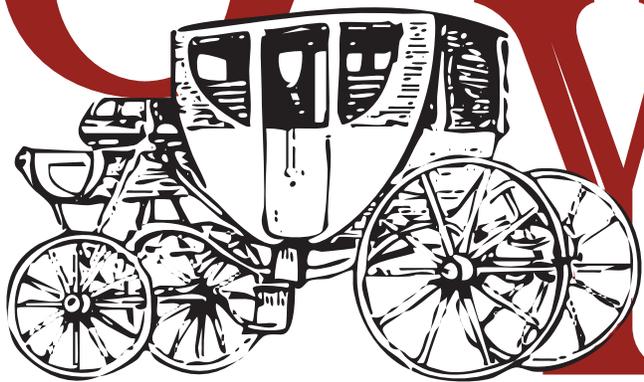


Old
SANTA
EST ★ 1882
YNEZ
Days



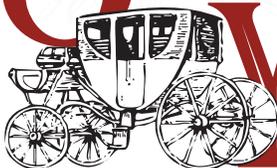
★ JUNE 21ST, 2025 ★



WWW.OLDSANTAYNEZDAYS.COM



OLD
SANTA
EST ★ 1882
YNEZ
DAYS



DEAR COMMUNITY MEMBERS,

The 61st Anniversary of Old Santa Ynez Day is coming up on Saturday, June 21st, the same weekend as the Old Santa Ynez Days Rodeo and the Historical Museum's kick-off party on Friday night, making it an entire weekend celebration in town. Thousands of visitors and locals alike will enjoy the parade, music, food, vendors and activities focused on the cultural heritage of Santa Ynez.

We would be honored to have you sponsor this event at any level that appeals to you!

A portion of the proceeds raised will be used to benefit Santa Ynez Beautiful, a 501 (c)(3) Corporation, which spearheads projects within our township such as the installation of trash cans, e-bike charging stations, beautification projects, scholarship funding, and more.

On behalf of Old Santa Ynez Day Committee, the Santa Ynez Chamber of Commerce, and Santa Ynez Beautiful, we thank you for your support.

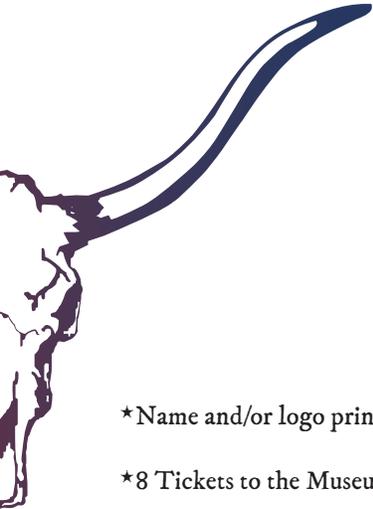
— **SANTA YNEZ ... WHERE THE WEST WENT WILD** —





MARKETING PLANS

- ★ 2 Page Ad in the California 101 Guide (Apr-June 2025)
- ★ Full color postcards mailed in the valley about the event
- ★ Newspaper Coverage and Press Releases
- ★ Radio Ads on KTNK and KRZY Country
- ★ Emailed Invitation to the Santa Ynez Chamber Email List
- ★ Coordinated Partnership Marketing with Santa Ynez Valley Historical Museum & Park-Janeway Carriage House
- ★ Coordinated Partnership Marketing with Santa Ynez Rodeo
- ★ Webpage Updates @ OldSantaYnezDays.com
- ★ Social Media Exposure
- ★ Signage Around the Valley pre-event + Signage at the event
- ★ Printed Posters & Flyers around Santa Barbara County & beyond
- ★ Newsletter Coverage



SPONSORSHIP



PLATINUM SPONSOR \$7,500 (ONLY ONE)

HEADLINE SPONSOR - DEADLINE MAY 21ST

- *Name and/or logo printed on all the official printed collateral in a prominent position (except highway banner)
- *8 Tickets to the Museum Kick-Off Party
- *8 VIP Tickets to Pre-Party
- *Logo and Name included in all social media campaigns
- *Logo and Link on website
- *Name mentioned from Stage during event
- *Name mentioned in Radio Ad
- *8 Pieces of Old Santa Ynez Day Logo Merchandise
- *Logo on all Sponsor Signage

GOLDEN SPONSOR \$3,500 (ONLY THREE)

DEADLINE MAY 21ST

- *Name and/or logo printed on all official printed collateral for the event (except highway banner)
- *Logo and Link on website
- *Logo and Name included in all social media campaigns
- *Logo on all Sponsor Signage
- *Name mentioned from Stage during event
- *4 VIP Tickets to Pre-Party
- *4 Pieces of Old Santa Ynez Days Merchandise

