

## BRANDED SPONSORSHIPS

### Lead Car Sponsor - \$10,000

- ❖ Branded vehicle (sponsor provided) that leads the start of the event and is positioned in the finish area
- ❖ San Jose Mercury News: Logo on three full-page San Jose Mercury News ads
- ❖ Community Newspapers: Logo on full-page Community Newspaper Group ad
- ❖ Logo on Santa Run homepage and dedicated webpage
- ❖ Logo/Graphic on Downtown Ice LCD and Dasherboard at ice rink
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
- Postcards: Logo on 10,000 race postcards
- Posters: Logo on 500 race posters
- Website: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 4x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
- Table at our Expo at Sports Basement Campbell to distribute company information to attendees
- VIP Event Access



### Expo and Packet Pickup Sponsor - \$10,000

- ❖ Branded sponsor of Sport Basement Expo and Race Day Packet Pickup
- ❖ Direct branding to all race participants to attend expo and packet pickup in email communication
- ❖ San Jose Mercury News: Logo on three full-page San Jose Mercury News ads
- ❖ Community Newspapers: Logo on full-page Community Newspaper Group ad
- ❖ Logo on Santa Run homepage and dedicated webpage
- ❖ Logo/Graphic on Downtown Ice LCD and Dasherboard at ice rink
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
- Postcards: Logo on 10,000 race postcards
- Posters: Logo on 500 race posters
- Website: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 4x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
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### Kids Fun Run Sponsor - \$10,000

- ❖ Wide exposure at Start Line--Kids Fun Run begins and finishes at Start Line before 5K walk/run
- ❖ Branding on registration page and in email communication for families
- ❖ San Jose Mercury News: Logo on three full-page San Jose Mercury News ads
- ❖ Community Newspapers: Logo on full-page Community Newspaper Group ad
- ❖ Logo on Santa Run homepage and dedicated webpage
- ❖ Logo/Graphic on Downtown Ice LCD and Dasherboard at ice rink
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
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- Posters: Logo on 500 race posters
- Website: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
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### **Official Race Timing Sponsor - \$7,500**

- ❖ Event Timing Clocks: Branding on both sides of clocks at the start and finish lines
- ❖ Event Countdown Clock: Branding on the homepage and all sub-pages of website
- ❖ San Jose Mercury News: Logo on three full-page San Jose Mercury News ads
- ❖ Logo/Graphic on Downtown Ice LCD and Dasherboard at ice rink
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race T-Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
- Postcards: Logo on 10,000 race brochures
- Posters: Logo on 500 race posters
- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 3x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
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### **Volunteer Sponsor - \$7,500**

- ❖ Branded Volunteer Sponsor shirts for 300+ volunteers
- ❖ Branding on volunteer registration page and on digital communications to volunteers
- ❖ San Jose Mercury News: Logo on three full-page San Jose Mercury News ads
- ❖ Logo/Graphic on Downtown Ice LCD and Dasherboard at ice rink
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race T-Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
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- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
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### **VIP Event Sponsor - \$5,000**

- ❖ Sponsor name integrated into VIP Event and on VIP Event invitation
- ❖ Social gathering hosted by sponsor for race VIPs, elected officials, sponsors and other key race supporters – unique branding and networking opportunity
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race T-Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
- Postcards: Logo on 10,000 race brochures
- Posters: Logo on 500 race posters
- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 3x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
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### **Photo Booth Sponsor - \$5,000**

- ❖ Branded area for participants to capture photos and video in the main Festival Area on race day to post on social media
- ❖ Photo Booth featured on main venue map
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race T-Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention

- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
- Postcards: Logo on 10,000 race brochures
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- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
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#### **Holiday Costume Contest Sponsor - \$5,000**

