



SPONSORSHIP PACKAGES

TOT EVENTS

FEATURING TOT TUESDAYS/TOT THURSDAYS

Tot Tuesdays/Thursdays is a weekly playdate designed just for young children ages 5 and under and their parents or caregivers. Each morning, families gather at the Vernon Street Town Square (summer season) or at Maidu Community Center (fall & winter season) for an hour of active play, crafting and music exploration. Activities change each week, keeping the experience fresh and engaging for returning families.

Why Sponsor Tot events?

Tot Tuesdays/Thursdays brings together a highly engaged audience of young families who value community programming, early childhood development and local resources. As a sponsor, your organization has the opportunity to connect directly with parents and caregivers during a relaxed and fun weekly event. The atmosphere allows families to interact naturally with your brand and learn about the services or products you offer.

Sponsor Benefits

- Direct access to up to 100 families each week, all within the early-childhood age range.
- Brand visibility through event signage and optional on-site presence.
- Opportunities to distribute materials, host a small interactive activity, or share information with attending caregivers.
- Alignment with a family-friendly, community-focused program that promotes active play, creativity and exploration.
- Support of local recreation programming that brings residents together and enriches the community.

SPONSORSHIP LEVELS

Premier

\$1,000

Limit one sponsor

- Total event sponsorship includes Fall 2026 (4 events), Winter 2027 (4 events), Summer 2027 (5 events)
 - Company logo on re-usable swag bags given to each participant each season
 - Opportunity to host an informational booth or activity booth at events
 - Company logo on banners/signage at the event
 - Company logo on event web page
 - Social media sponsorship acknowledgement
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Area Sponsor

\$500

Limit two sponsors

- Company listed as sponsor of activity
(Examples to choose from: bubbles, chalk, manipulative play, soft play area)
 - 10x10 booth at 7 events (sponsor picks)
 - Company logo on banners/signage at the event
 - Company logo on event web page
 - Social media sponsorship acknowledgement
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Season Sponsor

\$250

Limit four sponsors

- Choice of single season to sponsor, opportunity to have a 10x10 booth weekly during the season selected
 - Company name on banners/signage at the event
 - Company name on event web page
 - Social media sponsorship acknowledgement
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Tot Events

Sponsorship Interest Form

General Information

Company/Organization Name:

Contact: _____

Email: _____

Phone: _____

Sponsorship Level

☐ Premier Sponsor ☐ Area Sponsor ☐ Season Sponsor

Payment Method

☐ Check ☐ Credit card*

*: Staff will send a link for payment

Do you require an invoice to proceed with payment? _____

Sponsorship contact:

Kristi LaRoche, klaroche@roseville.ca.us

Tot Events

Sponsor Waiver

In consideration of the permission by the City of Roseville (CITY) to accept the below named participants in the class/activity listed above, sponsored by the CITY, the undersigned hereby releases the CITY from, and waives and relinquishes any claim, liability, cause of action, damages, or costs for personal injury or property damage arising as a result of participation in or receiving instructions from the CITY regarding said activity, excepting for such personal injury or property damage as may arise directly out of the active negligence of the CITY, its officers, agents or employees. The undersigned acknowledges that he/she has been fully advised of the risks and potential dangers incidental to engaging in the activity for which this registration was submitted, and voluntarily and knowingly assumes the risks of engaging in the activity.

The undersigned acknowledges the potential of exposure to COVID-19 and other illnesses while participating in or attending meetings, practices and/or competitions, and that this potential exposure carries a risk of infection, serious illness or death for the participants and household members. The undersigned is voluntarily participating in the class/activity, and agrees to assume any and all risks of infection, injury, or death, whether those risks are known or unknown.

NOTE: By signing this agreement, you are agreeing to relieve the City of liability for personal injury, wrongful death or property damage except as may be caused by the active negligence of the CITY. The City of Roseville Parks, Recreation, and Libraries staff reserves the right to photograph or videotape facilities, activities and program participants for potential future use. By signing this agreement, you are also agreeing to release any and all photo or video rights you may have. All photos and videos will remain the property of the City of Roseville.

Photo/Video Waiver: I understand that the City of Roseville (City) staff reserves the right to photograph and/or record facilities, activities and program participants for potential future use. I hereby grant permission to the City to use my or my participant's photograph and/or audio/video recording for any lawful purpose, including for example such purposes as print and online advertising. I understand that I will not be paid or receive anything related to the City's use of my/my participant's photograph and/or recording. I understand that all photographs and recordings will remain the property of the City and I acknowledge the City's right to alter or edit any photographs and/or recordings at its discretion. I agree to release the City from any and all legal claims I or a third party may have arising from the use of my/my participant's photograph and/or audio/video recording.

Name: _____

Signature: _____

Date: _____

Event date: Fall 2026, Winter/Spring 2027, Summer 2027

