City of Mountain View
2018
Special Event
Sponsorship
Opportunities

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.

2018 Special Event Sponsorship Opportunities

Concert on the Plaza - April-September 2018

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 2018

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

Thursday Night Live - June-July 2018

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 night

Summer Outdoor Movie Night Series - July-August 2018

Promote your organization at our free family-friendly Movie Nights as the event sponsor or through movie preview advertisments. The series rotates to six Mountain View parks and attract families from in and around Mountain View.
Approx. attendance: 1,000-2,500 per night

Monster Bash - October 2018

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 2018

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

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.

Why
Meet potential customers face-to-face in an intimate setting. Looking to target families or adults? This is your event series.

Concerts on the Plaza Sponsorship Levels

Series Sponsor - $1,000

- 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 - $250/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 - $100/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.

Non-Profit Sponsor - Serves Mountain View $25 / Serves Outside of Mountain View $75

- 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.

Annual Downtown Family Parade

40th Anniversary!

When
Saturday, April 21, 2018
10:00 a.m. - 1:00 p.m.

Where
Parade marches down Castro Street in Downtown Mountain View with the After-Parade activities held in Pioneer Park.

What
The City of Mountain View is proud to present an annual event going back 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, 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.

Why
Sports camps, Realtors, Insurers, Food Services, Gyms, Schools, roofers, solar power companies have done very well promoting their services at this event. The post parade event lasts for 2 hours and you get to meet over 1000 people in that short time frame!

Annual Downtown Family Parade Sponsorship Levels

Grand Marshall 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.
- City will provide a 20' x 10' canopy in premier location with two tables and upt 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 - $100

- 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 $25 / Serves Outside of Mountain View $75

- 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.

Thursday Night Live

When
Four Thursday Nights, June 14, 28 &
July 12, 26
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.

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.

Why
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. This event is ideal for organizations looking to introduce or promote their products or services to a wide variety of people.

Thursday Night Live Sponsorship Levels

Presenting Sponsor - $10,000

- Presenting sponsor of the 2018 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 - $1,000/night or $3,500/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 - $125/night or $400/series

- 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 $25 / Serves Outside of Mountain View $75

- 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

When
Six Friday Nights, July - August
July 13, 20, 27, and August 3, 10, 17
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

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 commerical

- 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 (.mp4 preferred) ready to play.

Monster Bash

When
October 27. 2018
Time TBD

Where
Pioneer Park

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 more.

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

Why
This event continues to grow. Party stores, costume stores, hobby stores, gyms, Sports Camps, Schools, Realtors, Insurers have done well sponsoring this event. This is a great event to promote your business to lots of families and kids.

Monster Bash Sponsorship Levels

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.
- 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.
- 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.

Supporting Sponsor - $100

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

Non-Profit Sponsor - Serves Mountain View $25 / Serves Outside of Mountain View $75

- 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.

Community Tree Lighting Celebration

When
December
2018 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.

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.

Why
This is a great opportunity to bring your brand awareness during the holiday shopping season with a large crowd in attendance.

Community Tree Lighting Celebration Sponsorship Levels

Title 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 publicty 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 dialougue with Santa.

Frosty Sponsor - $2,500

- Recognition as the Snow Play Area 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 publicty 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 dialougue 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 publicty 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 dialougue with Santa.

Gingerbread 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 dialougue 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

Event Sponsorship Options

Concerts on the Plaza - Please circle date(s): 4/6 5/4 6/1 7/6 8/3 9/7

☐ Series ($1,000) ☐ Event ($250) ☐ Supporting ($100)
☐ MV Non-Profit ($25) ☐ Non-MV Non-Profit ($75)

Annual Downtown Family Parade - April 21, 2018

☐ Grand Marshall ($2,500) ☐ Event ($1,500) ☐ Supporting ($100)
☐ MV Non-Profit ($25) ☐ Non-MV Non-Profit ($75)

Thursday Night Live - Please circle date(s): 6/14 6/28 7/12 7/26

☐ Presenting ($10,000) ☐ Music ($1,500-$5,000)
☐ Kid's & Cars ($1,000-$3,500) ☐ Supporting ($125-$400)
☐ MV Non-Profit ($25) ☐ Non-MV Non-Profit ($75)

Summer Outdoor Movie Night Series -
Please circle date(s): 7/13 7/20 7/27 8/3 8/10 8/17

☐ Executive Producer ($6,000) ☐ Producer ($1,000-$5,000)
☐ Director ($500-$2,500) ☐ Static Preview ($50) ☐ Video Preview ($75)

Monster Bash - October 27, 2018

☐ Monster ($1,000) ☐ Event ($500) ☐ Supporting ($100)
☐ MV Non-Profit ($25) ☐ Non-MV Non-Profit ($75)

Community Tree Lighting Celebration - December 2018

☐ Title ($2,500) ☐ Frosty ($2,500) ☐ Rudolph ($1,000)
☐ Gingerbread ($500)

Payment

Amount Payable to **City of Mountain View**: _____ (Tax I.D. #94-6000379)

☐ Check included ☐ Please send me an invoice.

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!