



**City of  
Santa Clara**  
The Center of What's Possible

**MARKETING COMMITTEE**  
City Manager's Staff Conference Room  
Santa Clara City Hall  
1500 Warburton Ave  
Santa Clara, CA

September 18, 2015  
3:00 p.m. – 5:00 p.m.

**SPECIAL MEETING  
AGENDA**

- |   |                   |           |
|---|-------------------|-----------|
| 1. Welcome  | Chair             | 3:00 p.m. |
| 2. Update on brand implementation   | Jennifer Yamaguma | 3:05 p.m. |
| 3. Update on City's new website and soft launch                                     | Jennifer Yamaguma | 3:15 p.m. |
| 4. Discussion about gifts for City Visitors (see gift ideas & City Policy attached) | Sheila Tucker     | 3:30 p.m. |
| 5. Update on local events for Super Bowl 50   |                   | 3:45 p.m. |
| Super Community Tree Lighting   | James Teixeira    |           |
| Super Community Public Art "Anything's Possible"                                    | Hilary Keith      |           |
| Super Community Exhibit   | Jill Myers        |           |
| Super Community 5K/10K/Fun Run  | Rajeev Batra      |           |
| Super Community Black & Gold Ball   | Sheila Tucker     |           |
| Super Community Concert & Fireworks   | James Teixeira    |           |
| Super Community Celebration   | Butch Coyne       |           |
| Stem Bowl   | Gaurav Garg       |           |
| Volunteers  | Liz Brown         |           |
| Regional Collaboration  | Sheila Tucker     |           |
| Fundraising/Sponsorship Program   | Peggy Kennedy     |           |
| San Francisco Bay Area Super Bowl 50 Host Committee Update                          | Host Committee    |           |
| 6. Stakeholder updates  | All               | 4:30 p.m. |
| 7. Adjournment  | Chair             | 5:00 p.m. |



## GIFTS FOR CITY VISITORS AND SPECIAL EVENTS

### *POLICY*

Certain guidelines were adopted regarding the presentation of gifts on behalf of the City of Santa Clara. Gifts may be given to City visitors or on special occasions, and gifts or token exchange items may be taken to conferences. City Council approval is required for gifts of items from Class I and Class II. Individual Council Members may utilize reasonable numbers of items from all other classes without obtaining full Council approval. Commissioners and Department Heads need Council approval for items from Classes I-III, with a request to the City Manager required for items from Class IV.

### *PROCEDURE*

Class I. For heads of states, mayors, governors, and upper echelon officials, the following gifts (Class I) may be given:

- ◆ Memento inscribed with City emblem or masthead
- ◆ City of Santa Clara flag, 3' by 5'
- ◆ Potential presentation items (as available) provided by the Santa Clara Chamber/Convention Visitors Bureau.

Note: Memento is preferred over the flag for ease of display and quality workmanship. The flag is offered as an option, only.

Class II. For immediate subordinates to individuals listed in Class I, the following gift (Class II) may be given:

- ◆ Tiles, paperweights, etc. inscribed with City emblem

Class III. For lesser dignitaries but not usually entire groups, the following gifts (Class III) may be given:

- ◆ Fancy City pins/tie tacks, All-America City pins, coffee mugs
- ◆ Other items purchased from City store

Class IV. For members of clubs, groups, and businesses, depending on group size and occasion; schools; and when Class III gifts would be inappropriate, the following gifts (Class IV) may be given:

- ◆ "I Love Santa Clara" buttons
- ◆ Pens, magnets, other token City items
- ◆ Copies of the City's annual report (appropriate accompaniment gift for Class III items or other areas)



## GIFTS FOR CITY VISITORS AND SPECIAL EVENTS (cont.)

- ◆ Other small Chamber/CVB, utility, specialty items as available

The Chamber of Commerce is asked to acquire appropriate amounts of each specified item from within the limits of the City's budget, with the exception of City flags and the annual report/calendar, which are ordered by the Purchasing Department and the City Manager's Office, respectively.

