite Marketing

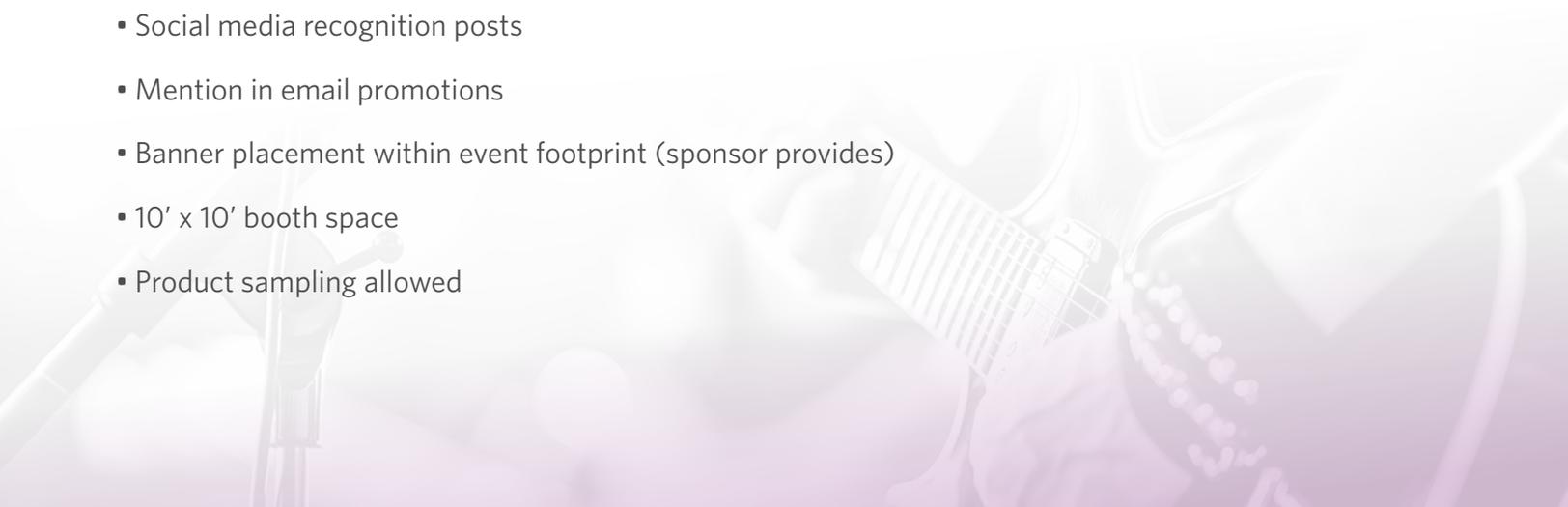
- Banner placement
  - Booth/vendor space
  - Product sampling opportunities
  - Direct engagement with attendees
- 

## Sponsorship Levels

### Presenting Sponsor • \$1,500 • Top Visibility + Premium Exposure **SOLD**

- “Backyard Bash to powered by “business name” recognition on event materials
  - Large logo placement on website + event page with link
  - Featured logo on event flyer & digital ads
  - Dedicated sponsor spotlight post on social media
  - Mention in email newsletter promotion
  - Banner placement at main stage or entrance sponsor provides
  - 10' x 10' booth space for marketing, sales, or sampling
  - Opportunity to provide giveaways or promotional materials
- 

### Supporting Sponsor • \$1,000 • Strong Visibility + Community Presence

- Logo on website sponsor page (with link)
  - Logo included on select digital marketing materials
  - Social media recognition posts
  - Mention in email promotions
  - Banner placement within event footprint (sponsor provides)
  - 10' x 10' booth space
  - Product sampling allowed
- 

## Sponsorship Levels *cont.*

Community Sponsor • \$500 • Affordable Way to Get Involved

- Business name/logo on website sponsor page
  - Group social media thank-you post
  - 10' x 10' booth space
  - Opportunity to distribute promotional materials
- 

## Event Details

### Where:

MarketPlace at Birdcage in Citrus Heights

### When:

April 3rd, 2026 • 6pm - 9pm

April 17th, 2026 • 6pm - 9pm

May 1st, 2026 • 6pm - 9pm

This is a free community event

---

## Let's Partner!

Ready to showcase your business at the Backyard Bash?

### Contact:

Lisa Cordell - [lisa@sunrisemarketplace.com](mailto:lisa@sunrisemarketplace.com)

916.660.6224

[www.shopsmp.com](http://www.shopsmp.com)

