



Miracle Mile Event Sponsorship Proposal

MIRACLE MILE COMMUNITY
IMPROVEMENT DISTRICT 501(C)(3)





About the MMCID District

OVERVIEW

The Miracle Mile Community Improvement District (MMCID) is a 501(c)(3) nonprofit organization representing a **31-block historic corridor** along Pacific Avenue, spanning from Alpine Avenue to Harding Way. The district is home to **96 property owners and more than 160 independently owned businesses**, making it one of Stockton's most active and diverse commercial areas. MMCID works to support economic vitality, enhance safety and maintenance, and create welcoming public spaces that serve businesses, residents, and visitors year-round.

UNIQUENESS

Authenticity, diversity, and community. As one of Stockton's most visited corridors, the district is powered by locally owned businesses and a mix of independent property owners that create an engaging, personal, and welcoming environment. Sponsoring the Miracle Mile aligns your organization with a community that values local investment, supports small business ownership, and reflects the cultural diversity and entrepreneurial spirit that make Stockton unique.

MISSION

To foster economic vitality, enhance safety and maintenance, and create inclusive public spaces that serve businesses, residents, and visitors year-round.



Strategic Sponsorship Opportunity

REACH



EXPOSURE POTENTIAL

31-block district home to 160+ businesses & more than 2 million visitors annually. Visited by a mix of families, students, professionals, longtime residents, and visitors from across the region.

BRANDING



BRAND ALIGNMENT WITH AUDIENCE

Align your brand with a trusted, community-focused nonprofit that supports small businesses, public safety, & public spaces. Position your organization alongside local entrepreneurship, diversity, and neighborhood investment.

