



2017

Special Event  
Sponsorship  
Opportunities

City of Mountain View

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

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...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.



# 2017 Special Event Sponsorship Opportunities

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## Concert on the Plaza - April-September 2017

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 22, 2017

A terrific opportunity to be a part of the Community with the 40th Annual Downtown Family Parade. This long-standing event celebrates Mountain View and its diverse community.

Approx. attendance: 2,500

## Community Yard Sale - May 20, 2017

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 2017

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: 4,000 per event

## Summer Outdoor Movie Night Series - July-August 2017

Promote your organization 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: 1,000-2,500 per event

## Monster Bash - October 2017

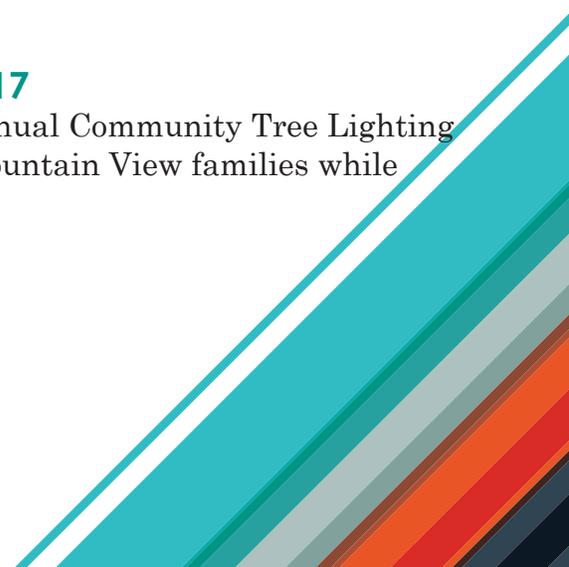
It's a spooky, fun event with a mix of festival activities and an outdoor movie showing. Promote your business to Mountain View families through event sponsorship and movie preview advertisements.

Approx. attendance: 800-1,000

## Community Tree Lighting Celebration - December 2017

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: 1,500-2,500



# Concerts on the Plaza

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## 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. A Food truck is also 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

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## Series Sponsor - \$2,000

- Recognition as the Title sponsor for the entire series (6 events).
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 10' x 10' canopy in premier location with a table and two chairs for each concert to promote your organization.
- Logo displayed at event (banner provided by sponsor).
- Verbal recognition at each concert.
- Opportunity to introduce the Band and welcome attendees to event.

## Event Sponsor - \$500/concert

- Official sponsor of one Concert on the Plaza event.
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts for sponsored event date(s).
- City will provide a 10' x 10' canopy with a table and two chairs for your sponsored event date(s) to promote your organization.
- Verbal recognition at your sponsored event date(s).

## Supporting Sponsor - \$150/concert (2 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.
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# Annual Downtown Family Parade

## When

Saturday, April 22, 2017  
10:00 a.m. - 1:00 p.m.

40th  
Anniversary!

## 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 40 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

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## Grand Marshall Sponsor - \$3,000

- Recognition as the Title sponsor.
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 20' x 10' canopy in premier location with two tables and up to four chairs during the after-parade activities for you to promote your organization.
- Logo displayed on downtown announcer stage and after-parade activities entertainment stage (banners provided by sponsor).
- Verbal recognition during the Parade and after-parade activities.
- Opportunity to be the Grand Marshall of the Parade or Announcer for Parade Route.
- Your company's name acknowledged as the Grand Marshall Sponsor scrolling on the bottom of the live broadcast of the Parade route on KMVT 15.
- Logo on Parade giveaway provided to Parade participants (approx. 1,500 pieces).

