

# Valley Center Western Days

www.WesternDays.org 760-440-VCWD (8293)  
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Western Days is looking for sponsors for the biggest event of the year.

The festivities known as Valley Center Western Days, which started in 1950, are celebrating seven decades of community entertainment. Western Days continues to be the largest, most popular event of the year for the area. Since 1970, the community has had a parade during the Memorial Day weekend, and for the first time over 4th of July weekend last year. As you may have noticed, we've made some adjustments to the location of the event and the activities scheduled.

We're excited to announce that this year, Western Days will be held over Friday & Saturday the weekend AFTER Memorial Day. We hope to bring out the crowds and celebrate our community event as we have heard from many residents that they leave the area over that weekend for a needed vacation. Here's a run down of what we're planning:

Wednesday, June 1, the Valley Center Library will kick off the event with the Bee & Butterfly Festival from 1 p.m.-4 p.m.

Friday night, June 3, The Guns & Hoses Chili Cook-off will be held at the Lilac Fire Station. Contestants from the fire, Sheriff's deputies, CHP and tribal police from Valley Center, Pauma, Pala, Rincon, San Pasqual, La Jolla and CalFire are joining forces to battle it out with their cooking skills. Service clubs, businesses and individuals are also welcome to join the battle. The fun begins at 5 p.m.

At the same time, across the street from the VC Community Center, the Western Days Festival will commence with bands, dancing, vendors, food, entertainment and a beer garden. Gates will be open at 5 p.m. and will run until around 10:30 p.m.

Saturday, June 4, the Rotary pancake breakfast launches bright and early Saturday morning at 7 a.m. Roads close promptly at 8:30 a.m., the Valley Center Trails Association will host a 5K walk/run at 8:30 a.m. along the parade route, then the Western Days Parade begins at 10 a.m. It typically runs until around noon. The Western Days Festival gates will also open at 10 a.m. with many activities in the offing until 10 p.m. Check our website WesternDays.org for a list of other activities such as the Western Days Car Show, pie eating contest and others.

To make this happen, we need sponsors to help offset expenses such as traffic engineering and control, permits, equipment and other related expenses. The festival this year is moving from an area of about 1/2 acre area (VC Community Center) to the 10 plus acre location across the street. The venture is quite costly. We ask that your organization consider contributing to the success of the event, which has always been a community-wide celebration.

We understand this is short notice. As we were only recently given the green light to proceed with our new location. This is a Valley Center tradition, and the Western Days committee is thrilled to keep the tradition going. On behalf of the Western Days board, we hope you can join us. We thank you for your support!

**Regards,**

**VC Western Days Committee**



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## 2022 SPONSORSHIP LEVELS

### TITLE SPONSOR \$15,000

- Will be listed as Valley Center Western Days, presented by \_\_\_\_\_
- Same as Event Sponsor below

### EVENT SPONSOR - FESTIVAL \$10,000

- Logo on all event advertising, including print and social media.
- Recognition at event.
- Full page ad in the June issue of Valley Center Magazine, Western Days Program (*15,000 or more print*) (\$800 value)
- Five banners (Western Days provided - sponsor can keep post-event) placed at festival.
- Opportunity to provide five additional banners (sponsor provided) at festival.
- A ride in a Parade convertible for company executives, employees, or brand ambassadors

### EVENT SPONSOR - PARADE \$10,000

- Logo on all event advertising, including print and social media
- Recognition at event by all parade announcers.
- Full page ad in the June issue of Valley Center Magazine, Western Days Program (*15,000 or more print*) (\$800 value)
- Banners (Western Days provided - sponsor can keep post-event) placed at every announcer station.
- Opportunity to provide five additional banners (sponsor provided) along parade route.
- A ride in a Parade convertible for company executives, employees, or brand ambassadors

### FESTIVAL MAIN STAGE/ENTERTAINMENT SPONSOR \$5,000

- Banner placement (2 large) on main stage
- Recognition at event and in all media mentions as Main Stage Sponsor
- Sponsorship listed in the June issue of Valley Center Magazine, Western Days Program (*15,000 or more print*)

### FUN ZONE/ENTERTAINMENT SPONSOR \$4,000

- Banner placement (2 large) in entertainment area
- Recognition at event and in all media mentions as Fun Zone Sponsor
- Sponsorship listed in the June issue of Valley Center Magazine, Western Days Program (*15,000 or more print*)

### FESTIVAL BEER GARDEN SPONSOR \$2,000

- Banner placement (2 large) throughout beer garden area at festival
- Recognition at event and in all media mentions as Beer Garden Sponsor
- Sponsorship listed in the June issue of Valley Center Magazine, Western Days Program (*15,000 or more print*)

### SUPPORTING SPONSOR \$1,000

- Recognition at event and in all media mentions as Supporting Sponsor
- Sponsorship listed in the June issue of Valley Center Magazine, Western Days Program (*15,000 or more print*)
- Opportunity to provide up to 3 banners for placement along the parade route and/or festival and listed on social and print media.

### FESTIVAL MAIN GATE SPONSOR \$500

- Banner placement at Festival gate entrances (up to 2 - provided by sponsor)

### COMMUNITY SPONSORS \$50 – \$499

You will receive the undying gratitude of your community for contributing to the community, grass roots effort at producing the parade, festival, and other events throughout the week. Your name will be listed in the community sponsors list on social and print media.

All donations/sponsorships are tax deductible.

You will receive an acknowledgement and receipt by regular mail in July 2022.

Please address all donations to

VC Western Days, PO Box 1781, Valley Center, CA 92082

Online payments can be made here: [www.WesternDays.org/donate/](http://www.WesternDays.org/donate/)

*\*Note - to be listed or receive your advertisement in the Valley Center Magazine, donations must be received no later than 10pm Sunday, May 22.*