



City of Mountain View Special Event Sponsorship Opportunities

2016

Becoming a Sponsor of City of Mountain View Programs...

...Allows you to brand your organization as a genuine partner of the community and as one of the leaders of our community.

...Allows your organization to develop stronger relationships with new and existing customers.

...Differentiates your organization from the competition.

...Allows your organization to be prominently featured in event publicity, gaining your organization access and visibility to potential customers.

...Strengthens the City's ability to continue to offer community events.

...Creates an active and engaged community.

...Allows your organization to promote yourself while helping your community at the same time.

How to Become a Sponsor

Please review sponsorships opportunities on the following pages and complete the Sponsorship Letter of Intent on the last two pages of this packet.

Letters of Intent can be submitted to Bill Mykytka at:

City of Mountain View Recreation Division
Attn: Bill Mykytka, Senior Recreation Coordinator
P.O. Box 7540
Mountain View, CA 94039-7540

Bill.Mykytka@mountainview.gov
Fax: (650) 962-1069

Please contact Bill Mykytka at (650) 903-6607 or at the email above for any questions or to discuss sponsorship availability.

2016 Special Event Sponsorship Opportunities

Concert on the Plaza - April-September 2016

An exciting opportunity for your organization to reach a cross-generational and diverse audience while enjoying various local bands and entertainers at our downtown event location, the Civic Center Plaza.

Approx. attendance: 200-600

Annual Downtown Family Parade - April 23, 2016

A terrific opportunity to be a part of the Community with the 39th Annual Downtown Family Parade. This long-standing event celebrates Mountain View and its diverse community.

Approx. attendance: 2,500

Community Yard Sale - May 21, 2016

An opportunity for residents to do some Spring Cleaning and give buyers a chance at some bargain deals. This event focuses on the three R's: reduce, reuse, recycle!

Approx. attendance: 1,000

Thursday Night Live - June-July 2016

This four-night summer festival brings the attention to Mountain View's Downtown, closing the streets for the public to walk and enjoy. Live Entertainment, children's activities, classic car show, and vendor tables complete this entertaining event series.

Approx. attendance: 3,500 per event

Summer Outdoor Movie Night Series - July-August 2016

Promote your company at our free family-friendly Movie Nights as the event sponsor or through movie preview advertisements. The series rotates to six Mountain View parks and attract families from in and around Mountain View.

Approx. attendance: 800-2,200 per event

Monster Bash - October 2016

It's a spooky, fun event with a mix of festival activities and an outdoor movie showing. Promote your business to Mountain View families through event sponsorship and movie preview advertisements.

Approx. attendance: 800-1,000

Community Tree Lighting Celebration - December 2016

Bring in the holidays and shopping season as a sponsor of the annual Community Tree Lighting Celebration. This event is a great opportunity to connect with Mountain View families while joining in on the holiday joy.

Approx. attendance: 1,500-2,000

Concerts on the Plaza

When

First Friday of the Month, April - September
6:00 - 7:30 p.m.

Where

Mountain View Civic Center Plaza
500 Castro Street
Mountain View, CA

What

Concerts on the Plaza aims to increase use of the Civic Center Plaza and bring entertainment to downtown Mountain View. Attendees enjoy a Friday evening on the plaza listening to live music while enjoying time with friends and family. Beer and wine are available for sale onsite at The Bean Scene Cafe. Food Trucks are available, making this quite the fair. In addition to live music, a pop-up park is created for children and adults to enjoy while taking in the tunes.

Who

Attendees come from all over Mountain View and surrounding cities and represent a diverse demographic. Many attendees stop by Concert on the Plaza while enjoying downtown. This event's attendance is 200-600 people with potential to grow.



Concerts on the Plaza Sponsorship Levels

Title Sponsor - \$2,000

- Recognition as the Title sponsor for the entire series (6 events).
- Prominent role in entire Concert series with your logo positioned (large) on all Concerts on the Plaza promotional materials.
- Your organization's name/logo included in all Concerts on the Plaza publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- City will provide a 10' x 10' canopy with a table and two chairs for each concert to promote your organization
- City will provide a 10' banner to be hung at each concert noting your organization as the Title Sponsor.
- Verbal recognition at each concert.