A portion of the City's gift budget should be held for any special gifts as may be deemed necessary for an upper echelon official or other special needs.

*Reference: City Council–approved guidelines September 2003*

# City of Santa Clara

## Marketing Committee Meeting

### City Gifts

Revised August 19, 2015



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# Category One

**Heads of states, mayors, governors and upper echelon officials.**

## Four Coasters with Solid Cherry Stand

These four brass and leather coasters look elegant on a solid cherry stand! The image is shown with the OC Medallion on coaster with stand included. Measuring 6- 1/2" W x 4" H x 3- 3/4" D.

Quantity	10	100	200	500
Price	\$101.71	\$97.25	\$92.78	\$88.32



## Crystalline Bowl

The Crystalline Bowl is a beautiful complement to a noteworthy event! The simple lines of this bowl are sophisticated in appeal and design. This unique award elegantly frames small flowers or other decorations. It's the perfect trophy for corporate milestones and club awards.

Quantity	5	15
Price	\$58.00	\$56.25



### Continental Globe Pen set on Glass Base

Honor those who achieve success while hopping continents! The Continental Globe award features a handcrafted, flat bottom crystal globe with etched continents and clear oceans, mounted on a 6" x 3/8" x 4" black glass base. Have an honoree's name etched into the base to create a treasured memento.

Quantity	5	15
Price	\$95.00	\$92.25



### Fanfare Clock Award

Recognize your winners with well deserved "fanfare" by giving the Fanfare Clock Award! This 5 1/4" x 4 1/2" x 1 3/4" optical crystal clock boasts a generous imprint area for your Corporate logo and honoree's name and accomplishment, and stunning clean lines.

Quantity	5	15
Price	\$98.25	\$95.25



### Cobalt Barrel Vase

Bestow the Cobalt Barrel Vase on an achiever who stands out! The barrel shape of this vase offers a stunning complement to the Oval and Pedestal Cobalt Vases. The timeless design of these vases offers universal appeal. This vase beautifully frames a bouquet of flowers or other decorations.

Quantity	5	15
Price	\$120.00	\$117.00



# Category Two

## Sister Cities (recognition and exchange activities with Coimbra, Portugal, Izumo and Limerick)

### 3-in-1 Universal Travel Adapter

This universal travel adapter includes US and EU wall adapters and can also be used with any vehicle's 12V auxiliary power outlet. Two built in USB ports allow you to charge two devices simultaneously. Perfect for everyone on the go.

Quantity	100	250
Price	\$11.75	\$11.60



### iPad Case Journal

8.5" x 11" Premium blue leather cover with recycled charcoal raw leather pockets and white saddle stitching. White round elastic closure. Complimentary Standard Composition Book Filler, customization available.

Quantity	250	500
Price	\$37.00	\$34.85

(Applicable for Categories 2-4)



# Category Three

## Ribbon cuttings for new buildings & businesses

### Key to the city

Key to the city with custom design and shape. Up to 7 1/2" in length.

Quantity	50	100	250	500
Price	\$35.00	\$28.00	\$25.00	\$23.30



### Key to the city

Key to the city with standard housing and custom insert. 6" in length and weighs 3 1/2 ounces.

Quantity	50	100	250	500
Price	\$23.00	\$19.50	\$16.70	\$15.30





## Keys

These pewter finished keys can be customized with your copy and logo, making them ideal gifts for academic achievement and extraordinary volunteer service. These gorgeous keepsake awards feature stock housing with custom inserts 6" in length with a 3.5 oz weight.

Quantity	25	50	100	250
Price	\$25.20	\$18.60	\$14.30	\$12.65



## Award

Sculpted 3- D custom key with 1 3/8" etch insert with antique finish. Whether presented on the steps of City Hall or in your office, this distinguished award truly honors its recipient. This key shaped item will be treasured for a long time to come.

