



Fairytale Town

2026 Sponsorship Opportunities

Presented by

Kevin Williams, Director of Advancement

916-808-8886

kjwilliams@fairytaletown.org

Fairytale Town

A beloved Sacramento institution for over 66 years!



Let your imagination run wild at Fairytale Town, a 3.5-acre children's storybook play park that brings fairytales and nursery rhymes to life! Located in William Land Park in Sacramento, Fairytale Town has delighted millions of guests, inspiring imagination, creativity, and literacy since it opened in 1959. Over 26 bright and colorful play sets give young children a backdrop to act out their favorite stories, encourage creative discovery, and exercise their minds and bodies.

Home to a friendly menagerie of animals from the pages of favorite children's stories, children can meet Peter Rabbit at Mr. McGregor's Garden and see the sheep that Mary brought to school one day. Small gardeners can help water seasonal vegetable beds and seek out a sprouting alphabet of exotic plants. Small adventurers can join Robin Hood's band of Merry Men in Sherwood Forest's extensive play fort. Children can go down Jack's Beanstalk, ride in Cinderella's carriage, and burn off extra energy walking on The Crooked Mile, a favorite play structure for many generations.

King Arthur's Castle has been the place for unforgettable birthday parties for three generations. Annual memberships make it easy for today's families to make Fairytale Town part of their lives, with free admission and park discounts for twelve whole months.

Year-round special events, theater performances and educational programming celebrate holidays, introduce multicultural themes, promote literacy, and offer creative experiences to thousands of visitors.



A Fairytale Town Sponsorship



Fairytale Town's mission is to promote the imagination, creativity, and education of children through play. Your support helps positively impact the lives of children and families in the community, helps underwrite our daily park operations and educational programs, and aligns your community-oriented business with the worthwhile causes of a landmark non-profit organization.

Sponsorship benefits can take on a variety of forms, including recognition of your organization on our website, in social media posts and our weekly e-newsletter, and at Fairytale Town. Our marquee events offer on-site tabling opportunities giving you a 1-to-1 interaction opportunity with parents, grandparents and other caregivers. Many of our event sponsorships include tickets to Fairytale Town events you support.

Spring Eggstravaganza

April 4-5 – 2-Day Event

MARQUEE EVENT














Fairytale Town's Spring Eggstravaganza is an egg-citing weekend featuring a Golden Egg hunt, spring-themed arts and crafts, and more! After the egg hunt, guests can make their way to Mr. McGregor's Garden to redeem their eggs for a prize!

NorCal Arts typically makes an appearance at this event..plus, guests can visit with Peter Cottontail on the Mother Goose Stage!

Average 2-Day Attendance: 5,000+

Spring Eggstravaganza

MARQUEE EVENT

	Prominent Signage Week of Event	Logo Recognition	Text Recognition in Media Releases	Vendor Table Space at Event	Social Media Recognition	Event Tickets
\$10,000 Lead Sponsor	<ul style="list-style-type: none"> • Outside Banner • A-Frame sign near Mother Goose Stage 	<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> • Event Program • Weekly e-newsletter 				5
\$500 Featured Sponsor						2

Additional Sponsor Levels & Benefits



Peter Cottontail Sponsor: \$5,000

- Logo on A-Frame on Mother Goose Stage near Peter Cottontail
- **Category-exclusive** sponsorship
- Logo in event program
- Logo in weekly newsletter
- 10 event tickets

Exclusive Golden Egg Sponsor: \$3,000

- Logo featured on the coveted golden eggs
- Logo in event program
- Logo in weekly newsletter
- 6 event tickets

Prize Station Sponsor: \$2,000

- Logo featured at prize stations where children redeem eggs for a prize
- Logo in weekly newsletter
- 4 event tickets

Scavenger Hunt Sponsor: \$1,500

- Logo on scavenger hunt sheets
- 3 event tickets



The Crystal Creamery Ice Cream Fantasy

Saturday, June 20, 5PM – 9PM

MARQUEE EVENT








Unlimited ice cream...even better: Unlimited Crystal Creamery Ice Cream! It's magical midsummer's eve featuring multiple ice cream tasting stations, live entertainment, hands-on activities, an enchanted marketplace, families in Renaissance or fairy-themed costumes, and more!

