



Councilmember Rose Herrera Hosts **DAY IN THE PARK**

Saturday, October 11, 2014, 10:00 AM – 3:00 PM
Lake Cunningham Park

THE BENEFITS OF SPONSORSHIP

Community Outreach and Support

Over 3,000 guests pack the park for this annual event. Whether it's to see their child perform on stage or for their family to experience the joy and excitement of participating in a wholesome community celebration, the District 8 *Day in the Park* Celebration has become a family tradition. With over 90 participating organizations consisting of non-profits, schools and public service employees, sponsors are able to provide a memorable, exciting community activity at no charge to others. Sponsors are key to continuing this tradition of family fun that inspires positive community building and long lasting memories!

Reaching a Target Audience

Day in the Park provides a unique opportunity to reach a specific market. This event is for all ages and is a great event for families, youth, volunteers and seniors to attend. As a major sponsor, your company will be highly visible in marketing promotions prior to and during the event itself. This includes acknowledgement on our website, in addition to your company name or logo on all printed posters, articles and recognition in radio broadcasts.

Corporate Image Enhancement

Sponsors will enhance their corporate image by associating themselves with a vibrant community gathering. The *Day in the Park* celebration provides a long-lasting promotional opportunity for companies who use this association year round in their marketing activities. Employers can use this as a teambuilding activity or reward by participating in the event to host a booth or an activity.

Media Exposure

Print Media: Last year's *Day in the Park* event attendance was estimated at over 3,000. Major marketing strategies have been in place this year to increase attendance and event recognition. The Evergreen Times, Mercury News and El Observador are the print media sponsors for the *Day in the Park* celebration. Several articles prior to the event will be printed including event sponsors and information about the celebration. Many other local newspapers, the San Jose Mercury News and college newspapers write articles on this beloved community celebration before and after the big event!

Internet: District 8 has a website which features *Day in the Park* event day information and featured sponsors. We will launch this site soon and will inform you of the site address.



Councilmember Rose Herrera Invites You To The

DAY IN THE PARK FESTIVAL

Saturday, October 11, 2014, 10:00 AM – 3:00 PM

Lake Cunningham Regional Park, 2305 S. White Rd. San Jose, CA 95148

SPONSORSHIP PACKAGE INCLUDES:

- Free table and full canopy at the Day in the Park Festival
- Company name on event program
- Company name on District 8 City Council Website and all marketing material (Press Releases, Evergreen Times advertisement/article, Mercury News advertisement, etc.)
- Acknowledgment on outreach materials for distribution (event sponsorship signage: flyers/posters)



- Platinum Sponsor (\$5,000)**
- Gold Sponsor (\$2,000)**
- Silver Sponsor (\$1,000)**
- Bronze Sponsor (minimum \$500)**

Organization Name: _____

Contact Person: _____

Address: _____ **City/Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

Please make checks payable to **City of San Jose**

Tax ID #94-60004-19

City Hall, Council District 8

200 E Santa Clara Street, 18th Floor

San José, CA 95113

Telephone 408-535-4908 | Fax 408-292-6469 | jennifer.gonzales@sanjoseca.gov



Day in the Park Sponsorship Confirmation:

Please email, fax, or mail us your completed registration form by **Friday, August, 15, 2014** to confirm your event sponsorship and to be included on all print materials. If you have any questions, please contact Jennifer Gonzales at the District 8 Office:

Email: jennifer.gonzales@sanjoseca.gov

Phone: (408) 535-4908

Fax: (408) 292-6469

Sponsorship Check:

Please mail your sponsorship check to the District 8 Office at San Jose City Hall. All checks must be made payable to the **City of San Jose**.

Mailing Address:

City Hall, Council District 8
Attn: Jennifer Gonzales
200 E. Santa Clara St., 18th Floor, San Jose, CA 95113

2014 Exhibitor’s Agreement: (If you choose to host a booth at the event)

This agreement is part of your application. Please read it carefully. Complete and make copies for your records.

The Undersigned agrees to abide by the following rules:

- **Set up booth on Saturday, October 11th, no later than start of event at 10:00 a.m. Park gates will open for set up at 8:30 a.m.**
- Suggested event unloading entrance will be by Parking Lot B. All equipment must be wheeled in with a handcart or dolly. Vehicles will not be allowed to drive on the park turf. Please make prior arrangements with District 8 staff if you should need assistance with unloading/loading.
- You will check in with the vendor coordinator for your specific assigned booth (an additional confirmation will be sent to you with specific details);
A 10x10 canopy, 1 -6ft or 8ft table and 2 chairs will be provided. **Please bring your own table cloth.**
- Be present at the booth by 10:00 a.m. and staff the booth until the close of the event at 3:00 p.m.
- Conduct activities relevant to event in the space within the booth and event site.
- Help publicize the event (i.e. distribution of event flyers, links from your website).
- Enjoy the event and let us know what we can do to help ensure your presence at the event.

Please use this space for any additional questions or feedback you may have to share with us:

Organization: _____

Name: _____ **Signature:** _____ **Date:** _____

We thank you for your participation in the Annual Day in the Park festival as a partner and appreciate the services you provide in our community!