Event Sponsor - \$500

- Official sponsor of one Concert on the Plaza event.
- Prominent role in entire Concert series with logo positioned (medium) on all Concerts on the Plaza promotional materials.
- Your organization's name/logo included in all Concerts on the Plaza publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- City will provide a 10' x 10' canopy with a table and two chairs for one concert to promote your organization.
- City will provide a 6' banner to be hung at one concert noting your organization as the Event Sponsor.
- Verbal recognition at one concert.

Supporting Sponsor - \$100 (3 available each concert)

- Supporting sponsor of one Concert on the Plaza event.
- City will provide a 10' x 10' space with a table and two chairs for one concert to promote your organization.

Annual Downtown Family Parade

When

Saturday, April 23, 2016
12:00 - 3:00 p.m.

Where

Downtown Mountain View, Castro Street
After-Parade activities held in Pioneer Park

What

The City of Mountain View is proud to present an annual event going back more than 35 years. Residents and organizations of Mountain View celebrate this spring day by marching down Castro Street towards Civic Center Plaza and into Pioneer Park. After-parade activities include live entertainment, food trucks, information and vendor tables, and children's activities.

Who

Every Mountain View Community group and sports organization you can think of are involved in this event, from the local preschool to the local credit union. Roughly 1,200 people walk in the parade with an additional 1,300 people attending to watch the parade and participate in the after-parade activities.



Annual Downtown Family Parade Sponsorship Levels

Title Sponsor - \$3,000

- Recognition as the Title sponsor.
- Prominent role in the Parade with your logo positioned (large) on all Parade promotional materials.
- Your organization's name/logo included in all Parade publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- City will provide a 10' x 10' canopy with a table and two chairs during the after-parade activities for you to promote your organization
- City will provide a 10' banner to be hung in Pioneer Park noting your organization as the Title Sponsor.
- Verbal recognition during the Parade and after-parade activities.
- Opportunity to be the Grand Marshall of the Parade.
- Company name/logo on official Parade giveaways distributed directly to participants (roughly 1,200).

Event Sponsor - \$1,500

- Prominent role in the Parade with logo positioned (medium) on all Parade promotional materials.
- Your organization's name/logo included in all Parade publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- City will provide a 10' x 10' canopy with a table and two chairs during the after-parade activities for you to promote your organization
- City will provide an 6' banner to be hung in Pioneer Park noting your organization as an Event Sponsor.
- Verbal recognition during the Parade and after-parade activities.

Supporting Sponsor - \$150 (10 available)

- City will provide a 10' x 10' space with a table and two chairs for the after-parade activities for you to promote your organization.

Non-Profit Sponsor - \$25 (10 available)

- Must be a Mountain View-based Non-Profit
- City will provide a 10x10 space for the after-parade activities for you to promote your organization. Non-profit responsible for providing own table, chairs, canopy, and display.

Community Yard Sale

When

Saturday, May 21, 2016
8:00 a.m. - 2:00 p.m.

Where

Rengstorff Park
201 S. Rengstorff Avenue

What

The City of Mountain View provides an opportunity for Mountain View residents and surrounding communities to purchase space in Rengstorff Park to sell their used items to the public at this Community Yard Sale. Over 150 vendors are available selling items from clothing to toys to rare finds.

This could be a great opportunity for a Sponsor who aligns with Reduce, Reuse, and Recycle principles.

Who

This event attracts the local Mountain View community. Over 1,000 people attend this event in anticipation of finding a good deal and a rare find.



Community Yard Sale Sponsorship Levels

Title Sponsor - \$1,000

- Recognition as the Title sponsor.
- Prominent role in the Community Yard Sale with your logo positioned (large) on all Community Yard Sale promotional materials.
- Your organization's name/logo included in all Community Yard Sale publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization
- City will provide a 10' banner to be hung at the event noting your organization as the Title Sponsor.

Event Sponsor - \$500

- Prominent role in the Community Yard Sale with logo positioned (medium) on all Community Yard Sale promotional materials.
- Your organization's name/logo included in all Community Yard Sale publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization
- City will provide an 6' banner to be hung at the event noting your organization as an Event Sponsor.