Average attendance: 600-750

The Crystal Creamery Ice Cream Fantasy

Event Sponsor Levels & Benefits

MARQUEE EVENT

			Text Recognition in Media Releases, e-newsletter	Vendor Table Space at Event	Social Media Recognition	Event Tickets
\$1,000 Supporting Sponsor:						5
\$500 Featured Sponsor:						2



Tales & Ales Brewfest

Saturday, August 22, 5PM – 9PM

MARQUEE EVENT



This yearly fundraiser features local craft breweries pouring unlimited tastes of their beers. Live music plays on the Mother Goose Stage and kids enjoy complimentary root beer floats as well as hands-on activities in Mr. McGregor's Garden.

Those wishing to level up to VIP status gain admission an hour early, access to private VIP lounge with exclusive bites and pours, and a souvenir VIP mug! Plus, a raffle with exciting prizes always entices attendees to take their chances at winning a prize.

Local food trucks will be onsite to complement guests' beer tastings. Cheers!












Average Attendance: 1,500



Tales & Ales Brewfest

MARQUEE EVENT

Event Sponsor Levels & Benefits

	Prominent Signage Week of Event	Logo Recognition	Text Recognition in Media Releases	Vendor Table Space at Event	Social Media Recognition	Event Tickets
\$10,000 Lead Sponsor	<ul style="list-style-type: none"> • Outside Banner • A-Frame sign near Mother Goose Stage 	<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> • Event Program • Weekly e-newsletter 				5
\$500 Featured Sponsor						2



Exclusive Tasting Mug Sponsor - \$5,000

- Logo on commemorative VIP tasting mug
- 20 VIP Tickets

Exclusive Stage Sponsor - \$3,000

- Logo on stage banner
- 15 VIP Tickets



Pretzel Necklace Sponsor - \$2,500

- Logo where Pretzel Necklaces are sold
- 10 VIP Tickets

Exclusive Wristband Sponsor - \$2,000

- Logo on event wristbands
- 8 VIP Tickets



Water Sponsor - \$1,000

- Logo on signage for water station
- 6 Event Tickets

Root Beer Float Garden Sponsor - \$750

- Logo on signage for Root Beer Float Garden
- 4 Event Tickets



Safe & Super Halloween

MARQUEE EVENT

October 16-18 & 23-24, 5PM – 9PM – 5-Night Event



Enjoy 5 days of trick-or-treating and family-friendly fun at Fairytale Town's annual Safe & Super Halloween!

This Halloween extravaganza features treat stations, costume characters, hands-on activities, a costume parade, and more!












Estimated 5-Day Attendance: 6,000



Safe & Super Halloween

MARQUEE EVENT

Event Sponsor Levels & Benefits

	Prominent Signage Week of Event	Logo Recognition	Text Recognition in Media Releases	Vendor Table Space at Event	Social Media Recognition	Event Tickets
\$10,000 Lead Sponsor	<ul style="list-style-type: none"> • Outside Banner • A-Frame sign near Mother Goose Stage 	<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> • Event Program • Weekly e-newsletter 				5
\$500 Featured Sponsor						2

Additional Sponsor Levels & Benefits



Exclusive Candy Sponsor - \$5,000

- Logo featured at all the Fairytale Town trick-or-trick stations!
- Logo in event program
- Logo in weekly newsletter
- 10 event tickets

Exclusive Costume Parade Sponsor - \$3,000

- Logo featured on the stage where the costume parade ends
- Logo in event program
- Logo in weekly newsletter
- 6 event tickets



Scavenger Hunt Sponsor - \$1,500

- Logo on scavenger hunt sheets
- 3 event tickets

Winter Wonderland

MARQUEE EVENT

December 5-6 & 12-13, 1PM – 7PM – 4-Day Event



Celebrate the holidays at Fairytale Town's annual Winter Wonderland event on Saturday and Sunday, December 5-6 & 12-13, from 1:00PM - 7:00PM.

