

VIVA CALLE SJ

SPONSORSHIP OPPORTUNITIES

SPONSOR'S BENEFITS	PRESENTING SPONSOR \$100,000	HUB SPONSOR \$25,000	COMMUNITY SPONSOR \$10,000	SUPPORTING SPONSOR \$5,000	BOOTH EXHIBITOR \$500
Sponsor Name integrated into event title as "powered by" <i>(Viva CalleSJ powered by "Sponsor Name")</i>	✓				
Sponsor Logo on all printed promotional materials <i>(Including signage along route)</i>	✓	✓	✓		
Sponsor Logo on signage at Hub or in designated sponsor area	✓				
Sponsor Logo included in media campaign and pre-event press release	✓	✓	✓	✓	
Sponsor support celebrated through five unique social media posts <i>(including Sponsor logo)</i> prior to event	✓	✓	✓	✓	
Opportunity to address crowd at "Opening Ceremony" day of event	✓	✓			
10x20 canopy booth space at official Hub locations	✓				
10x10 booth space at one Hub on day of event			✓	✓	✓
Sponsor Logo with link on Website	✓	✓	✓	✓	



The Viva CalleSJ September event includes the 3rd annual run "Run Viva CalleSJ 5k" fun run held the morning of the event. The race route is the Viva CalleSJ route, we anticipate 500+ runners for our 2019 event. Sponsorship includes "powered by" naming rights, t-shirt design, onsite signage and more. - \$30,000.

Sponsorship packages can be customized to meet the specific needs of any organization interested in participating. Reach out today to schedule a meeting with Joe Noonan, Development Coordinator.

[@joe.noonan@sanjoseca.gov](mailto:joe.noonan@sanjoseca.gov) or call (408) 718 - 6405