



Sponsorships 2020

City of Mountain View



2020 Special Event Sponsorship Opportunities



Located in the middle of Silicon Valley, the City of Mountain View is a hub of innovation and activity. Home to over 75,000 residents and companies such as Google, Microsoft, and LinkedIn, the City of Mountain View hosts a variety of activities to engage, support, and celebrate community.



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About City of Mountain View - Recreation Division

Nestled between the Santa Cruz Mountains and San Francisco Bay, Mountain View is a diverse community, ideally located in the heart of the Silicon Valley (10 miles north of San Jose and 35 miles south of San Francisco). At just over 12 square miles, the City is home to approximately 75,000 residents, many nationally and internationally known corporations, and a thriving small business base.

Mountain View prides itself on providing excellent public services and facilities that meet the needs of a caring and diverse community in a financially responsible manner. While leading the region in innovation and ideas, the City remains committed to the traditional values of strong neighborhoods and citizen involvement. Mountain View boasts strong safety and public education records and is considered one of the best places to live in the Bay Area.

As subdivision of the Community Services Department, the Recreation Division prides itself through a wide range of educational, creative and fun programs offered for our community. Our goal is to “Create Community through People, Parks and Programs” by offering diverse programs and facilities that help build a strong sense of community, promote cultural diversity, encourage health and wellness, and support assets for youth.

In 2020, the Recreation Division will host over 40 city wide special events attracting 55,000 community members.

Publicity & Reach:

Email Communication - 12,000 subscribers

NextDoor - 28,000 subscribers

Bus Shelters - 40,000 impressions

Street Banners - 600,000 impressions

Website - 15,000 visitors

Promotional Materials - 2,000 print distributed locally,

Flyer - distributed via school district eNews - 11,000 impressions

Activity Guide - 36,000 delivered to every Mountain View household

Facebook/Instagram - 4,700 followers

Never miss an event.

Find us online at

[Facebook.com/MountainViewRecreation](https://www.facebook.com/MountainViewRecreation)

[@MountainViewRecreation](https://www.instagram.com/MountainViewRecreation)

www.MountainView.gov/SpecialEvents

Interested in Sponsoring an Upcoming Event?

1. Please review sponsorships opportunities on the following pages and complete the Sponsorship Letter of Intent (pages 22-23).

2. Submit a Letter of Intent to:

Email: Bill.Mykytka@MountainView.gov

or

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

For questions, please reach out to Bill Mykytka at (650) 903-6607 or Bill.Mykytka@MountainView.gov.

For general inquiries, please email Recreation@MountainView.gov.



Concerts on the Plaza

When

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

Where

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

What

Concerts on the Plaza aims to bring entertainment to downtown Mountain View on Civic Center Plaza. 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.

Print Deadline

February 28, 2020 for logo inclusion on print materials



Concerts on the Plaza Sponsorship Levels

Series Sponsor - \$3,000

- Recognition as the Title sponsor for the entire series (12 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

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

Due to space, this series is limited to three (3) sponsors per event.

Annual Downtown Family Parade

When

Saturday, April 25, 2020
10 a.m. - 1 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 over 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 Grand Marshall 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

- 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 - Mountain View-based \$25 / Serves Mountain View \$75

- Must be a Non-Profit.
- 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 responsible for providing own canopy and display.

Print Deadline

March 6, 2020 for logo inclusion on print materials

Senior Resource Fair

When

Tuesday, May 19, 2020
3 - 6 p.m.

Where

Mountain View Senior Center
266 Escuela Avenue
Mountain View, CA

What

The Senior Resource Fair is an annual event and strives to offer a day that provides the community with available resources involving the aging demographic. The event includes over 40 vendors, workshops, free raffle, and light refreshments. Resources include; transportation, health care, home care, housing, education, funeral services, retirement and more.

Who

Over 400 attendees come annually from all over Mountain View and surrounding cities and represent a diverse demographic.

Why

Meet aging citizens who are actively seeking a variety of resources.