Held over two weekends, this hugely popular event celebrates the holiday season with Santa, holiday décor and light displays, live entertainment, crafts, vendors, and much more!

Snowfall is the spectacular finale each evening!












Estimated 4-Day Attendance: 5,000



Winter Wonderland

MARQUEE EVENT

Event Sponsor Levels & Benefits

	Prominent Signage Week of Event	Logo Recognition	Text Recognition in Media Releases	Vendor Table Space at Event	Social Media Recognition	Event Tickets
\$10,000 Lead Sponsor:	<ul style="list-style-type: none"> • Outside Banner • A-Frame sign near Mother Goose Stage 	<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				20
\$5,000 Presenting Sponsor		<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				10
\$2,500 Supporting Sponsor		<ul style="list-style-type: none"> • Event Program • Weekly e-newsletter 				5
\$500 Featured Sponsor						2

Additional Sponsor Levels & Benefits



Exclusive Santa Sponsor - \$5,000

- Logo featured on stage near Santa!
- Logo in event program
- Logo in weekly newsletter
- 10 event tickets

Exclusive Snow Sponsor - \$2,000

- Your logo will be featured next to the snow machine
- Logo in event program
- Logo in weekly newsletter
- 5 event tickets

Holiday Lights Sponsor - \$1,000

- Logo in event program
- Logo in weekly newsletter
- 2 event tickets















Santa's Workshop Sponsor - \$500

- Logo in Santa's workshop
- Logo in event program
- 1 event ticket

Fairytale Town's Special Events

Fairytale Town has myriad special days throughout the year. They include, but are not limited to, the following:

- March 7 – Festival of Colors Celebration
- March 17 – St. Patrick's Day
- March 20-30 – Online Auction
- April 18 – Earth Day Celebration
- April 27 – May 3 – Superhero Week (Story Center)
- May 4 – May The Fourth Be With You / Star Wars Day
- June 6 – Ghostbusters Day
- October 31 – Halloween Fun Day
- November 1 – Dia De Los Muertos Celebration

	Prominent Signage Week of Event	Logo Recognition	Text Recognition in Media Releases	Vendor Table Space at Event	Social Media Recognition	Event Tickets
\$5,000 Lead Sponsor		<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				20
\$2,500 Presenting Sponsor		<ul style="list-style-type: none"> • Event Web Page • Event Program • Weekly e-newsletter 				10
\$1,500 Supporting Sponsor		<ul style="list-style-type: none"> • Event Program • Weekly e-newsletter 				5
\$500 Featured Sponsor						2






Children's Theater

VENUE
SPONSORSHIP



Visitors to Fairytale Town can experience live musical theater, plays, puppet shows, and more through performances conducted in the Children's Theater at Fairytale Town.

Fairytale Town is proud to partner with NorCal Arts to present fun, free and engaging live musicals and plays in the Children's Theater throughout the year. In 2026, we project 3,000+ attendees, largely from school field trip groups.

	Year-Long Signage in Theater	Logo Recognition on Program Webpage	Text Recognition in Media Releases	Opportunity to Provide Promo Materials	Social Media Recognition	Tickets to Performances
\$10,000 Venue Sponsor						20

Summer FunCamps














June 8-August 14, 2026

**EDUCATIONAL
PROGRAMS**



Fairytale Town offers more than 31 exciting and educational day camps for children! Summer Camps take children on weeklong adventures through a unique theme, including animals, gardening, theatre arts, and more.

More than 700 campers enjoy week-long summer fun through the FunCamps program.

	Prominent Signage During Camp (9 Weeks)	Logo Recognition on Camp T-Shirt	Logo Recognition on Program Webpage	Opportunity to Provide Branded Items for Campers	Social Media Recognition
\$20,000 Lead Sponsor					
\$10,000 Presenting Sponsor					
\$5,000 Supporting Sponsor					
\$2,500 Featured Sponsor					

Toddler Times







EDUCATIONAL PROGRAMS



Toddler Times are play-based learning experiences for little ones ages 2 through 5 and their parent.