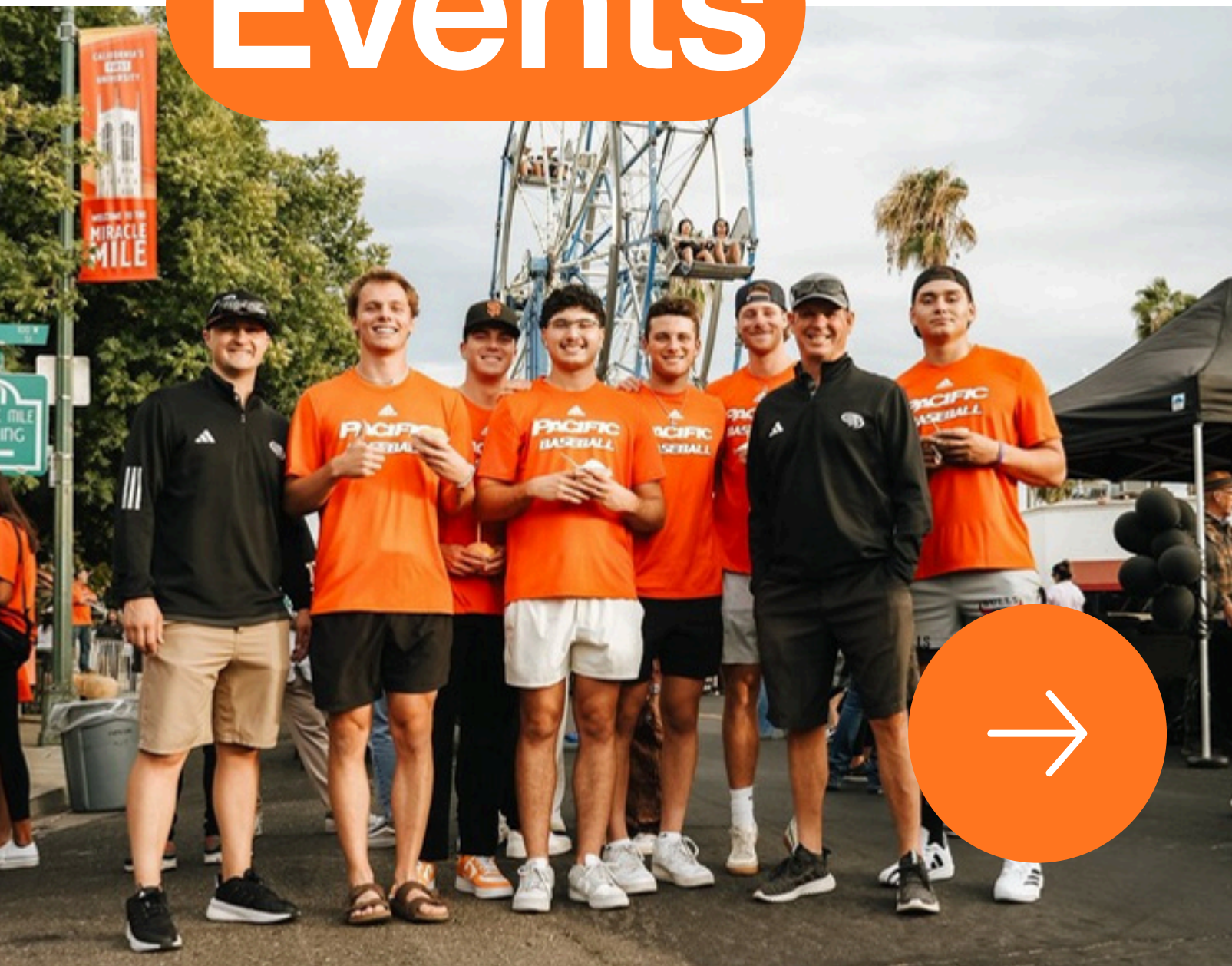
ENGAGEMENT



HIGH FOOT TRAFFIC & MEDIA COVERAGE

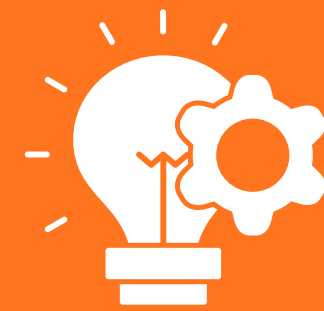
Miracle Mile events generate strong foot traffic, repeat visitation, & local media attention. Sponsors connect with audiences via in-person experiences, social media visibility, & district-wide promotions that encourage meaningful interaction.

How We Promote Events



CORE STRATEGY

Multi-channel promotion across Instagram, Facebook, Stories, and Reels with paid advertising support, district-wide merchant cross-promotion through 160 plus businesses, and consistent website and email marketing to ensure maximum event visibility and attendance.



PR APPROACH

Targeted press outreach to regional news outlets, digital publications, broadcast media, and community calendars to expand Miracle Mile event visibility across Stockton and the Central Valley.



GRASS ROOTS

High-visibility on-the-ground district promotion: A-frame signs, storefront window posters, and event banners, paired with community email amplification via schools, chambers of commerce, nonprofits, and local organizations to reach families and residents beyond social media.

Miracle Mile Metrics



7 Events



12K + Followers



15K + Followers



2M + Physical
Visitors Annually

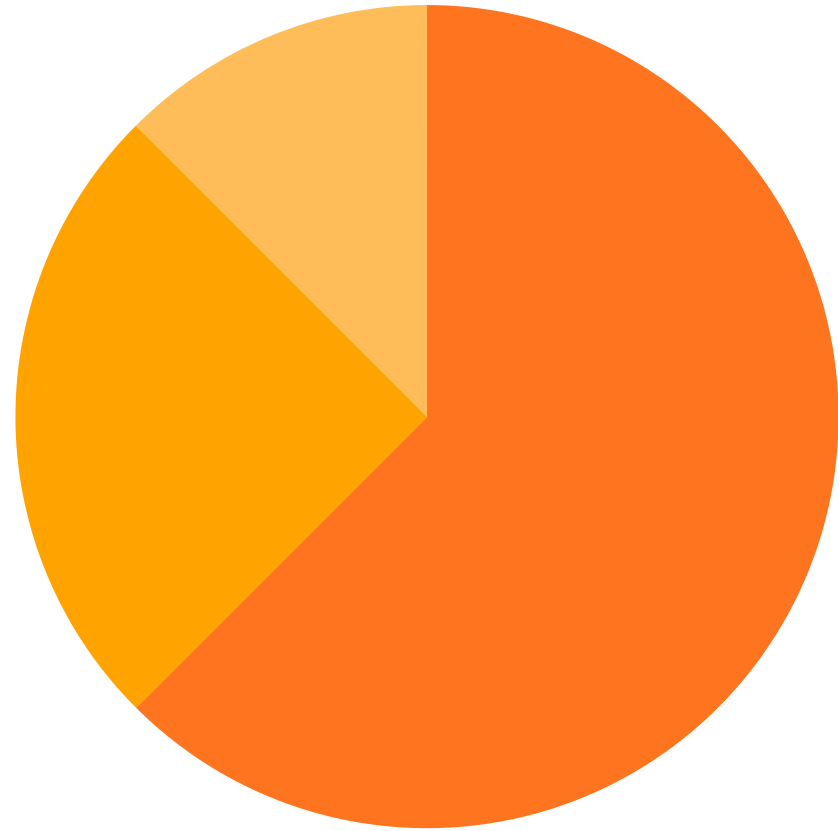


160+ Businesses

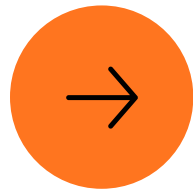


240K +
Views Per Month

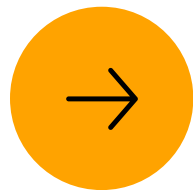




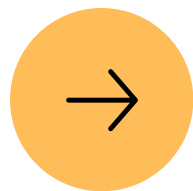
Who's Coming?