Supporting Sponsor - \$150 (5 available)

- City will provide a 10' x 10' space with a table and two chairs for you to promote your organization.

Non-Profit Sponsor - \$25 (5 available)

- Must be a Mountain View-based Non-Profit
- City will provide a 10x10 space for you to promote your organization. Non-profit responsible for providing own table, chairs, canopy, and display.

Thursday Night Live

When

Four Thursday Nights, June - August
June 16, 2016 June 30, 2016
July 14, 2016 July 28, 2016
5:30 - 8:30 p.m.

Where

Downtown Mountain View
Castro Street

What

Downtown Castro Street is closed to cars and open to pedestrians for this three-hour event. Thursday Night Live is the home to live music, children's activities and entertainment, downtown restaurants and shopping, a farmer's market, classic car show, and information tables.

This is a great sponsorship opportunity and shows the community you support Mountain View. Looking to just get your name out there? Become a Supporting Sponsor for one or all of the nights and receive one-on-one opportunities with potential clients.

Who

Each Thursday Night Live night attracts approximately 3,500 people. Families, couples, singles, and the like enjoy this event as an opportunity to walk the street without traffic.



Thursday Night Live Sponsorship Levels

Entertainment Sponsor - \$1,500/night or \$4,500/series

- Official sponsor of all Live Music for one night or full series (includes main stage and two small acts)
- Prominent role in Thursday Night Live with logo positioned (medium) on all Thursday Night Live promotional materials.
- Your organization's name/logo included in all Thursday Night Live publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers through Summer Camp programs.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization for one night or full series.
- City will provide an 8' banner to be hung at the event noting your organization as the Entertainment Sponsor for one night or full series.

Kids & Cars Sponsor - \$1,500/night or \$4,500/series

- Official sponsor of all Children's Activities and Car Show for one night or full series.
- Prominent role in Thursday Night Live with logo positioned (small) on all Thursday Night Live promotional materials.
- Your organization's name/logo included in all Thursday Night Live publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers through Summer Camp programs.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization for one night or full series.
- City will provide a 8' banner to be hung at the event noting your organization as the Kid's and Cars Sponsor. for one night or full series

Supporting Sponsor - \$150/night or \$500/series (15 available each night)

- City will provide a 10' x 10' space and a table and two chairs for you to promote your organization for one night or multiple nights (no vending).

Non-Profit Sponsor - \$25 (10 available)

- Must be a Mountain View-based Non-Profit
- City will provide a 10x10 space for you to promote your organization.
- Non-profit responsible for providing own table, chairs, canopy, and display.

Summer Outdoor Movie Night Series

When

Six Friday Nights, July - August
July 8, 15, 22, 29 and August 5, 12
8:30 - 10:00 p.m.

Where

Six different Parks in Mountain View
Exact Locations: TBA

What

Residents enjoy the summer nights with a family-friendly movie shown on our 30' x 17' inflatable movie screen in their neighborhood park. Movies are selected by the City's Youth Advisory Committee and Recreation Division staff. Attendees begin showing up to stake their spot on the grass between 6:00 - 7:30 p.m. Small park activities are available before the movie to entertain children.

Great opportunity to be involved with the local community by sponsoring this event series. Not interested in the whole thing? Purchase Preview advertisements instead! Previews are shown 15-20 minutes before each movie while 800-2,200 people wait for the movie to begin.

Who

Movie Nights bring together neighborhoods, but destinations for all residents of Mountain View and surrounding communities. Attendance ranges from 800-2,200 people per night and grows each year.



Summer Outdoor Movie Night Series Sponsorship Levels

Title Sponsor - \$5,000

- Recognition as the Title sponsor for the entire series (6 events).
- Prominent role in the Movie Nights with your logo positioned (large) on all Movie Night promotional materials.
- Your organization's name/logo included in all Movie Night publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers through Summer Camp programs.
- Up to 60 second static/video preview for each movie night, played three times during the previews.
- City will provide a 10' banner to be hung at each event noting your organization as the Title Sponsor.
- City will provide a 10' x 10' space and a table and two chairs for you to promote your organization.
- Verbal recognition at each event.