Quantity	50	100	250	500
Price	\$10.85	\$9.64	\$9.20	\$8.20



## Award

Bright gold 3- D die cast key with 1" antique gold insert. Whether presented on the steps of City Hall or in your office, this distinguished award truly honors its recipient. This key shaped item will be treasured for a long time to come.

Quantity	50	100	250	500
Price	\$10.45	\$10.27	\$9.22	\$8.38



## Metal shovel on wall plaque

You're going to dig this shovel award! The gold shovel is constructed out of metal and mounted onto a handsome wooden plaque. This stunning display is ideal for honoring the best construction workers, agriculturists, and gardeners. Measures 8 1/2" x 11". Includes a metal plate for personalization.

Quantity	100	250	500
Price	\$26.00	\$25.00	\$24.00



**Rectangle Paperweight w/  
Shovel and Dirt Embedment**

Measures 5 1/2" x 4 1/4" x 7/8".

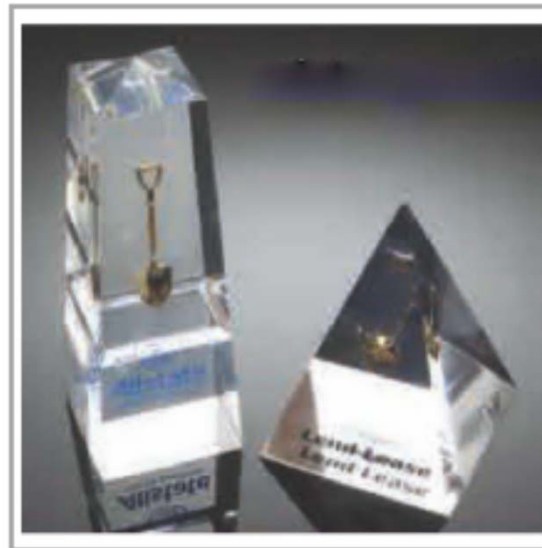
Quantity	50	100	250
Price	\$40.02	\$37.38	\$35.28



**Pyramid Paperweight w/ Shovel  
and Dirt Embedment**

Pyramid Paperweight featuring  
Shovel and Dirt Embedment.

Quantity	50	100	250
Price	\$32.32	\$30.42	\$28.62



**18 oz Ceramic Tumbler**

18 oz three tone box handle  
ceramic mug with black band and  
white interior.

Quantity	144	288	576
Price	\$4.49	\$4.29	\$3.99

(Applicable for Categories 3-6)



## Portable Power Charger Bar

This full color portable USB charger features a 2500 mAH battery and one USB charging port. Perfect for Smart Phones, and more! Charge your Smartphone 90% with this portable charger. Battery Cell inside the charger is UL listed. Optional tech bag is additional \$5.00 / portable charger.

Quantity	500	1000
Price	\$9.76	\$8.49

(Applicable for Categories 3-6)