ADULTS 18+



**KIDS &
FAMILIES**



SENIORS





Why Sponsor The Miracle Mile

A Meaningful Place for Brand Investment

Sponsoring the Miracle Mile places your brand at the center of one of Stockton's most active and trusted community corridors. With more than **2 million visitors annually**, 160+ locally owned businesses, and seven signature events each year, the Mile offers year-round exposure to a diverse, engaged audience of families, professionals, and long-time residents.

The Miracle Mile is where Stockton comes together to shop, dine, celebrate, and connect. Our events and public spaces are intentionally family-friendly, community-focused, and free to the public, creating authentic, positive brand moments that people remember. Sponsors are not just seen, they are associated with experiences that feel local, welcoming, and meaningful.

By partnering with the Miracle Mile Community Improvement District, your organization aligns with economic growth, public safety, small business support, and the togetherness that defines this historic corridor. Sponsorship is a visible investment in a district that people trust, return to, and take pride in.



Friends of The Mile

Annual Partnership \$20,000

Friends of the Miracle Mile is our premier annual sponsorship for organizations committed to the long-term vitality, safety, and economic growth of the district. This partnership delivers year-round visibility while directly supporting the programs that keep the Miracle Mile active, clean, safe, and thriving.

Your Investment Supports

- District-wide public safety programs
- Beautification and maintenance projects
- Family-friendly community events
- Small business support and economic development
- Public gathering spaces along the Mile

Partnership Benefits

- Top-tier logo placement on MMCID website
- Logo inclusion and on-site activation across all 7 district events
- Verbal recognition at Miracle Mile signature events + banners provided by sponsor to be placed in prominent areas
- Dedicated sponsor spotlight on MMCID social media
- Recognition in newsletters and email campaigns
- “Official Friend of the Miracle Mile” plaque

Friends of the Miracle Mile invest in a stronger, safer, more connected community.

YEAR ROUND VISIBILITY



2026 Signature Events



TASTE OF THE MILE JUNE 13

An outdoor, themed dining experience that celebrates the rich culinary talent of our Miracle Mile restaurants.



STOKTOBER FEST & CAR SHOW SEPTEMBER 26

A fall festival, combining classic cars, live music, Ocktoberfest beer festival, kids zone, and community fun in one lively, all-ages celebration.

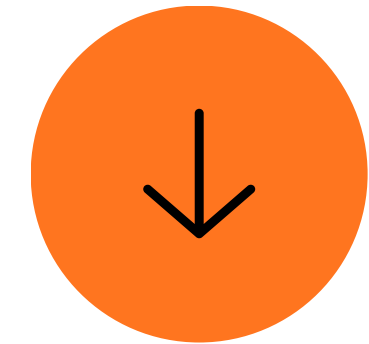




MIRACLE MILE

Taste of the Mile

Packages

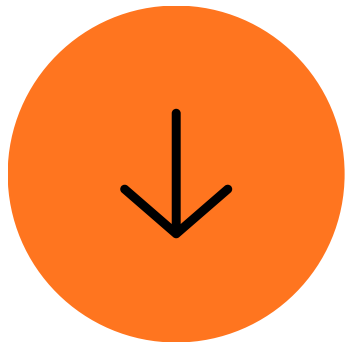


Title Sponsor \$10,000.00	Gold Sponsor \$5,000	Table Sponsor \$2,000
<ul style="list-style-type: none"> • Presented Premier logoplacement on all event materials, website, and social media. • Top billing on event banners and signage. • Two (2) banners (provided by sponsor) placed on stage and in prominent locations. • Mention in all press releases and media promotions. • 4 dedicated Facebook and Instagram stories featuring your company logo and a clickable link to your website leading up to the event. • Event host scripted announcement highlighting your company's name, social channels, and website. • Opportunity to address attendees during the event. • Two (2) premium VIP tables in prime locations (16 tickets) with table signage recognizing your company. • Larger sponsor table with deluxe padded chairs. • 10 complimentary drink tickets. • Post-event 10-second video highlighting your company's presence, posted to Facebook and Instagram with a clickable link to your website. 	<ul style="list-style-type: none"> • Recognition from the stage during the event. • Recognition on website, event signage, and select social media promotions. • 1 dedicated Facebook and Instagram story featuring your company logo and link to your website leading up to the event. • One (1) premium VIP table in a prime location (8 tickets) with table signage recognizing your company. • Larger sponsor table with deluxe padded chairs. • 5 complimentary drink tickets. • Post-event 5-10 second video highlighting your company's presence, posted to Facebook and Instagram. 	<ul style="list-style-type: none"> • Recognition from the stage during the event. • Recognition on website, event signage, and select social media promotions. • One (1) premium VIP table in a prime location (8 tickets) with table signage recognizing your company. • Larger sponsor table with deluxe padded chairs.

