



SANTÉE LAKES RECREATION PRESERVE

# SPONSORSHIP OPPORTUNITIES

2024-2025

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## ABOUT SANTEE LAKES

Santee Lakes Recreation Preserve hosts over 760,000 visitors annually. The 190-acre Park has seven beautiful recycled water lakes that are stocked with sport fish year-round. Amenities at Santee Lakes include: camping, cabin rentals, fishing, boating, playgrounds, walking trails, facility rentals, special events, and approximately 230 bird species. Santee Lakes Recreation Preserve is owned and operated by Padre Dam Municipal Water District. Santee Lakes is self-sustaining, receiving no funds from water/sewer ratepayers or taxpayer subsidies. Guest user fees, grants and awards, collaborations with community groups, and sponsorships allow Santee Lakes to operate.



## WE ARE SOCIAL!

With over 39,000 followers on social, we reach thousands of people each day.

## SANTEELAKES.COM

Our website has over 1M views annually, with 41% of users located in San Diego County.

## SANTEE LAKES CONTACT DETAILS

### Office

9310 Fanita Parkway, Santee, CA 92071

 619.596.3141

 [santeelakes@padre.org](mailto:santeelakes@padre.org)

 [santeelakes.com](http://santeelakes.com)

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## FISHING EVENTS

Catfish Opener | April 20 & 21

Trout Opener | November 2 & 3

Stockzilla | September 14 & 15

Summer Night Fishing | Select dates throughout the summer



## ANNUAL EVENTS

Campground Events | Various dates

Ladies at the Lake Fall Market | October 12

Halloween Spooktacular | October 26

Lights at the Lakes Holiday Light Show | Select Dates

## CAMPGROUND EVENTS



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## CATFISH SEASON

APRIL - OCTOBER

## TROUT SEASON

NOVEMBER - MARCH



### Champion Season Sponsor - \$5,000

When you sponsor the Opener the sponsor will receive social media promotion, logo added to: website, press release, seasonal signage, and electronic flyers. Sponsor will be included in monthly Newsletter, and weekly Fish Report.

### Supporter Sponsor - \$2,000

Stock one truckload of fish! The week of the preferred stock, sponsor will receive social media promotion, logo added to: website, press release, and electronic flyers.

### Tagged Fish Sponsor - \$1,000

There will be 40 tags in a stock. Sponsor has choice between providing \$1,000 in prizes/gift cards or sponsorship of \$1,000. Sponsor will receive social media promotion and logo added to our website.

### CATFISH STOCKS:

April 20 - 2,500  
May 3 - 1,000  
May 17 - 1,000  
May 31 - 1,000  
June 14 - 1,000  
June 28 - 2,000  
July 5 - 1,000  
July 19 - 1,000  
August 2 - 1,000  
August 16 - 1,000  
August 30 - 1,000  
September 14 - 3,500  
Dates Subject to Change

### TROUT STOCKS:

November 2 - 3,500  
November 15 - 1,000  
November 29 - 1,000  
December 13 - 1,000  
December 27 - 2,000  
January 11 - 3,500  
January 24 - 1,000  
February 7 - 1,000  
February 21 - 1,000  
March 7 - 1,000  
Dates Subject to Change

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## STOCKZILLA

SEPTEMBER 14 & 15

## NIGHT FISHING

JUNE - AUGUST



## STOCKZILLA SPONSOR

3,500 pounds of Catfish are stocked in all seven lakes for this weekend event September 14 & 15, 2024.

### Champion Sponsor - \$2,500 (July 15, 2024 commitment date)

When you sponsor Stockzilla, the month of August through the event, sponsor will receive social media promotion, logo added to: website, press release, seasonal signage, and electronic flyers. Sponsor will be included in monthly Newsletter, and weekly Fish Report.

### Tagged Fish Sponsor - \$1,000 (August 1, 2024 commitment date)

There will be 40 tags in a stock. Sponsor has choice between providing \$1,000 in prizes/gift cards or sponsorship of \$1,000. Sponsor will receive social media promotion and logo added to our website.

## NIGHT FISHING SPONSOR

### Summer Night Fishing Sponsor - \$5,000 (May 1, 2024 commitment date)

When you sponsor all six nights of Summer Night Fishing, you will receive social media promotion from June 1 - August 17. Sponsor's logo will be added to: website, press release, seasonal signage throughout the entirety of the Night Fishing Season, and electronic flyers.

June 13  
June 28  
July 11  
July 26  
August 8  
August 23

Dates Subject to Change

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## LADIES AT THE LAKE FALL MARKET

OCTOBER 12

Shoppers and craft fair goes throughout San Diego anticipate this event that celebrates women owned businesses. This is a great opportunity to come to a beautiful outdoor setting and view unique items and shop from a large variety of vendors.



## LADIES AT THE LAKE

### Champion Sponsor - \$5,000 (October 1, 2024 commitment date)

When you become a Champion Sponsor, you will receive a booth on site, your company logo included on our website, promotional material, and press release. As a sponsor you will receive 20 entry car tags.

### Ally Sponsor - \$2,500 (October 1, 2024 commitment date)

When you become an Ally Sponsor, your company logo will be included on our website, and promotional material. As a sponsor you will receive 10 entry car tags.



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## HALLOWEEN SPOOKTACULAR

OCTOBER 26

Our 2nd Annual Spooktacular & Trunk-or-Treat Event is a ghoulish day of games, a GIANT Halloween maze, face painting, creepy crafts, photo opportunities, and of course, a trunk or treat hosted by local businesses.



## HALLOWEEN SPOOKTACULAR

**Activity Sponsor - \$500 (October 1, 2024 commitment date)**

When you become an Activity Sponsor, you will receive a prime trunk or treat location, social media recognition on our platforms and your logo on our website.

**Inflatable Sponsor - \$250 (October 1, 2024 commitment date)**

When you become an Inflatable Sponsor, you will receive one trunk or treat space and social media recognition on our platforms.

**Trunk or Treat Participant - \$100 (October 15, 2024 commitment date)**

As a Trunk or Treat Participant, you will receive one trunk or treat space where you can promote your business to our guests.

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## CAMPGROUND EVENTS

Our camping guests look forward to our Summer Concerts, July 4th Golf Cart Parade, Easter Egg Hunt and Santa in the Campground! We host weekly events in our Clubhouse as well as other special events throughout the year.



## CAMPGROUND EVENT SPONSOR

### Happy Camper Sponsor - \$2,500

When you become a Happy Camper Sponsor, your company logo will be included on our website for one year. Sponsor will receive social media promotions when events are posted, TV monitor promotion and camper correspondence.

### Campfire Sponsor - \$500

When you become a Campfire Sponsor, your company will be included in our selected social media promotions and camper correspondence.