

NATIONAL NIGHT OUT



LANCASTER

SPONSORSHIP INFORMATION

DETAILS, BENEFITS & DEMOGRAPHICS

DETAILS

This special event continues our police-community partnership and neighborhood solidarity. National Night Out takes place annually in August and offers an opportunity for police and neighbors to enjoy an evening of fun while observing crime and drug prevention awareness campaigns that support local anti-crime efforts.

This year's National Night Out promises to be an unforgettable evening, fostering camaraderie between law enforcement and neighbors while promoting local anti-crime efforts. Residents are encouraged to join the festivities and experience an enjoyable evening filled with fun, community bonding, and an opportunity for local kids to win a free bicycle. Join us August 1 from 4 - 8 pm.

BENEFITS

Customized sponsorship packages include:

- Engage Digitally: Outreach to approx. 28k residents
- Brand Showcases: Prime exhibit space and signage
- Product Awareness: Direct product distribution
- Fun Giveaways: Promote with custom swag
- Public Thank You: Stage announcements
- Web Wonders: Boosted website visibility

All this and more are designed to align with your unique goals! Let's come together to ensure that Your contributions help foster diversity and inclusion.

Thank you!



SAY HELLO TO OUR NEW LPD!

DEMOGRAPHICS*

\$84,486 Average Income

30% Anglo • 5% Asian • 41% Hispanic

21% African American • 3% Other

*The reported data ≠ 100% as the dataset distinguishes Hispanic/Latino into its own distinct category



FOR MORE INFO CONTACT BRIANNA HERRERA AT (661) 723-6220 OR BHERRERA@CITYOFLANCASTERCA.GOV

CITYOFLANCASTERCA.GOV/NATIONALNIGHTOUT



National Night Out

SPONSORSHIP PACKAGES

LEVELS AND BENEFITS

Tier	Price	Benefits
Local Leader	\$5,000	Prominent logo & website link on event webpage; Company logo printed on sponsor banner; Tagged and mentioned in City of Lancaster social media promotions and press releases related to National Night Out; Sponsor specific thank you post on City of Lancaster social media; 10x20 Outfitted exhibit space in sponsor area - includes electricity, tables, chairs, and tent;
Safety Supporter	\$2,500	Company logo and link on event webpage; Company logo printed on sponsor banner; 10x10 Outfitted exhibit space in sponsor area - includes electricity, tables, chairs, and tent; Tagged and mentioned in City of Lancaster social media promotions and press releases related to National Night Out
Justice	\$1,000	Company logo and link on event webpage; Company logo printed on sponsor banner; 10x10 Outfitted exhibit space in sponsor area - includes electricity, tables, chairs, and tent
Allegiance	\$500	Company name and link on event webpage; Company logo printed on sponsor banner; 10x10 Outfitted exhibit space in sponsor area - includes electricity, tables, chairs, and tent;

Opportunities to sponsor over \$5,000 with additional benefits are available.
 Media submission deadline: July 26. All media assets subject to change.