SILVER SPONSOR \$1,500

DEADLINE MAY 21ST

- *Name and/or logo included in all social media campaigns
- *Logo on Poster
- *Name mentioned from Stage during event
- *Logo on all Sponsor Signage
- *2 Tickets to the Museum Kick-Off Party
- *2 VIP Tickets to Pre-Party

BRONZE SPONSOR \$600

DEADLINE MAY 21ST

- *Name mentioned from Stage during event
 - *Logo on all sponsor signage
 - *2 VIP Tickets to Pre-Party
- 

PRINTED ADVERTISING OPPORTUNITIES

EDDM * DEADLINE MAY 1ST

*Sponsors get half of the back of the Old Santa Ynez Day postcards mailed to our community!
Your logo, photo, and message will be on every post card mailed to every business and residence
in the following towns:*

\$1600 * Every Door Direct Mail 6.5 x 9.5 Postcards sent to mail box in Solvang

\$1450 * Every Door Direct Mail 6.5 x 9.5 Postcards sent to mailbox in Buellton

\$1300 * Every Door Direct Mail 6.5 x 9.5 Postcards sent to mail box in Santa Ynez

\$425 * Every Door Direct Mail 6.5 x 9.5 Postcards sent to mail box in Los Olivos

Submit ad as 6.5" tall by 4.75" wide as 300 DPI PDF to info@oldsantaynezdays.com

JUST AROUND THE CORNER...

DEAR MERCHANTS AND BUSINESS OWNERS

This year, we will be offering free carriage rides off Sagunto Street to get visitors to Edison, Madera, and Numancia businesses. Old Santa Ynez Days is about ALL of Santa Ynez! Please also consider a booth space on Sagunto to showcase your business. We have lots of sponsorship opportunities ranging from \$250 to \$500 to show off your business and the town!

DON'T MISS THIS OPPORTUNITY TO PROMOTE YOUR BUSINESS!





SIGNAGE ADVERTISING OPPORTUNITIES

DEADLINE MAY 21ST

Each of these areas will have clear signage with your Name and Logo

\$3,500 • Sponsor the Kids Corral with pony rides, petting zoo, bounce house, face painter, and more!

\$250 • Sponsor the Carriage Rides (only 2)

\$500 • Sponsor the Beer Barn

\$300 • Sponsor the Band and/or Entertainment (only 10) - includes sign and mention from stage!

\$250 • Sponsor the Parking Lot - includes all directional signs

\$500 • Sponsor the Pie Contest (only 1) - includes signage at contest.

\$250 • Sponsor the Jail (only 1)

\$250 • Froze Station

\$500 • Chili Cook Off (only 3)

\$500 • Touch A Truck Area

LET'S DRESS UP THE WHOLE TOWN!

EMAIL YOUR JPG OR PDF TO INFO@OLDSANTAYNEZDAYS.COM





SPONSOR, ADVERTISING & MERCHANDISE ORDER FORM

SPONSOR LEVELS:

- Platinum- \$7,500 Gold- \$3,500 Silver- \$1,500
 Bronze - \$600

EVERY DOOR DIRECT MAIL ADS – DEADLINE MAY 21ST

- \$1600 – Solvang \$1450 – Buellton \$425 – Los Olivos
 \$1300 - Santa Ynez

SIGNAGE AND AREA ADS – DEADLINE MAY 21ST

- Kids Corral - \$3,500 Carriage Rides - \$250 Beer Barn - \$500
 Froze Station - \$250 Band / Entertainment - \$300 Chili Cook Off - \$500 (only 3)
 Parking Lot - \$250 Jail - \$250 Touch A Truck Area - \$500

IN KIND DONATION:

Additional Donation \$ _____

TOTAL: _____

** Email applicable logos as high resolution pdfs (preferred) or jpgs, and/or finished 300 dpi ads as pdf to info@oldsantaynezdays.com. The Santa Ynez Chamber of Commerce cannot be responsible for missing logos. Please e-mail your ads or logos by the deadlines provided!*

Name _____ Business _____

Address _____

Email _____ Phone _____

Check enclosed for \$_____ payable to Santa Ynez Chamber of Commerce

Charge my credit card for \$_____ Signature: _____

Visa Mastercard American Express Discover

Number _____ - _____ - _____ - _____ Exp. ___ / ___ Code: _____

Please mail to Santa Ynez Chamber of Commerce • PO Box 1738 • Santa Ynez CA 93460
Or email to: info@OldSantaYnezDays.com • Questions about your order call: 805-350-1232