Print Deadline

March 27, 2020 for logo inclusion on print materials



Senior Resource Fair Sponsorship Levels

Host Sponsor - \$2,000

- Official sponsor of Senior Resource Fair
- Logo placement on all print materials (Flyer, Prime Time News & Banner)
- 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 table and two chairs for you to promote your organization.
- Verbal recognition during the event over the P.A. system.
- Limited to one sponsor

Presenting Sponsor - \$1,000

- Presenting sponsor of the Senior Resource Fair.
- Logo placement on event website with link to your website.
- City will provide a table and two chairs for you to promote your organization.
- Limited to two sponsors

Due to space, this event is limited to three (3) sponsorship opportunities.

KidStock Music Festival

When

Third Saturday of the month,
May - July
10 a.m. to 12 p.m.

Where

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

What

KidStock celebrates kids! We will feature popular Kid's Entertainers, games, arts and crafts, and more. This jam-packed two hour event will be a great opportunity for families to take over the Plaza for this kid-friendly event.

Who

Families and children are the target market for this event. This event will be geared towards preschool-aged youth through elementary school-aged youth.

Why

If your business benefits families and children, this is your chance to shine! Meet face-to-face with prospective customers and get your brand out there!

Print Deadline

March 27, 2020 for logo inclusion on print materials



KidStock Music Festival Sponsorship Levels

Series Sponsor - \$2,000

- Recognition as the Title sponsor for the entire series (3 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 KidStock 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 - \$125/concert

- Supporting sponsor of one KidStock event.
- City will provide a 10' x 10' space with a table and two chairs at one concert to promote your organization.

Due to space, this series is limited to two (2) sponsors per event.

Thursday Night Live

When

Six consecutive Thursday Nights,
July 2-August 6, 2020
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.

Print Deadline

March 27, 2020 for logo inclusion on print materials



Thursday Night Live Sponsorship Levels

Presenting Sponsor - \$17,000

- Presenting sponsor of the 2020 Thursday Night Live Series and noted as "Thursday Night Live presented by the City of Mountain View and [your Organization name here]." (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 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 signage (banners 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 giveaways with City logo.
- 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 \$7,500/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 \$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 \$550/4 Nights or \$800/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 - Mountain View-based \$50 / Serves Mountain View \$100

- Must be a Non-Profit. City will provide a 10x10 space for you to promote your organization.
- City will provide a 10' x 10' space with a table and two chairs for you to promote your organization.

Summer Outdoor Movie Night Series

When

Six consecutive Friday Nights,
July 10 - August 14, 2020
8:30 - 10 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 - 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.

Print Deadline

May 29, 2020 for logo inclusion on print materials



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 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 (.mp4 preferred) ready to play.

Monster Bash

When

Saturday, October 24, 2020
Time TBD

Where

TBD

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 2,000-3,000 people.

Why

This event continues to grow. Party stores, costume stores, hobby stores, gyms, sports camps, schools, realtors and insurers have done well sponsoring this event. This is a great event to promote your business to lots of families and kids.

Print Deadline

August 7, 2020 for logo inclusion on print materials



Monster Bash Sponsorship Levels

Monster Sponsor - \$2,000

- 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 of sponsorship.
- Invitation to include promotional flyer of your business in treat bags (approx. 1,000 bags).

Event 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.
- 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 of sponsorship.

Supporting Sponsor - \$150

- 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 - Mountain View-based \$25 / Serves Mountain View \$75

- Must be a Non-Profit. City will provide a 10' x 10' space and a table and two chairs for you to promote your organization.
- Non-profit responsible for providing own canopy and display.

Community Tree Lighting Celebration

When

December 7, 2020
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.

Print Deadline

September 11, 2020 for logo inclusion on print materials



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 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 receive VIP privileges 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.

Frosty Sponsor - \$2,500

- Recognition as the official activity 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 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.

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.

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 dialogue.

2020 Sponsorship Letter of Intent Cont'd

Summer Outdoor Movie Night Series -

Please circle date(s): 7/10 7/17 7/24 7/31 8/7 8/14

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

Monster Bash - October 24, 2020

- Monster (\$2,000)
- Event (\$1,000)
- Supporting (\$150)
- MV Non-Profit (\$25)
- Non-MV Non-Profit (\$75)

Community Tree Lighting Celebration - December 7, 2020

- 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:

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

Email to: Bill.Mykytka@MountainView.gov

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!