



## Empowering Sacramento's Creatives. Advancing Our Region.



2025 SPONSORSHIP GUIDE

# ADVANCING SACRAMENTO'S CREATIVE FUTURE

**Capitol Creative Alliance (CCA)** connects and empowers Sacramento's creative professionals through events, mentorship, and education. Our in-person programs provide a vital third space for creatives to gather, learn, exchange ideas, and grow.

We believe that when creatives thrive, Sacramento thrives. CCA strengthens the creative economy by fostering connection, elevating local talent, and building a more inclusive, innovative region.

## Why Sponsor CCA?

When you partner with Capitol Creative Alliance, you invest directly in the creative infrastructure of our region. Your brand will be seen and celebrated by an engaged community of creative professionals, entrepreneurs, and civic leaders.

### Our Reach:

#### 6,000 Creatives

Engaged Annually (Including event attendees, members, volunteers, social media followers, and newsletter subscribers.

According to the OTIS College Report on the Creative Economy, the Sacramento region has approximately 10,000 creative workers. **This means CCA reaches over half of the area's creative workforce.**



By sponsoring CCA, you support programs that advance Sacramento's creative economy. This positions your business as a leader in innovation, workforce development, and community impact.



### Capitol Creative Alliance's Design Week

*Sacramento is a unique celebration of creativity, a driver of professional growth, and a catalyst for economic and cultural vitality in our city."*

**JASON JONG**, Cultural and Creative Economy Manager, City of Sacramento Office of Arts and Culture



# MEET OUR CREATIVE COMMUNITY

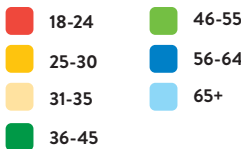
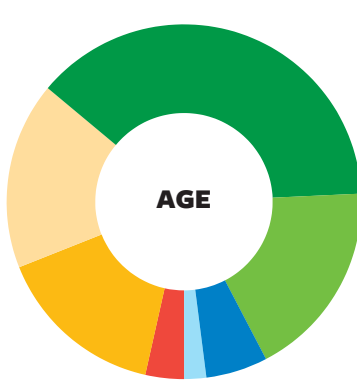
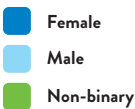
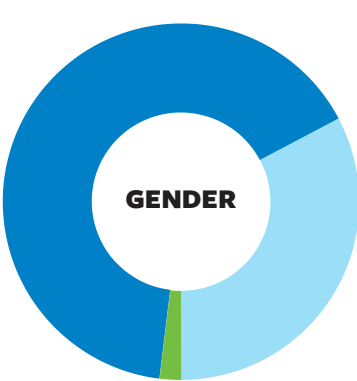
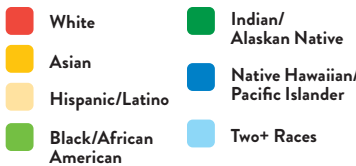
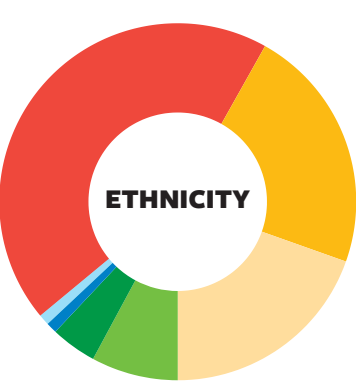
CCA connects sponsors with Sacramento’s designers, storytellers, artists, strategists, and builders. These are passionate, creative professionals shaping our local culture and economy. They are deeply engaged in community-building, equity, and innovation. They embrace businesses that invest in their city and share their values.

Partnering with CCA gives your business direct access to Sacramento’s creative community—a values-driven, culturally influential audience. More than exposure; a CCA sponsorship aligns your business with the people shaping the future of our region.



Partnering with CCA provides your brand with meaningful visibility and direct engagement with Sacramento’s dynamic, values-driven, influential creative community.

## CAPITOL CREATIVE ALLIANCE AUDIENCE DEMOGRAPHICS



# MEET OUR CREATIVE COMMUNITY

CONTINUED



## Industries Represented

Advertising  
Animation  
Architecture  
Education  
Graphic Design  
Interior Design

Marketing  
Music  
Performance  
Photography  
Poetry and Writing  
Product Design

Project Management  
Publishing  
UX/UI Design  
Videography  
Visual Art  
Web Design



“At Honey, we believe deeply in the power of creative connections that transform cities, drive innovation, and weave and network diverse talents. CCA has consistently delivered on its mission to elevate Sacramento’s creative economy, providing platforms for collaboration and growth that benefit our entire region.

The ripple effects of Design Week Sacramento extend far beyond the events themselves, inspiring new partnerships, showcasing local talent, and positioning Sacramento as a hub for creative excellence. Supporting CCA aligns perfectly with Honey’s vision and core values around creative empowerment, and we look forward to continuing this meaningful partnership for years to come!”

**MEGHAN PHILLIPS**, Founder and CEO, Honey


# PROGRAMS THAT SHAPE SACRAMENTO'S FUTURE

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CCA's programs grow Sacramento's creative economy by developing local talent, building cross-industry connections, and preparing the next generation of creative leaders for success.