Each session features a different lesson exploring a children’s book through storytime. Interactive craft time, singing, and sensory play are also part of the fun.

Toddler Times reach 30 children ages 2-10, plus 15+ parents/caregivers.

	A-Frame Signage During Event	Logo on Program Webpage & e-newsletter	Social Media Recognition
\$2,500 Presenting Sponsor			
\$1,500 Supporting Sponsor			
\$500 Featured Sponsor			

Sacramento Adventure Playground

Fairytale Town's Sister Site



Powered by Fairytale Town and located at Maple Neighborhood Center, the Sacramento Adventure Playground is a free after-school youth development program for ages 6 to 15.

Essentially a makers' laboratory or tinkerers' workshop, the Adventure Playground puts real tools into the hands of youth so they can build and create things that reflect their own ideas and visions.

Research shows that youth are inspired to be more imaginative, creative, collaborative, and thoughtful in these nontraditional environments than they are in more structured playgrounds; and the range of play and activities offered in these playgrounds helps children express themselves while building useful skills that prepare them to grow into competent adults.

Dirty Kid Obstacle Race

September 20, 9AM-10AM – Fairytale Town

October 10-11, 10AM – 11AM – Sacramento Adventure Playground










Fitness should be fun! Join us in our annual Dirty Kid Obstacle Race at Fairytale Town and at Sacramento Adventure Playground. Kids over 4 years old will race in a fun obstacle course with bubbles and MUD!

The course includes over, under, carry, crawl, and, of course, mud. Obstacles do not have a high degree of difficulty. Participants run in “waves” of up to 10 people. The course is within and behind the Adventure Playground.

This event is a fundraiser for the Sacramento Adventure Playground with 100% of the funds going towards Adventure Playground programs.

Average 2-Day Attendance: 750 (participants & their families)

	Prominent Signage at Sites – Day of Event	Logo on T-Shirt & at Photo Booth	Social Media Recognition	Vendor Table Space at Event	Event Signage on Course	Event Tickets
\$7,500 Lead Sponsor						25
\$4,000 Presenting Sponsor						20
\$2,500 Supporting Sponsor						15
\$750 Featured Sponsor						10
\$400 Course Sponsor						5

King Arthur's Round Table Sponsorship



Fairytale Town's mission is to promote the imagination, creativity, and education of children through play. Your support helps positively impact the lives of children and families in the community, helps underwrite our daily park operations and educational programs, and aligns your community-oriented business with the worthwhile causes of a landmark non-profit organization

As a King Arthur's Round Table sponsor, the benefits of your **annual** support include tickets to all five of our marquee events (including coveted VIP tickets to our Tales & Ales Brewfest), general admission tickets good throughout the year, online recognition in both our marquee event social posts and on our website, and your company's logo featured on our annual King Arthur sponsors banner displayed on King Arthur's Castle, greeting approximately 250,000 visitors each year.

King Arthur's Round Table

**YEAR-ROUND
SPONSORSHIP**



	Queen Guinevere \$15,000	Sir Galahad \$10,000	Merlin the Magician \$5,000
Spring Eggstravaganza (Marquee Event) April 4-5	20 Tickets	15 Tickets	10 Tickets
Crystal Creamery Ice Cream Fantasy (Marquee Event) June 20	20 Tickets	15 Tickets	10 Tickets
Tales & Ales Brewfest (Marquee Event) August 22	20 VIP Tickets	15 VIP Tickets	10 VIP Tickets
Safe & Super Halloween (Marquee Event) October 16-18 & 23-24	20 Tickets	15 Tickets	10 Tickets
Winter Wonderland (Marquee Event) December 5-6 & 12-13	20 Tickets	15 Tickets	10 Tickets
Special Event or General Admission Tickets	100	50	25
Social media text recognition for marquee event promotion <ul style="list-style-type: none"> Facebook Instagram 			
Logo on sponsorship web page with link			
Logo on banner at Park Entrance April 2026-April 2027			
Actual Value	\$22,575	\$17,550	\$12,525