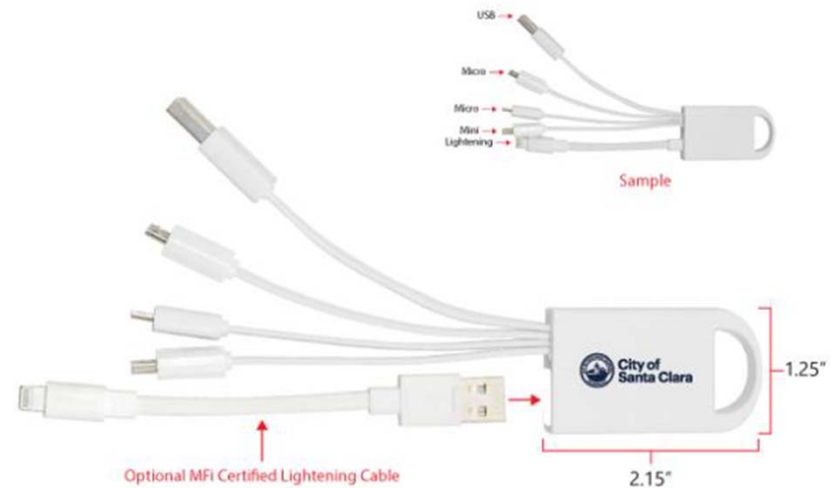


## Multi-Charging Cable

This bundle includes one MFi Certified Lightning Cable and one Aleph 3-in-1 Charging Cable to charge Apple, Android and nearly every other mobile device.

Quantity	1000	2500
Price	\$17.25	\$14.95

(Applicable for Categories 3-6)



## Perfect Bound Journal

Napa Faux Leather laminated black flexible chipboard with rounded corners, flat black elastic closure and debossed logo on cover. 100 Standard white lined sheets.

Quantity	100	500
Price	\$8.50	\$7.25

(Includes 1 location debossed imprint)

(Applicable for Categories 3-6)

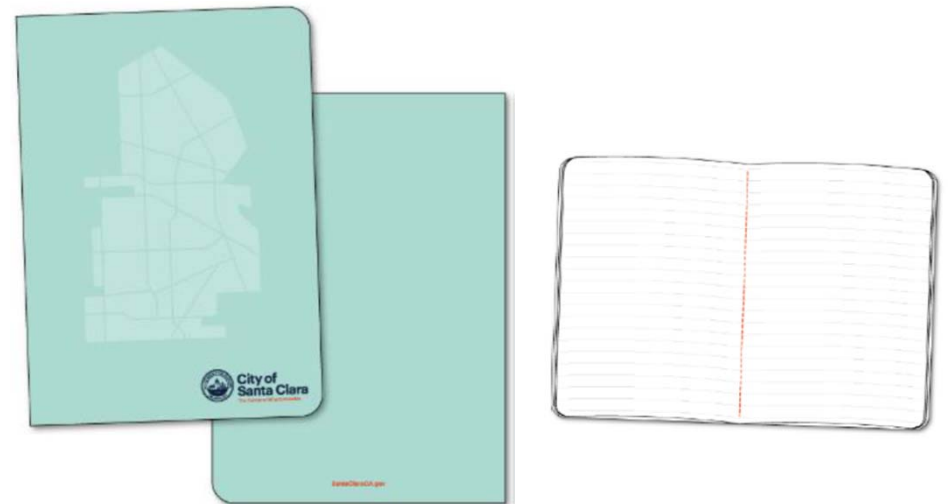


## Meeting Journal

5" x 7" Memo journal with full color process uncoated flexible textured cardstock cover and contrast orange stitched binding. 28 Standard white lined sheets.

Quantity	250	500
Price	\$3.25	\$3.00

(Applicable for Categories 3-6)



## Zippered Day Tripper

Lightweight 210D beach bag with durable 600D bottom, diamond pattern non-woven trim, zippered closure and 1 1/2" x 21" handles.

Quantity	1000	25000
Price	\$5.69	\$5.49

(Applicable for Categories 3-6)



## NFL Friendly Stadium Tote

This clear stadium bag is perfect for any sporting events and outdoor outings. Its size complies with the new NFL stadium and PGA Tournament regulations for clear bags. It features a clear front pocket, double zipper pull, and long carrying handles.

Quantity	500	1000
Price	\$5.60	\$5.40

(Applicable for Categories 3-6)



## Two Tone Tumbler

14 oz 2 tone acrylic and 18/8 stainless steel tumbler, foam insulated, with push on swivel lid (patented).

Quantity	144	288	576
Price	\$7.29	\$6.99	\$6.79

(Applicable for Categories 3-6)



## Prism Tumbler

16 oz double wall acrylic tumbler with colored geometric inner liner and push on dual purpose swivel lid .