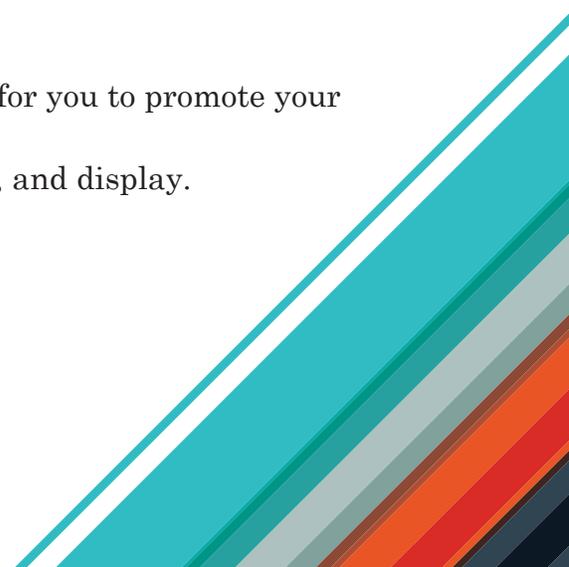
## Event Sponsor - \$1,500

- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 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.
- Logo displayed in after-parade activities (banner provided by sponsor).
- Verbal recognition during the Parade and after-parade activities.
- Your company's name acknowledged as an Event Sponsor scrolling on the bottom of the live broadcast of the Parade route on KMVT 15.

## 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 - Serves Mountain View \$35 / Serves Outside of Mountain View \$70 (10 available)

- Must be a 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.
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# Community Yard Sale

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## When

Saturday, May 20, 2017  
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

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## Yard Sale Sponsor - \$750

- Recognition as the Title sponsor.
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization.
- Logo displayed at Community Yard Sale (banner provided by sponsor).

## Event Sponsor - \$500

- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 10' x 10' canopy with a table and two chairs for you to promote your organization.

## 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 - Serves Mountain View \$35 / Serves Outside of Mountain View \$70 (5 available)

- Must be a 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.
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# Thursday Night Live

## When

Four Thursday Nights, June - July  
June 15, 29, July 13, 27  
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. Thursday Night Live provides you with a great opportunity to meet one-on-one with a large number of potential clients.

**This would be a great opportunity for a Sponsor with larger display needs. With enough lead time, we can customize an opportunity to meet your needs.**

## Who

Each Thursday Night Live night attracts approximately 4,000 people. Families, couples, singles, and the like enjoy this event as an opportunity to walk the street without traffic.



# Thursday Night Live Sponsorship Levels

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## Presenting Sponsor - \$15,000

- Presenting sponsor of the 2017 Thursday Night Live Series and noted as “Thursday Night Live presented by the City of Mountain View and [your Organization name here].” (4 events).
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 20’ x 10’ canopy in premier location with two tables and up to four chairs for you to promote your organization.
- Logo displayed at event (banner provided by sponsor).
- Logo placement on Event Street Banner posted on El Camino Real and Castro Streets on a rotating schedule through the series.
- Logo placement on event entrance A-Frames.
- Logo placement on Event Staff and Volunteer T-Shirts.
- Opportunity to Welcome attendees and introduce the band each event.

## Music Sponsor - \$1,500/night or \$5,000/series

- Official sponsor of all Live Music for one night or full series
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 10’ x 10’ canopy near entertainment stage with a table and two chairs for you to promote your organization for one night or full series.
- Logo displayed at entertainment stage (banner provided by sponsor).
- Logo placement on Event Street Banner posted on El Camino Real and Castro Streets on a rotating schedule through the series.

## Kids & Cars Sponsor - \$1,500/night or \$5,000/series

- Official sponsor of all Children’s Activities and Car Show for one night or full series.
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- City will provide a 10’ x 10’ canopy near Car Show and Kid Zone with a table and two chairs for you to promote your organization for one night or full series.
- Logo displayed in Car Show/Kid Zone (banner provided by sponsor).
- Logo placement on Event Street Banner posted on El Camino Real and Castro Streets on a rotating schedule through the 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 - Serves Mountain View \$35 / Serves Outside of Mountain View \$70 (10 available each night)

- Must be a 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

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## When

Six Friday Nights, July - August  
July 7, 14, 21, 28, and August 4, 11  
8:30 - 10:00 p.m.

## Where

Six different Parks in Mountain View

## 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 1,000-2,500 people wait for the movie to begin.

## Who

Movie Nights bring together neighborhoods, but are destinations for all residents of Mountain View and surrounding communities. Attendance ranges from 1,000-2,500 people per night and grows each year.



