



Empowering Sacramento's Creatives. Advancing Our Region.



2026 SPONSORSHIP GUIDE

ADVANCING SACRAMENTO'S CREATIVE FUTURE

Capitol Creative Alliance (CCA) grows the careers, businesses, and community that power Sacramento's creative economy. 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

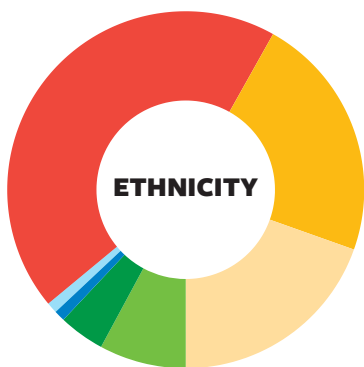
CCA connects sponsors with Sacramento’s designers, storytellers, artists, strategists, and builders. These are passionate, creative professionals shaping our local culture and economy. They are deeply engaged in community-building, equity, and innovation. They embrace businesses that invest in their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

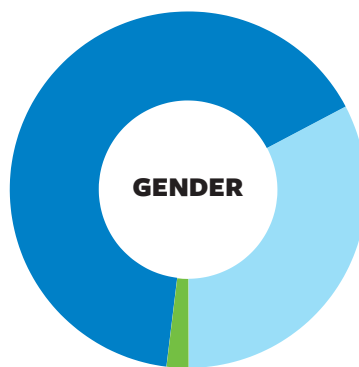


Partnering with CCA provides your brand with meaningful visibility and direct engagement with Sacramento’s dynamic, values-driven, influential creative community.

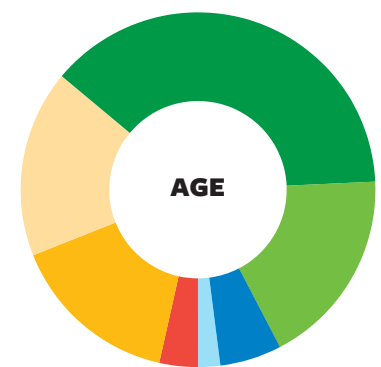
CAPITOL CREATIVE ALLIANCE AUDIENCE DEMOGRAPHICS



- White
- Asian
- Hispanic/Latino
- Black/African American
- Indian/Alaskan Native
- Native Hawaiian/Pacific Islander
- Two+ Races



- Female
- Male
- Non-binary



- 18-24
- 25-30
- 31-35
- 36-45
- 46-55
- 56-64
- 65+

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

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.

Monthly Events

Supporting Sacramento's diverse creative professionals with networking, education, workshop and community events. Events by and for the creative community.


 **Features:** Curated experiences to advance creative careers through professional development, meaningful connections, and industry opportunities that build a stronger creative economy in the Sacramento region.

 **Impact:** Strengthens professional networks, enhances professional skills and fosters a culture of creativity.

Annual Attendees: **300+**

Design Week Sacramento

Now in its 8th 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: **600+**

Mentorship Matching

A free mentorship program for creatives at all career levels.

 **Features:** One-to-one mentorship pairing.

 **Impact:** Equips 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.

Cumulative Participants: **65+**





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 community built 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 2026

LEVEL	Visionary	Partner	Champion	Advocate
LIMITED	1	2		
INVESTMENT	\$10,000	\$5,000	\$2,500	\$1,000
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	Your 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)	Your Name

Please Note

One Visionary Sponsorship and two Partner 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 phil@capitolcreativealliance.org.

BECOME A SPONSOR, INVEST IN SACRAMENTO'S CREATIVE FUTURE

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 phil@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 phil@capitolcreativealliance.org and make your payment.

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

FOR INQUIRIES, PLEASE CONTACT:

Phil Tretheway
CCA Board President
phil@capitolcreativealliance.org

To learn more about CCA, visit
capitolcreativealliance.org



**CAPITOL
CREATIVE
ALLIANCE**

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