- ❖ Sponsor branded with Costume Contest, featured at judging and prize ceremony on race day
- ❖ Specific Signage Related to Contest
- Bellou Publishing: Logo on full-page Bellou Publishing newspaper ad
- Branded Tree at Christmas in the Park
- Race T-Shirts: Logo on 3,500 race shirts
- Race Day: Festival Area tent, on stage presence and mention
- Signage: Start/Finish line arch structures
- Seat on Executive Steering Committee
- Postcards: Logo on 10,000 race brochures
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- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
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#### **Official Rideshare Provider Sponsor - \$2,500**

- ❖ Branded drop-off and pick-up zone(s) at the race venue for rideshare services
- ❖ Inclusion in venue map and promoted in event reminders to registrants to use rideshare provider
- ❖ Race Day: Festival Area tent, on stage mention
- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 2x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
- Table at our Expo at Sports Basement Sunnyvale to distribute company information to attendees
- VIP Event Access

#### **Book Drive Sponsor - \$2,500**

- ❖ Branded with book drive efforts in email blasts and social media
- ❖ Promoted at book drive drop off areas at expo and on race day
- ❖ Race Day: Festival Area tent, on stage mention
- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 2x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
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#### **Mile Marker - Mile 1, 2, 3 - \$2,500**

#### **Hydration Stations - Mile 1.5, 2.5 - \$2,500**

- ❖ Tall sponsor branded signage on both sides of the course
- ❖ Inclusion on the course map which is sent to all participants digitally
- ❖ Race Day: Festival Area tent, on stage mention
- Web Site: Logo prominently displayed on sponsor page and on Christmas in the Park and Downtown Ice websites
- Social Media: 2x Facebook/Twitter posts to over 6,000 followers
- Virtual Race Bag: Ad or special offer inclusion to 3,500 registrants
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Sponsorship Benefits	Impressions	Title Sponsor \$40,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
<b>Impressions Total</b>		<b>3.0mil</b>	<b>2.3mil</b>	<b>2.0mil</b>	<b>185K</b>	<b>114K</b>
Name Integrated into Race Branding/Logo	700,000	X				
Logo on Website Homepage	55,000	X	X			
Dedicated Webpage	6,000	X	X			
Logo in Community Newspaper Ad (1)	200,000	X	X			
Logo in Full Page SJ Mercury News Ads (3)	1,833,000	X	X	X		
Name Branded in Registration Process	3,500	X	X	X		
Logo/graphic on Downtown Ice LCD/Dashboard at ice rink	30,000	X	X	X		
Logo in Bellou Publishing Ad (1)	32,500	X	X	X	X	
Branded Tree at Christmas in the Park	10,000	X	X	X	X	
Logo on Postcards	10,000	X	X	X	X	
Logo on Start/Finish Line Arch	4,500	X	X	X	X	
Logo on Race Shirt	3,500	X	X	X	X	
On Stage Presence	3,500	X	X	X	X	
Logo on Posters	500	X	X	X	X	
Seat on Executive Steering Committee		X	X	X	X	
Social Media Post (5 Facebook/Twitter)	30,000	X				
Social Media Post (4 Facebook/Twitter)	24,000		X			
Social Media Post (3 Facebook/Twitter)	18,000			X	X	
Social Media Post (2 Facebook/Twitter)	12,000					X
Logo on Christmas in the Park and Downtown Ice Websites	75,000	X	X	X	X	X
Promotional Opportunity at the Festival Area	10,000	X	X	X	X	X
Specific Signage Related to Item	5,000	X	X	X	X	X
Opportunity to have Offer in Virtual Race Bag	3,500	X	X	X	X	X
On Stage Mention	3,500	X	X	X	X	X
Logo & Link on Sponsor page	3,000	X	X	X	X	X
Promotional Opportunity at the Expo	2,000	X	X	X	X	X
VIP Event Access	100	X	X	X	X	X

*Impressions are based on projected estimates of attendance, collateral print numbers/distribution and documented circulations. They are provided to give prospective sponsors comparative metrics between sponsorship levels and are not guaranteed.*

Founded and Produced by



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