## Creativity Speaks

Now in its 10th year, this speaker series includes four events annually. It uplifts Sacramento's diverse creative talent and inspires cross-industry collaborations.


 **Features:** Moderated discussions with creative industry leaders, including chefs, designers, entrepreneurs, dancers, and more.

 **Impact:** Builds cross-sector connections, encourages collaboration, and amplifies underrepresented voices. Strengthens professional networks and fosters a culture of innovation that benefits the region. Highlights how these connections drive cross-industry collaboration and the hiring of creative talent.

**Annual Attendees: 250+**

## Design Week Sacramento

Now in its 7th year, this is Sacramento's largest annual celebration of creative professionals.


 **Features:** Lectures, panel discussions, workshops, networking, and studio tours.


 **Impact:** Provides professional development, expands access to the creative ecosystem, and supports workforce and economic growth. Boosts local eateries, co-working spaces, and small businesses while connecting people to regional creative companies for jobs and collaboration.

**Annual Attendees: 475+**

## Ascenders Academy

A 6-month, free mentorship program for emerging creatives.

 **Features:** One-to-one mentorship, workshops, and networking.

 **Impact:** Equips early-career creatives with skills, connections, and career momentum. For regional businesses and industry leaders, it creates meaningful opportunities for mentorship, recruitment, and investment in Sacramento's future creative workforce.

**Annual Participants: 35**

**Mentors Engaged: 20**





# PROGRAMS THAT SHAPE SACRAMENTO'S FUTURE

## CONTINUED

### Membership Program

An online membership platform that unites and supports Sacramento's diverse creative community.



**Features:** Online community with a member directory, job and project board, DEIA resource library, event calendar, and forums.



**Impact:** Supports creative professionals with tailored resources, meaningful connections, and growth opportunities.

**Current Members: 85**

By sponsoring CCA, you support programs that advance Sacramento's creative economy. This positions your business as a leader in innovation, workforce development, and community impact.



**Capitol Creative Alliance is an important hub**

*for our creative community. The organization provides our students with a grounding in our creative community beyond the university. The opportunity to meet, learn, and volunteer alongside other students and professionals from the region builds connection, encouraging our future graduates to invest their talents into our city."*

**JOHN FORREST**, Professor, Department of Design,  
California State University, Sacramento

# SPONSORSHIP LEVELS 2025

LEVEL	Visionary	Partner	Champion	Advocate	Supporter	Friend
INVESTMENT	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500
EVENT TICKETS	CREATIVITY SPEAKS 16 Tickets DESIGN WEEK 10 Passes	CREATIVITY SPEAKS 12 Tickets DESIGN WEEK 6 Passes	CREATIVITY SPEAKS 6 Tickets DESIGN WEEK 3 Passes	CREATIVITY SPEAKS 4 Tickets DESIGN WEEK 2 Passes	CREATIVITY SPEAKS 2 Tickets DESIGN WEEK 1 Pass	
LOGO ON ALL CCA MARKETING MATERIAL	Logo (Large)	Logo (Medium)	Logo (Small)			
LOGO ON EVENT SIGNAGE	Logo (Large)	Logo (Medium)	Logo (Small)			
SPOTLIGHT/LOGO/ NAME IN EMAIL NEWSLETTER	Logo and Dedicated Feature	Logo and Brief Mention	Logo	Name		
DEDICATED SOCIAL MEDIA POST	Dedicated Post	Dedicated Post	Inclusion in Group Post	Inclusion in Group Post		
LOGO/NAME ON CCA WEBSITE	Logo (Large)	Logo (Medium)	Logo (Small)	Name	Name	Name

## Please Note

**One Visionary Sponsorship and two Champion Sponsorships are available.** We welcome the opportunity to customize benefits for Visionary and Partner sponsors to best align with your brand's goals.

In-kind sponsorships for food, beverages, videography, photography, printing, and other services are also appreciated. To explore sponsorship opportunities, contact [justina@capitolcreativealliance.org](mailto:justina@capitolcreativealliance.org).

# BECOME A SPONSOR, INVEST IN SACRAMENTO'S CREATIVE FUTURE

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**Thank you for considering a partnership with Capitol Creative Alliance!**

Your support directly fuels our programs, empowers Sacramento's creative community, and positions your business as a champion of innovation and talent.

## Become a Sponsor in a Few Easy Steps:

- 1** Choose a sponsorship level that best fits your organization.
- 2** Email [justina@capitolcreativealliance.org](mailto:justina@capitolcreativealliance.org) with your desired level and any questions.
- 3** We'll send you a formal sponsorship agreement and payment instructions.
- 4** Review and return your signed agreement to [justina@capitolcreativealliance.org](mailto:justina@capitolcreativealliance.org) and make your payment.

**We look forward  
to building Sacramento's  
creative future together!**

### FOR INQUIRIES, PLEASE CONTACT:

**Justina Martino**  
CCA Fundraising Manager  
[Justina@capitolcreativealliance.org](mailto:Justina@capitolcreativealliance.org)

To learn more about CCA, visit  
[capitolcreativealliance.org](http://capitolcreativealliance.org)



[capitolcreativealliance.org](http://capitolcreativealliance.org)  
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