STOKTOBERFEST

& Car Show

Packages



Golden Stein \$10,000.00	Beer Garden \$5,000	Silver Stein \$2,000	Lederhosen \$1000
<ul style="list-style-type: none"> • Premier logo placement on all event materials, website, and social media. • Top billing on event banners and signage. • Two (2) banners (provided by sponsor) placed on stage and in prominent locations. • Mention in all press releases and media promotions. • Four dedicated Facebook and Instagram stories featuring your company logo and website link leading up to the event. • Opportunity to address attendees during the event. • Post-event 10-second video highlighting your company's presence, posted to Facebook and Instagram with a clickable link to your website. • Premium 10x10 booth space • 25 complimentary drink tickets and 5 car spaces • Inclusion in press release • Logo on official event beer stein • Featured shout-outs on social media and during stage announcements 	<ul style="list-style-type: none"> • Featured logo placement on event materials, website, and social media. • One (1) banner (provided by the sponsor) displayed on main stage or beer garden. • Two dedicated Facebook and Instagram stories featuring your company logo and website link leading up to the event. • Recognition from the stage during the event. • 15 complimentary drink tickets and 3 car spaces. • Post-event 10-second video highlighting your company's presence, posted to Facebook and Instagram with a link to your website. • 10x10 booth space in a high-traffic zone. 	<ul style="list-style-type: none"> • Logo included on event signage and website. • Recognition from the stage during the event. • Recognition in select social media promotions. • One dedicated Facebook and Instagram story featuring your company logo and website link leading up to the event. • 10 complimentary drink tickets and 2 car spaces. • 10x10 booth in a high-traffic zone. • On-site acknowledgment throughout the day. 	<ul style="list-style-type: none"> • Logo included on event signage and website. • Shared social media thank-you post. • 10x10 booth in a high traffic zone and 1 car space.

2026 **Activation** Events



APRIL 11



DECEMBER 12
**HOLIDAY
SIP & SHOP**
Annual Tree Lighting



MAY 8
**ART-LIT
WALK**

AUGUST 21
TIGERS
PROWLIN' THE MILE

OCTOBER 24
**CANDY CRAWL
BOO-TIQUE**



Activation Event

Sponsorships



PRESENTING SPONSOR

\$5,000 (Per Event)

Presented by “[Brand]” on all signage, social, and digital promotions • Priority table placement at the entrance or main stage • Co-branded student giveaway or photo activation (provided by brand) • Post-event thank-you feature • Option to speak or be introduced during live programming

Eligible Events: Literature Crawl, Art-Lit Walk, Tigers Prowlin’ The Mile, Candy Crawl & BOO-tique, Holiday Sip & Shop

ACTIVATION SPONSOR

\$1,000 (Per Event)

Premium table placement • Logo on all event material print and online • Inclusion in social media and newsletter blast • Opportunity to distribute promo codes or swag

Eligible Events: Literature Crawl, Art-Lit Walk, Tigers Prowlin’ The Mile, Candy Crawl & BOO-tique, Holiday Sip & Shop

What Our Sponsors Say

From brand visibility to genuine community connection, our sponsors share how Miracle Mile events create real impact and lasting partnerships.

“THE COMMUNITY CONNECTION AND FAMILY ENGAGEMENT EXCEEDED EXPECTATIONS.”

“LIVE EVENT RECOGNITION KEPT OUR BRAND FRONT AND CENTER AND MADE US FEEL APPRECIATED AS A PARTNER.”

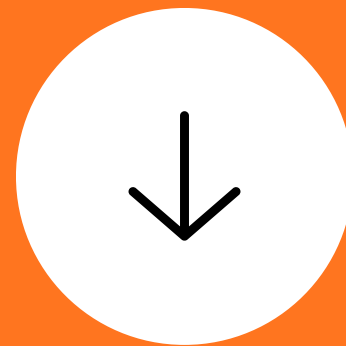
“THE MIRACLE MILE IS COMING BACK, AND SO ARE WE.”



Contact & Next Steps

**KAILANI
HARO**

Executive Director



**“YOUR BRAND. YOUR
COMMUNITY. ONE
PARTNERSHIP”**



209-639-3506



kailani@stocktonmiraclemile.com



250 Dorris Place Stockton, CA 95209

www.stocktonmiraclemile.com