# Summer Outdoor Movie Night Series Sponsorship Levels

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## Executive Producer Sponsor - \$6,000

- Recognition as the Title sponsor for the entire series (6 events).
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- Up to 60 second static/video preview for each movie night, played three times during the previews.
- Logo displayed at event (banner provided by sponsor).
- City will provide a 20' x 10' space and two tables and up to four chairs for you to promote your organization.
- Verbal recognition at each event.
- Opportunity to welcome attendees and speak before each movie.

## Producer Sponsor - \$1,000/night or \$5,000/series

- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 30 second static/video preview for one movie night or full series, played once during the previews.
- Logo displayed at event (banner provided by sponsor).
- City will provide a 10' x 10' space and table and two chairs for you to promote your organization.
- Verbal recognition at one Movie Night or full series.

## Director Sponsor - \$500/night or \$2,500/series

- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 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 static image / \$75 video commercial

- Your static image/video commercial displayed before the movie for 30 seconds as part of the previews. Sponsorship is good for one Movie Night. Multiple nights available for sponsorship. Sponsor responsible for providing family-friendly, high-resolution JPEG (300 DPI) or edited movie file (.MOV preferred) ready to play.

# Monster Bash

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## When

October  
2017 Date TBA  
4:00 - 8:00 p.m.

## Where

Location for 2017 event TBA

## 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 and activities are 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

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## Monster Sponsor - \$1,000

- Recognition as the Title sponsor.
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 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 in premier location with a table and two chairs for you to promote your organization.
- Logo displayed at event (banner provided by sponsor).
- Verbal recognition before outdoor movie.
- Invitation to include promotional one-sheet in treat bags (approx. 600 bags).

## Event Sponsor - \$500

- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 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.
- Logo displayed at event (banner provided by sponsor).
- Verbal recognition before outdoor movie.

## Preview Sponsor - \$50 static image / \$75 video commercial

- Your static image/video commercial displayed before the movie for 30 seconds as part of the previews. Sponsor responsible for providing family-friendly, high-resolution JPEG (300 DPI) or edited movie file (.MOV preferred) ready to play.



# Community Tree Lighting Celebration

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## When

December  
2017 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 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 1,500-2,500 people attend.



# Community Tree Lighting Celebration Sponsorship Levels

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## Jingle Bell Sponsor - \$2,500

- Recognition as the Title sponsor.
- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 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' in a premier location canopy with a table and two chairs for you to promote your organization.
- Logo displayed on entertainment stage (banner provided by 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.

## Rudolph Sponsor - \$1,000

- Logo placement on all print materials.
- Logo/Name placement in all electronic communications, event notifications, newsletters.
- Logo placement on event website with link to your website.
- Recognition of sponsorship in all social media blasts.
- 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
- Logo displayed at event (banner provided by sponsor).
- Verbal recognition during the Mayor's dialogue with Santa.

## Frosty Sponsor - \$500

- Logo placement on all print materials.
  - Logo/Name placement in all electronic communications, event notifications, newsletters.
  - Logo placement on event website with link to your website.
  - Recognition of sponsorship in all social media blasts.
  - Verbal recognition during the Mayor's dialogue with Santa.
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# 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

## Event Sponsorship Options

**Concerts on the Plaza - Please circle date(s):** 4/7 5/5 6/2 7/7 8/4 9/1

Series (\$2,000)  Event (\$500)  Supporting (\$150)

**Annual Downtown Family Parade - April 22, 2017**

Grand Marshall (\$3,000)  Event (\$1,500)  Supporting (\$150)  
 MV Non-Profit (\$35)  Non-MV Non-Profit (\$70)

**Community Yard Sale - May 20, 2017**

Yard Sale (\$750)  Event (\$500)  Supporting (\$150)  
 MV Non-Profit (\$35)  Non-MV Non-Profit (\$70)

**Thursday Night Live - Please circle date(s):** 6/15 6/29 7/13 7/27

Presenting (\$15,000)  Music (\$1,500-\$5,000)  
 Kid's & Cars (\$1,500-\$5,000)  Supporting (\$150-\$500)  
 MV Non-Profit (\$35)  Non-MV Non-Profit (\$70)

**Summer Outdoor Movie Night Series -**

**Please circle date(s):** 7/7 7/14 7/21 7/28 8/4 8/11  
 Executive Producer (\$6,000)  Producer (\$1,000-\$5,000)  
 Director (\$500-\$2,500)  Preview (\$50-\$75)