Quantity	144	288	576
Price	\$6.29	\$5.99	\$5.79

(Applicable for Categories 3-6)



## Glogo (R) USB Car Charger

This Glogo (R) USB car charger features built in IC anti-surge protection. You can customize this marketing tool with your company name and logo

Quantity	100	300	600
Price	\$30.95	\$25.95	\$20.95

(Applicable for Categories 3-6)



# Category Four

## Employee recognition

### Traveler Exercise Kit

Help promote health and opt for tools like the Traveler Exercise Kit, includes a jump rope, hand grip exerciser and a pedometer.

Quantity	100	300	600	1200
Price	\$12.95	\$12.50	\$12.25	\$11.95



### Energy Fitness Kit

This 13.25" x 16" polyester Energy Fitness Kit has an easy access cinch closure, front zippered pocket and ventilating mesh accents. Offering a convenient set of tools to assist you in meeting your fitness goals, this bag includes a microfiber towel, multi-exercise TPE resistance band and a jump rope.

Quantity	50	100	300
Price	\$16.75	\$14.48	\$13.98





## Silicone Everywhere Tag

Get creative with the SE mini size silicone bag tags! They are great for organizing cables, cords and wires (even keys!) around the home or office. Use them as wine glass markers or luggage spotter tags for high visibility around the world.

Quantity	1000	2400
Price	\$0.42	\$0.39

(Applicable for Categories 4-6)

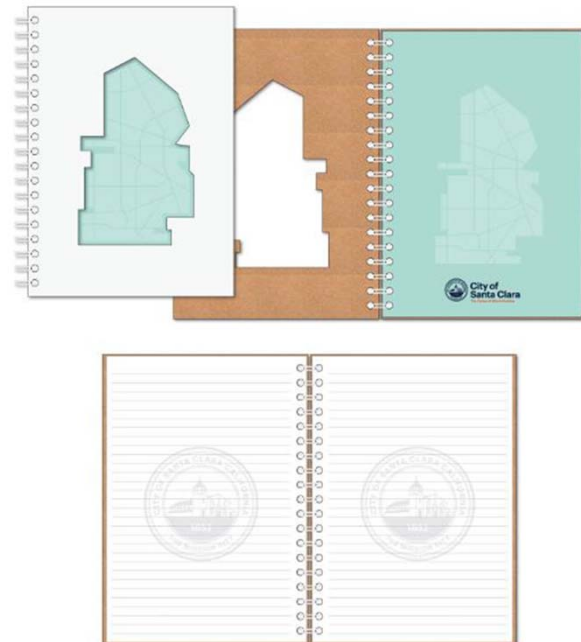


## Die Cut Leather Journal

7" x 10" Premium White Leather Cover (80 pt) with full length spiral bounding and white wire. Custom die-cut window through front cover with full color, single sided insert. 100 custom white lined sheets.

Quantity	250	500
Price	\$16.25	\$13.50

(Applicable for Categories 4-6)



## Executive Bluetooth Speaker

Executive wireless Bluetooth speaker is designed to provide the high definition sound your digital life demands. Simply pair your handheld device to enjoy dynamic sound (leather packaging additional \$12.00 per item).

Quantity	100	250
Price	\$53.00	\$51.00

(Applicable for Categories 4-6)



## Leather Valet Tray

5" x 5" Premium leather cover valet tray with contrast white stitching. Four silver knob closures.

Quantity	100	250
Price	\$17.00	\$16.50

(Applicable for Categories 4-6)



## Trunk organizer

This large size trunk organizer has an interior divider, interior mesh pocket, a front pocket, and padded grab handles. Folds flat and stays together with an elastic closure for easy storage and transport.

Quantity	50	100	250
Price	\$18.75	\$18.15	\$17.55

(Applicable for Categories 4-6)



Option 1



Option 2



Employee recognition t-shirt

Front



Back



Front



Back



# Category Five

Recognition for clubs, groups, businesses, and schools

## