

El Paseo Jewelers presents

The **PARTY IN THE PARK**

Palm Desert

Years
50



PALM DESERT

SATURDAY, NOVEMBER 18, 2023
RECAP SUMMARY



El Paseo Jewelers presents
The **PARTY IN THE PARK**
Palm Desert
50 Years

INTRODUCTION

El Paseo Jewelers presents
The **PARTY IN THE PARK**
Palm Court



TESTIMONIALS

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“Thank you for a great job. A lot of people have told this was by far the best event they have ever been to! Thanks again.”

– Neri, Palm Desert Historical Society



“I was so impressed by the event! It was amazing. Thank you for inviting us to participate!”

– Annette, UCR Palm Desert

“It was our pleasure to be part of the wonderful event, which I feel we are part of, being here 51 years.”

– Mario, Mario's Italian Cafe



“Thank you so much for inviting us to be part of this celebration! It was so nice to see Palm Desert come together like this. It was so organized and well put together.”

– Raychelle, Varraco Coffee Roasters

“What an amazing job... the event was absolutely beautiful. Next level Grateful to be part of it. Thank you from all the bands!”

– Mario, Fatso Jetson

“What a great event! We sold out of food; it was such a success!”

– The Big Easy Sandwich



EVENT HIGHLIGHTS

15

LIVE PERFORMANCES

- Rose Royce
- Thompson Square
- Fatso Jetson
- Unsound
- Brant Bjork
- DJ Chase Martinez
- McCallum Theatre Open Call Talent Project
- Harpist Erica Powell
- Lincoln Elementary Cheer Team
- Washington Charter School Honor Choir
- Palm Desert High School Aztec Arts Academy
- Art Flying Aerial
- Daytime Stilt Walkers
- LED Stilt Walkers
- Harpo the Clown

3

ART INSTALLATIONS

- Cristopher Cichocki
- Pete Salcido
- Ryan Campbell

1

CITY OF PALM DESERT TIMELINE

- Timeline activation display at Civic Center
- Timeline published in *Palm Springs Life*
- 2,000+ copies of time line brochure distributed and counting

13

BEST OF PALM DESERT

- Burretec Waste and Recycling Services
- Coachella Valley Mosquito and Vector Control District
- CSUSB – Palm Desert Campus
- Historical Society of Palm Desert
- KESQ
- Palm Desert Area Chamber of Commerce
- Palm Desert Citizens on Patrol
- Riverside Sheriff's Department
- The Living Desert Zoo & Gardens
- Think Together
- UCR Palm Desert
- UC Riverside School of Medicine Psychiatry and Neuroscience

1

TELL BOARD PROJECT

- 380 + image submissions from the community via website, in-person drop off and engagement during event

12

KIDZONE

- Classic Games and Arts & Crafts
- Coachella Valley Firebirds
- Desert Recreation District
- DJ Pat & Party Pumpers
- Family YMCA of The Desert
- Friends of the Desert Mountains
- Interactive Mural with Muralist Kellie Denise & Tyler Ontiveros
- Jumbo 70' Obstacle Course
- Old Town Artisan Studios
- Ranger Jack's Music & Puppet Show
- The Living Desert Zoo & Gardens
- The Magic of McHugh

2

BEER AND WINE GARDENS

7

PALM DESERT RESTAURANTS

- Jensen's Finest Food
- J's Deli
- Mario's Italian Cafés
- Sherman's Deli
- Stuff Pizza Bar & Grill
- Sottovoce Café
- Varraco Coffee Roasting

11

FOOD TRUCKS

- Big Easy Sandwich
- Big Mama's Hot Dog Wagon
- Comfort Food Inn
- Cruising Cones
- House of Poke
- Kona Ice
- Mr Porky's BBQ
- Outside The Masa
- Q's Taco Food Truck
- Rock'n Baja Shrimp
- The Lobos Truck



MEDIA + MARKETING PROMOTIONAL VALUE

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The Party in the Park media and marketing coverage total value of \$151,180 resulted in 1,571,843 impressions to celebrate the City of Palm Desert's 50th Anniversary

PRINT ADVERTISING VALUE

(230,158 TOTAL READERSHIP)

\$25,000

SOCIAL MEDIA VALUE

(194,688 IMPRESSIONS)

\$32,000

RADIO ADVERTISING VALUE

(450 SPOTS / 730,000 IMPRESSIONS)

\$22,500

PRINT COLLATERAL VALUE

(3,543 UNITS PRINTED)

\$2,200

TELEVISION ADVERTISING VALUE

(250 SPOTS / 264,000 AUDIENCE EXPOSURE)

\$20,000

DIGITAL BILLBOARD VALUE

(4 LOCATIONS / 90,709 IMPRESSIONS)

\$36,280

ONLINE ADVERTISING VALUE

(31,670 BANNER IMPRESSIONS /
167,000 NEWSLETTER REACH)

\$8,2100

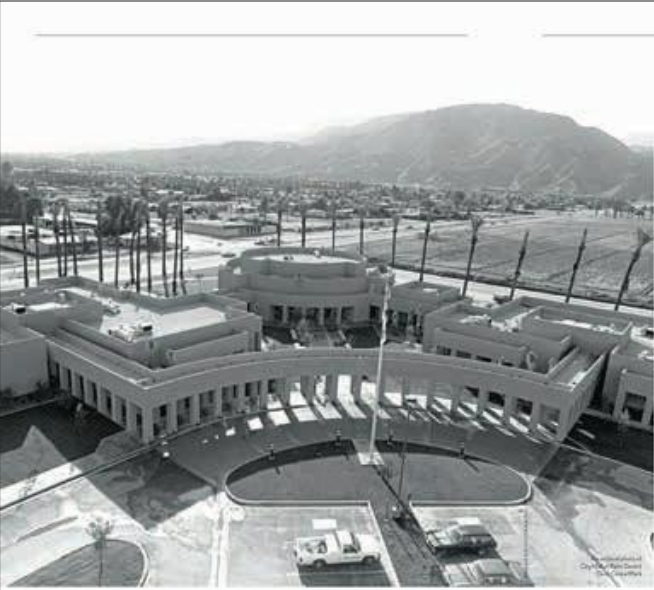
WEBSITE VALUE

(10,248 UNIQUES / 27,075 USERS)

\$5,000



PRINT ADVERTISING VALUE

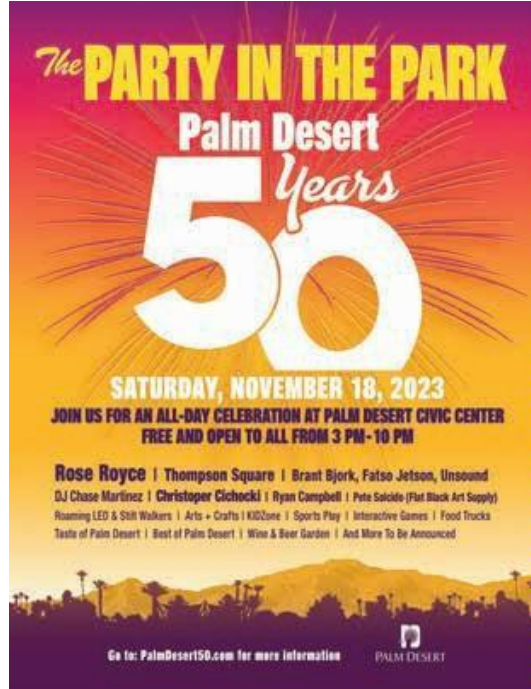


Let the Good Times Roll

Palm Desert looks back (and ahead) to celebrate a half-century of cityhood.

By [Author Name]

While it's not a surprise that the city of Palm Desert is celebrating its 50th anniversary, it is a surprise that the city is celebrating it with such a grand event. The city is celebrating its 50th anniversary with a series of events that will take place throughout the year. The city is celebrating its 50th anniversary with a series of events that will take place throughout the year. The city is celebrating its 50th anniversary with a series of events that will take place throughout the year.



The PARTY IN THE PARK

Palm Desert 50 Years

50

SATURDAY, NOVEMBER 18, 2023

JOIN US FOR AN ALL-DAY CELEBRATION AT PALM DESERT CIVIC CENTER
FREE AND OPEN TO ALL FROM 3 PM - 10 PM

Rose Royce | Thompson Square | Brant Bjork, Fatso Jetson, Unsound
DJ Chase Martinez | Christopher Cichocki | Ryan Campbell | Pete Salcido (Flat Black Art Supply)
Roaming LED & Stilt Walkers | Arts + Crafts | KIDZone | Sports Play | Interactive Games | Food Trucks
Taste of Palm Desert | Best of Palm Desert | Wine & Beer Garden | And More To Be Announced

Go to: PalmDesert50.com for more information

THE GUIDE MAGAZINE AD



THE PARTY IN THE PARK

Join us for an all-day celebration at Palm Desert Civic Center on Saturday, November 18, 2023. The event is free and open to all from 3 PM to 10 PM. Activities include live music, food trucks, and more.

Activities include: Live Music, Food Trucks, Arts + Crafts, KIDZone, Sports Play, Interactive Games, Taste of Palm Desert, Best of Palm Desert, Wine & Beer Garden, and more.

FOUR PAGE ADVERTORIAL IN PALM SPRINGS LIFE

(230,158 TOTAL READERSHIP)
\$25,000



El Paseo Jewelers presents

The PARTY IN THE PARK

Palm Desert 50 Years 50 SATURDAY, NOVEMBER 18, 2023 AN ALL-DAY CELEBRATION AT PALM DESERT CIVIC CENTER FREE AND OPEN TO ALL FROM 3 P.M.-10 P.M. Rose Royce | Thompson Square | Brant Bjork, Fatso Jetson, Unsound DJ Chase Martinez | Christopher Cichocki | Ryan Campbell | Pete Salcido (Flat Black Art Supply) Roaming LED & Stilt Walkers | Arts + Crafts | KIDZone | Sports Play | Interactive Games | Food Trucks Taste of Palm Desert | Best of Palm Desert | Wine & Beer Garden | And More For more information go to: PalmDesert50.com EL PASEO JEWELERS | NEWS 3 | PALM DESERT CIVIC CENTER | PALM DESERT CALIFORNIA

DESERT SUN NEWSPAPER AD

PRINT COLLATERAL VALUE



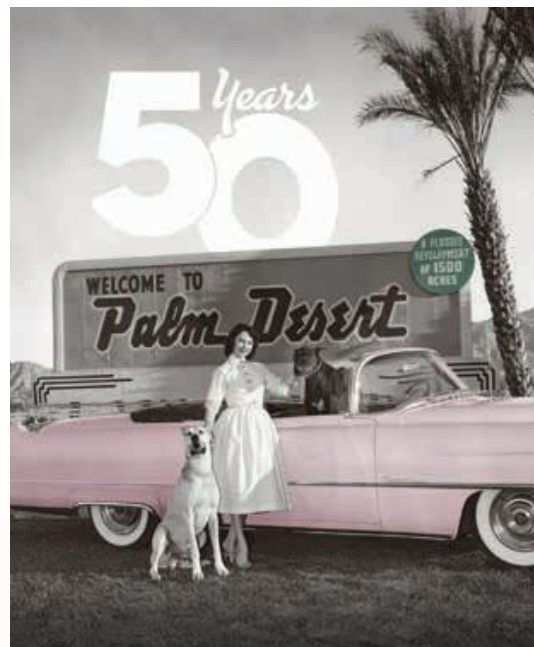
RACK CARDS



13" X 19" POSTERS

(3,543 UNITS PRINTED)

\$2,200

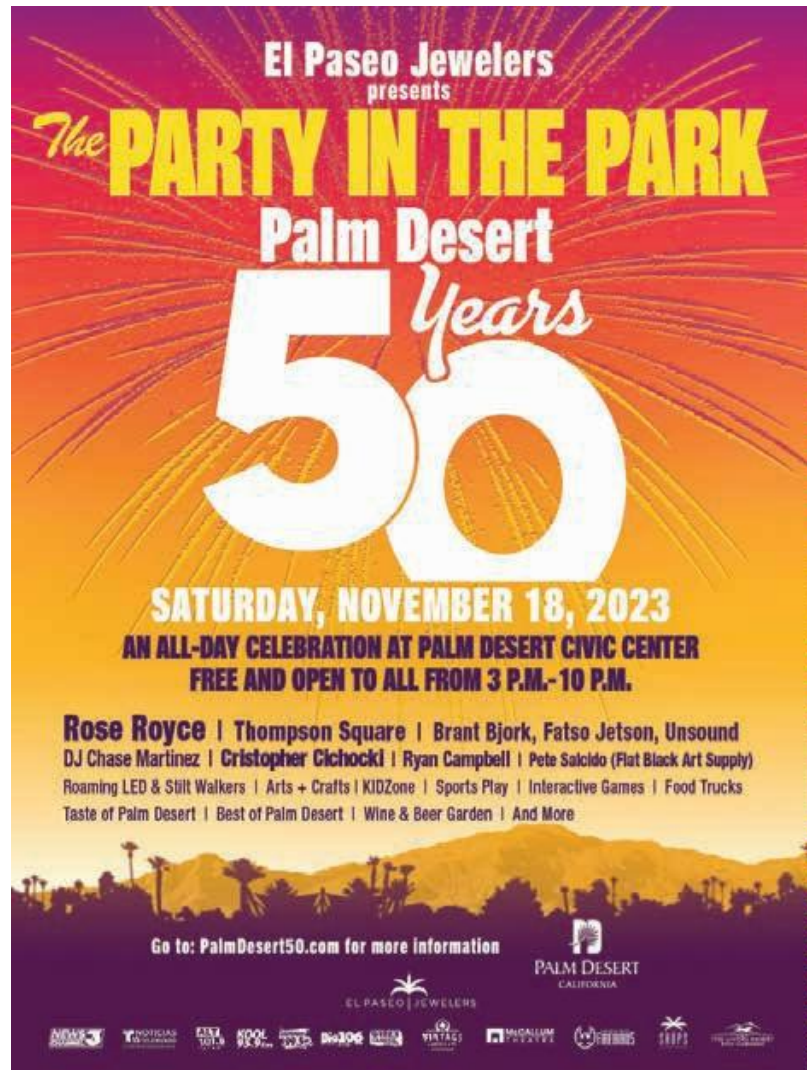


TIMELINE BOOKLET

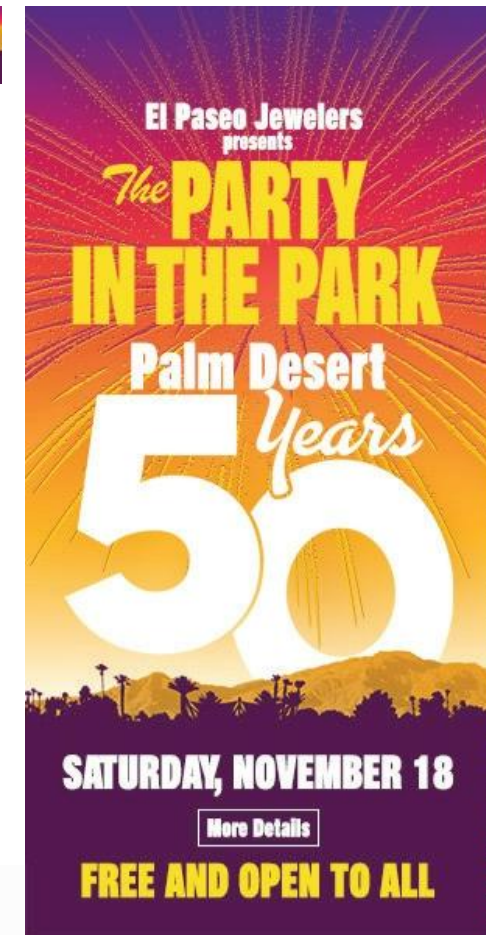


24" X 36" POSTERS

ONLINE ADVERTISING VALUE



EBLAST



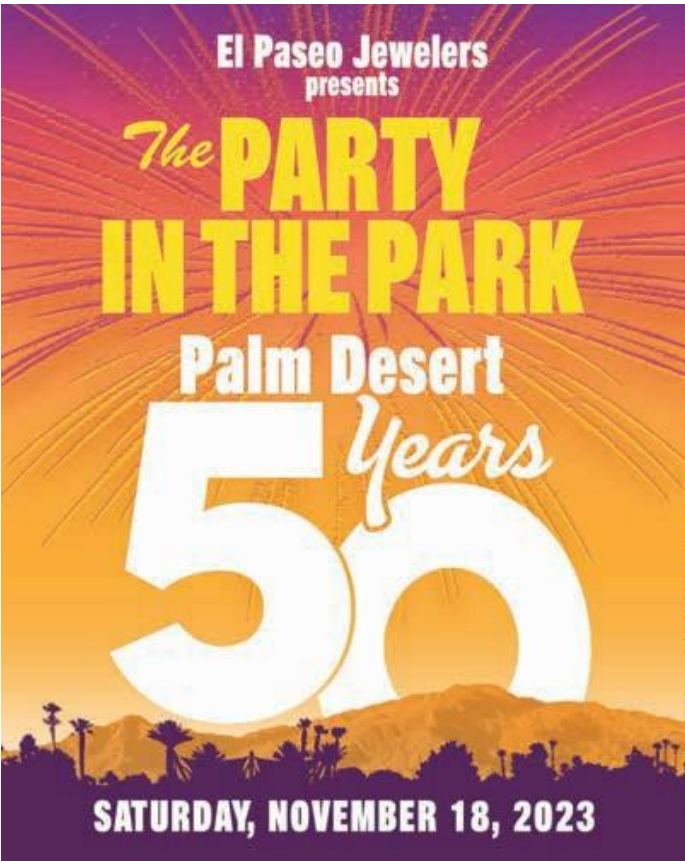
BANNER CAMPAIGN

(31,670 BANNER IMPRESSIONS /
167,000 NEWSLETTER REACH)

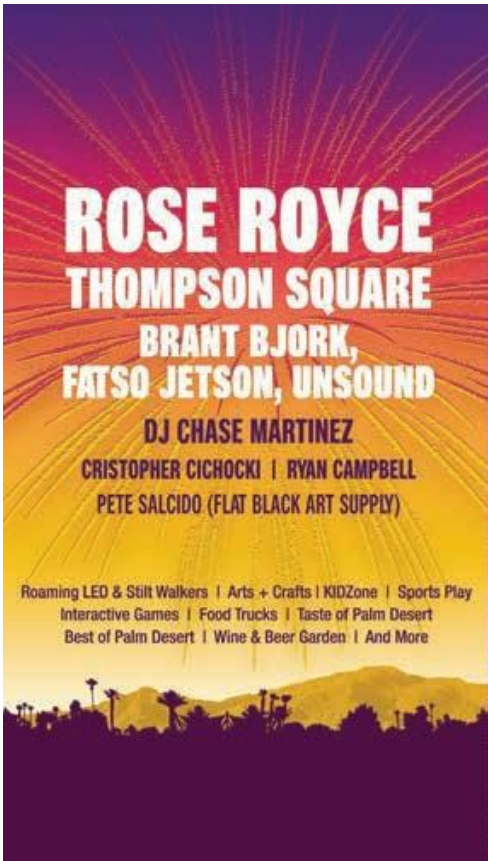
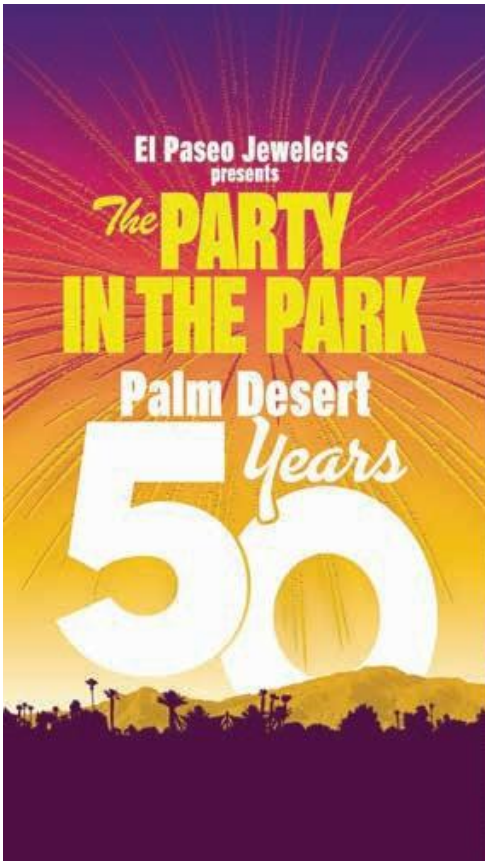
\$8,200

