

COMMUNITY events

ANNUAL events

MENIFEE festivals

SIGNATURE events

Menifee Town Center
April 2017 8am to 1pm
Estimated Attendance: 2,000



This annual clean up day focuses on the continuing

beautification of Menifee! Residents work alongside their neighbors in this community driven event that gets larger and assists more families every year!

Get your name on volunteer t-shirts by providing lunch for volunteers, cleaning supplies and tools!

Health Wellness Fitness Fair

Kay Ceniceros Senior Center
May 31st, 2017 10am to 2pm
Estimated Attendance: 1,000

The Senior Health, Wellness and Fitness Fair provides seniors the opportunity to get information on

nutrition, health concerns, and exercise in order to be proactive with their health! It is a great opportunity to get your organization's name out to the community!

Your sponsorship provides prizes, lunch for the seniors, or promotional material!

Kay Ceniceros Senior Center
Starting September 1st
Serving over 15,000 annually



The SAFE (Seniors Active and Fit Enrichment) Program focuses on increasing community health and awareness by providing exercise, fitness, social interaction, healthy eating and gardening opportunities. Fitness equipment will be installed at Lazy Creek Park for the community to utilize.

Your sponsorship can help provide programming, gardening tools, promotional material and more!

With new parks opening in the next year, there is an opportunity to connect with residents of Menifee by assisting in the Grand Opening of our parks!

Various Park Openings
2016 and beyond
Estimated Attendance: 1,000

Sponsors can provide kids activities, giveaways or free food for attendees!



Movies in the Park
Summer 2017 6pm to 10pm
Estimated Attendance: 3,000
A summer favorite! Enjoy a movie as well as a pre-movie craft, activities and games. Come join us under the stars for the summer's most popular flicks!
You can sponsor an individual movie or the whole series!

La Ladera Park
July 17th and July 18th Overnight
Estimated Attendance: 500

In honor of Father's Day, join the City for a day and night filled with family activities, scavenger hunts, a moonlight movie and much S'more!

Create lasting memories for local families by providing activities, prizes or meals!



Veterans Day Celebration
November 11th, 2016
Memorial Day Remembrance
May 29th, 2017
10am to 1pm
Wheatfield Park
Estimated Attendance: 600

Menifee is proud to honor those who have served and who are currently serving with a family friendly ceremony that encompasses guest speakers, special presentations and many ways to thank our Veterans as well as remember those who have paid the ultimate sacrifice.

Your sponsorship can provide free lunch for Veterans, guest speakers, special presentations, and much more!



Audie Murphy Ranch Park
October 29th, 2016 2pm to 9pm
Estimated Attendance: 6,000
The Fall Festival will combine many of the traditional aspects of Halloween including: game booths, costume contests, and family oriented fun! Join us for the event that brings out the "spirit" in the City and it's residents and take part in all of the festivities that will be offered!

Sponsors can provide entertainment, candy, or promotional items!

La Ladera Park
April 8th, 2017 10am to 1pm
Estimated Attendance: 5,000
We guarantee you will have an "egg-cellent" time at this event. We put our own spin on spring festivities to bring together the community for a morning of fun, egg hunting, and plenty of opportunities to get your name and product out there for the public to enjoy!



Sponsors can provide eggs for attendees, crafts, and kid zone jumpers!



Central Park
at Menifee Town Center
May 2017 10am to 10pm
Estimated Attendance: 12,000
Be a part of Menifee's first Music and Arts Festival! With various vendors, multiple artists, and a variety of bands and musicians to enjoy, it's sure to become the talk of Menifee! Don't miss out on the chance to be a part of the inaugural festival at Central Park!

Sponsors provide entertainment, promotional items and a variety of other aspects for the event!



Menifee Town Center
Roundabout Oak Tree
December 10th, 2016 4pm to 8pm
Estimated Attendance: 8,000

Menifee's annual tree lighting event highlights all of the magic of Christmas and encompasses the holiday spirit. Santa, elves, snow, holiday themed activities and numerous vendors can be enjoyed by children and the child in us all.

Sponsors can get in on the magic by providing games, crafts, products and even snow!



Wheatfield Park
July 1st, 2017 4pm to 9pm
Estimated Attendance: 20,000

A signature event within Menifee that's over 20 years in the making. This event gets bigger each year, with an audience of over 18,000 and counting! Fireworks, games, entertainment and a parade makes for an evening to remember!

Add your extra spark to the event by providing main stage entertainment, kids and family activities or fireworks!



Event Sponsorship Information

2016-2017 Event Sponsorship Opportunities

SPONSORSHIP benefit

	Partner	Bronze	Silver	Gold	Title
Name and logo on marketing pieces	X	X	X	X	X
Event Booth	X	X	X	X	X
Promotional Item with name and logo		X	X	X	X
Sponsor announced on main stage			X	X	X
Recognition at Council and Commission				X	X
Event naming rights					X
Main stage booth					X

SPONSORSHIP level

TITLE SPONSOR

\$10,000+

GOLD SPONSOR

\$5,000+

SILVER SPONSOR

\$2,500+

BRONZE SPONSOR

\$1,000+

PARTNER SPONSOR

\$500+



DEMOgraphics

Menifee is a rapidly growing city and a newly established hotspot of development and interest. With over 90,000 residents and over 750,000 residents within a regional trade area, Menifee reaches a wide audience of individuals.

Age Group	Percent	Average Household Income	
Under 15	20.2%	2011	\$60,106
15 to 19	7.2%	2016	\$67,318
20 to 24	5.9%	Race	Percent
25 to 35	13.2%	White alone	70%
35 to 54	23.4%	Black alone	5%
55 to 64	10.7%	Other race alone	13%
65+	19.4%	All others	12%

*Median age 37 years

MEDIA exposure

Facebook: City of Menifee
Captures 6,000 views each week

Twitter: @CityofMenifee
Nearly 1,500 followers

Website: cityofmenifee.us
31,000 visitors each month

Print: Menifee Matters (3 times per year)
33,000 households

Print: Event Flyers (over 1,500)
Menifee Schools & Local Businesses

For more information contact
Menifee Community Services Department
29995 Evans Road Menifee CA 92586
951-723-3880