Event Sponsor - \$1,000/night or \$4,500/series

- Official event sponsor of one Movie Night or full series.
- Prominent role in the Movie Nights with logo positioned (medium) on all Movie Night promotional materials.
- Your organization's name/logo included in all Movie Night publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers through Summer Camp programs.
- 30 second static/video preview for one movie night or full series, played once during the previews.
- City will provide an 6' banner to be hung at the event noting your organization as the Event Sponsor.
- Verbal recognition at one Movie Night or full series.

Supporting Sponsor - \$500/night or \$2,500/series

- Official supporting sponsor of one Movie Night or full series
- Prominent role in Movie Nights with logo positioned (small) on all Movie Night promotional materials.
- Your organization's name/logo included in all Movie Night publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers through Summer Camp programs.
- 30 second static/video preview for one movie night, played three times during the previews.
- Verbal recognition at one Movie Night or full series.

Preview Sponsor - \$50-75/preview

- Your Logo and/or organization's information/commercial on one preview slide before a movie for 30 seconds as part of the previews. Preview Sponsor is good for one Movie Night. Multiple nights available for sponsorship.
- \$50 per 30 second static image - family-friendly, high-resolution JPEG (300 DPI preferred), landscape images preferred. Options available to play more than once.
- \$75 per 30 second video commercial - family-friendly, provided as.MOV file, must be an edited copy ready for play. Options available to play more than once and have more than 30 seconds.

Monster Bash

When

October
2016 Date TBA
5:00 - 8:00 p.m.

Where

Community Center and Rengstorff Park
201 S. Rengstorff Avenue

What

It's a spooky, good time at the Monster Bash! Families enjoy this long-standing event complete with treat bags, children's activities, costumes, and an outdoor movie. This event happens rain or shine - in case of rain, the movie is moved indoors.

Previews are also available for this event. Previews are shown 15-20 minutes before the movie while 800-1,000 people wait for the movie to begin.

Who

Families and their preschool- and elementary-aged children love attending this event to sport their costume. Attendance ranges between 800-1,000 people.



Monster Bash Sponsorship Levels

Title Sponsor - \$1,000

- Recognition as the Title sponsor.
- Prominent role in the Monster Bash with your logo positioned (large) on all Monster Bash promotional materials.
- Your organization's name/logo included in all Monster Bash publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- Up to a 60 second static/video preview before the movie, played three times during the previews.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization
- City will provide a 10' banner to be hung at the event noting your organization as the Title Sponsor.
- Verbal recognition before outdoor movie.

Event Sponsor - \$500

- Prominent role in the Monster Bash with logo positioned (medium) on all Monster Bash promotional materials.
- Your organization's name/logo included in all Monster Bash publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- Up to a 60 second static/video preview before the movie, played three times during the previews.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization
- City will provide an 6' banner to be hung at the event noting your organization as an Event Sponsor.
- Verbal recognition before outdoor movie.

Preview Sponsor - \$50-\$75/preview

- Your Logo and/or organization's information/commercial on one preview slide before the movie for 30 seconds as part of the previews.
- \$50 per 30 second static image - family-friendly, high-resolution JPEG (300 DPI preferred), landscape images preferred. Options available to play more than once.
- \$75 per 30 second video commercial - family-friendly, provided as.MOV file, must be an edited copy ready for play. Options available to play more than once and have more than 30 seconds.

Community Tree Lighting Celebration

When

December
2016 Date TBA
5:30-7:30 p.m.

Where

Civic Center Plaza
500 Castro Street

What

Ring in the holiday season with the Community Tree Lighting Celebration. Mountain View families look forward to this annual festive event to mark the start of the holiday season. This event features the lighting of the tree, Santa's arrival, live holiday entertainment, a snow play area, children's crafts, refreshments, and of course, pictures with Santa.

This is a great opportunity to bring your brand some awareness during the holiday shopping season.

Who

Families and their preschool- and elementary-aged children bring in the holiday cheer at this festive event. Between 1,500-2,000 people attend.



