

The annual partnership is **\$2,000** and includes:

- Placement on the What's Around @the Grounds webpage: https://www.atthegrounds.com/about/whats_around_at_the_grounds/
- Rotational digital signage throughout the Roebbelen Center
- Rotational placement on our event wayfinding marquee
- On-site 33" x 81" promotional banner
- Inclusion in our monthly e-newsletter
- Monthly social media promotion reaching 40,000+ people
- Inclusion on attendee FAQ materials with a link to your website
- Promotional video placement at our information booth
- Location for handouts

We're also developing an **interactive map of our surrounding area** that will highlight participating partners and their locations in relation to @the Grounds, adding another opportunity for guests to discover local businesses. I have attached the base map that we are currently working on, our facilities map shows more of a product of what we are trying to replicate with the What's around @the Grounds map. <https://www.atthegrounds.com/facilities/>

We are open to any other methods you may think of to promote downtown. Feel free to reach out and we can work together to see what's possible.

Overall numbers:

Last year @the Grounds hosted 219 Events and 254,582 attendees

The Roebbelen center was utilized a total of 157 days last year.

	Annual Opportunity
Roebbelen Center Event Days	157
Potential Visitor Reach*	152,000+
Estimated Booth Interactions*	7,600+
Potential QR / Digital Engagements*	1000+

So far in 2026:

Our social media has 9,200 followers across all networks, 790k+ impressions and a 4.29% engagement rate industry standard is 3% for event centers.

We have also sent, 1,037,982 emails. With a 42% open rate 10% above industry standard.

*These numbers do not include the Placer County fair.

Upcoming Events at @the Grounds

To give you a sense of the variety and year-round activity taking place on our campus, here's a snapshot of upcoming public events through the end of the year:

September

- Sept. 18–19 — West Coast Impact Regionals
- Sept. 19 — Cebu Jam Music Festival
- Sept. 25 — Navratri Garba
- Sept. 26–27 — Sac Town Hoedown & Fall Festival

October

- Oct. 1–2 — Midnight Creative – Haunted Stories
- Oct. 3–4 — WCVBA Boys Power League
- Oct. 10–11 — Thriftapalooza
- Oct. 13 — IIAB Sacramento Big I Day
- Oct. 17 — Fight Cancer Brewfest
- Oct. 18 — JAMZ Reload
- Oct. 24 — Monster Trucks
- Oct. 24–25 — G365 Capital Clash

November

- Nov. 7–8 — JAMZ Battle at the Capitol / Capitol City Championship
- Nov. 14–15 — West Coast Clash: WCVBA Boys Power League
- Nov. 20–22 — Mountain Mandarin Festival

December

- Dec. 1–3 — WWSRA Winter Review
- Dec. 5–6 — American Cheer Power: Roseville Showdown