



CITY OF WEST COVINA
COMMUNITY SERVICES

Community Sponsorship

PROGRAM 2025



Community Services Department

The City of West Covina prides itself in hosting special events that bring the community together. These activities promise a lot of attractions, entertainment, and certainly great fun. As a Community Sponsor, your organization will benefit from extended exposure through promotional efforts directed toward the patrons of our programs, events, and services.

Potential Reach

facebook



Followers: 6.8K

Instagram



Followers: 20.4 K

**Average Monthly
Reach: 49.7 K**

Street Banners:



**Vincent Ave.
& West Covina
Pwky.**

**DISCOVER
WEST COVINA**

MAGAZINE

**Households:
30,000**

*Digital Reader
Boards:*



**Plaza West
Covina Mall
Auto Plaza**

Website



Spotlight

Sponsorship OPPORTUNITIES

Levels & Benefits	Platinum \$10,000	Diamond \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500
Organization's name on event flyers distributed throughout the City of West Covina	✓	✓	✓	✓	✓
Organization's name spotlight on the City of West Covina Website	✓	✓	✓	✓	✓
Mention in Event Announcements	✓	✓	✓	✓	
Business advertised in the West Covina Discover Recreation Guide	✓	✓	✓	✓	
Booth Space Spring Festival (3/29-3/30)	All Events	Choice of five Events + 1 Summer Concert	Choice of three Events + 1 Summer Concert	Choice of two events	Choice of one event
Booth Space Easter Eggstravaganza (4/12)					
Booth Space Senior Health & Wellness and SGV Senior Softball Tournament (5/3)					
Booth Space 4th of July (7/4)					
Booth Space in Summer Concert Series (6/18, 6/25, 7/9, 7/16, 7/23, 7/30)					
Booth Space Festival of Frights/Kartober-fest					
Booth Space Let It Snow (12/5)	(Booth Space 10X10)				
Booth Space Children's Christmas Parade & Santa's Village (12/13)	(Booth Space 10X10)				
Banner at entrance of event	✓	✓	✓		
Organization's name and logo on the main stage banner of event	✓	✓			
Verbal Recognition at a City Council Meeting with Certificate	✓	✓			
Post on City of West Covina Instagram	✓	✓			
Screentime on event social media recap video	✓	✓			
Invitation by City Council to stage during event with opportunity to share a few words	✓				
One minute sound clip played throughout the event	✓				

Logo size is proportionate to sponsor level

Assumption that the benefits begin on the first participating event of the year. Ex: A sponsor who begins their sponsorship at the 4th of July 2025 will have the calendar year of participating events meaning they will have access to sponsorship benefits through Senior Health & Wellness and SGV Senior Softball Tournament 2026.





City of West Covina Community Services Sponsorship Pledge Form

Business Name: _____

Authorized Representative: _____

Signature: _____

Address: _____

Phone Number: _____ Email: _____

Sponsorship Package (Please check one):

- Platinum \$10,000

- Diamond \$5,000

- Gold \$2,500

- Silver \$1,000

- Bronze \$500

CREDIT CARD PAYMENT INFORMATION:

Amount Authorized to Deduct: _____

Card #: _____ Exp. Date: _____ CVV: _____

Name as it appears on card: _____

Authorized Signature: _____

Method of Payment: Cash Credit Card Check

The City of West Covina thanks you for your sponsorship support. Organizations and businesses like you contribute to the Community Services Department's mission to provide the community with family- fun special events year-round!

Staff Use Only:

Date Payment Received: _____ Received By: _____

Check #: _____ Cash Amount: \$ _____ Credit Card Amount: \$ _____