Community Tree Lighting Celebration Sponsorship Levels

Title Sponsor - \$2,500

- Recognition as the Title sponsor.
- Prominent role in the Community Tree Lighting Celebration with your logo positioned (large) on all Community Tree Lighting Celebration promotional materials.
- Your organization's name/logo included in all Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- Your organization's name/logo included in Community Tree Lighting Celebration publicity on KMVT, Local Cable Channel 15.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization
- City will provide a 10' banner to be hung at the event noting your organization as the Title Sponsor.
- Representatives from your Organization will have the privilege to skip the line to take one picture with Santa (good for up to 6 people in the single photo)
- Verbal recognition during the Mayor's dialogue with Santa.

Event Sponsor - \$1,000

- Prominent role in the Community Tree Lighting Celebration with logo positioned (medium) on all Community Tree Lighting Celebration promotional materials.
- Your organization's name/logo included in all Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- Your organization's name/logo included in Community Tree Lighting Celebration publicity on KMVT, Local Cable Channel 15.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization
- City will provide an 8' banner to be hung at the event noting your organization as an Event Sponsor.
- Verbal recognition during the Mayor's dialogue with Santa.

Supporting Sponsor - \$500

- Prominent role in the Community Tree Lighting Celebration with logo positioned (small) on all Community Tree Lighting Celebration promotional materials.
- Your organization's name/logo included in all Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-Newsletter blasts, City website, online event calendar listings, flyers/posters at City facilities/local businesses, and flyers emailed through local school districts.
- Verbal recognition during the Mayor's dialogue with Santa.

Sponsorship Letter of Intent

Sponsor Information

Company/Organization Name

Contact Person's Name

Address

City

State

ZIP

Phone No.1

Cell Phone

Fax

Email

Website

Partner Packages

Best Deal!

Become a certain level sponsor for all events for one discounted contribution:

- \$12,000 Title Partner (\$2,500 Savings at 6 events)
- \$10,000 Event Partner (\$2,500 Savings at 6 events)
- \$4,000 Supporting Partner (\$400 Savings at 6 events)

Individual Event Sponsorship Options

Concerts on the Plaza -

Please circle date(s):

4/1

5/6

6/3

7/1

8/5

9/2

Title (\$2,000)

Event (\$500)

Supporting (\$150)

Annual Downtown Family Parade - April 23, 2016

Title (\$3,000)

Event (\$1,500)

Supporting (\$150)

Non-Profit (\$25)

Community Yard Sale - May 21, 2016

Title (\$1,000)

Event (\$500)

Supporting (\$100)

Non-Profit (\$25)

Thursday Night Live -

Please circle date(s):

6/16

6/30

7/14

7/28

Entertainment (\$1,500-\$4,500)

Kid's & Cars (\$1,500-\$4,500)

Supporting (\$150-\$500)

Non-Profit (\$25)

Individual Event Sponsorship Options (cont'd)

Summer Outdoor Movie Night Series - Please circle date(s): 7/8 7/15 7/22 7/29 8/5 8/12

- Title (\$5,000) Event (\$1,000-\$4,500) Supporting (\$500-\$2,500)
 Preview (\$50-\$75)

Monster Bash - October 2016

- Title (\$1,000) Event (\$500) Preview (\$50-\$75)

Community Tree Lighting Celebration - December 2016

- Title (\$2,500) Event (\$1,000) Supporting (\$500)

Payment

Amount Payable: _____

Make checks payable to: **City of Mountain View** (Tax I.D. #94-6000379)

Submission

Please submit this completed form with payment to:

City of Mountain View, Recreation Division
Attn: Bill Mykytka
P.O. Box 7540
Mountain View, CA 94039-7540

Email: Bill.Mykytka@mountainview.gov
Fax: (650) 962-1069, Attn: Bill Mykytka

Approval

If sponsorship is approved, City staff will work with your Organization to complete a formal agreement and obtain necessary high-resolution artwork for printed and electronic promotions.

X _____

Sponsor Signature

Printed Name

Date

Contact/Questions

For questions about Sponsorship opportunities and to discuss availability, please contact Bill Mykytka at **Bill.Mykytka@mountainview.gov** or (650) 903-6607. Interested in a sponsorship opportunity not listed or do you have a unique idea to add to one of our events? If so, contact Bill to discuss your idea.

We look forward to working with you and your organization
to create community through people, parks, and programs!