ONLINE ADVERTISEMENT:
PALMSPRINGSLIFE.COM
KESQ
MARKER BROADCASTING

SOCIAL MEDIA VALUE



FACEBOOK POST



STORY SLIDES



SOCIAL MEDIA VALUE

(194,688 IMPRESSIONS)

\$32,000

INSTAGRAM

TELEVISION AND RADIO ADVERTISING VALUE



TELEVISION ADVERTISING VALUE

(250 SPOTS / 264,000 AUDIENCE EXPOSURE)

\$20,000

KESQ – ABC 42

KDFX – FOX 11

KBSP – CBS 2

KCWQ – CW 5

NOTICIAS TELEMUNDO 15



RADIO ADVERTISING VALUE

(450 SPOTS / 730,000 IMPRESSIONS)

\$22,500

KPLM – BIG 106

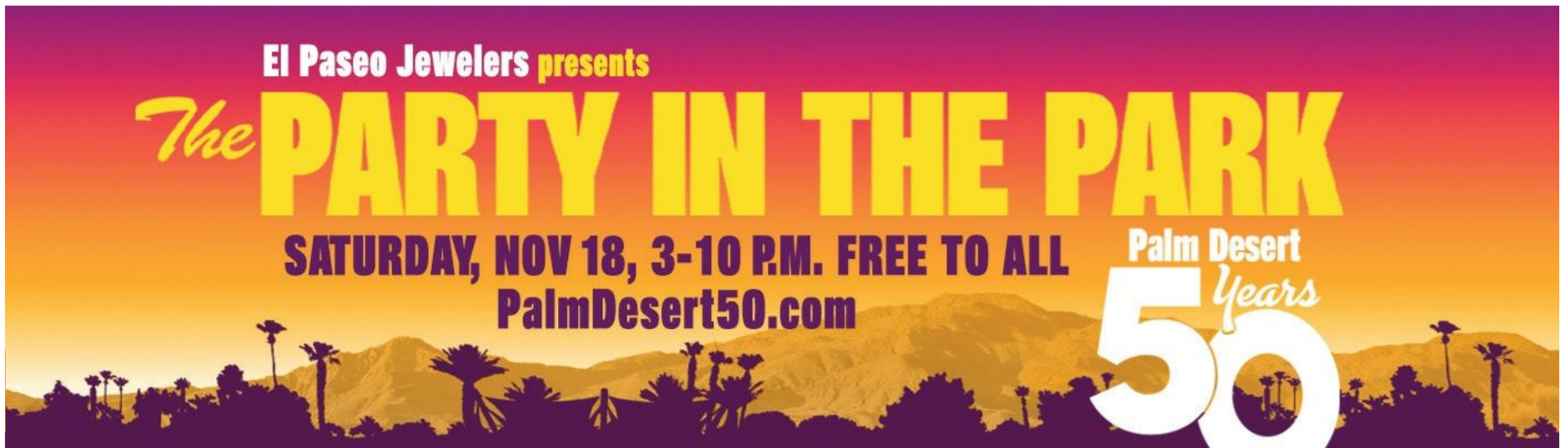
KMRJ – KOOL 95.9

ALT 101.5

KRHQ – CLASSIC ROCK 102.3



DIGITAL BILLBOARD VALUE



DIGITAL BILLBOARD VALUE

(4 LOCATIONS / 90,709 IMPRESSIONS)

\$36,280

- 1) HWY 111 SL 350 W/O FRANK SINATRA WF
- 2) 1-10 SL 3.1 MI W/O BOB HOPE WF
- 3) BOB HOPE @ DINAH SHORE SEF
- 4) RAMON ROAD NL 250 W/O LANDAU EF

WEBSITE VALUE

(10,248 UNIQUES / 27,075 USERS)

\$5,000



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The **PARTY IN**
Palm D



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SPONSORS & PARTNERS

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EVENT PHOTOS

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EVENT PHOTOS



EVENT PHOTOS



EVENT PHOTOS





PALM DESERT

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PHOTOS: MOLLIE KIMBERLING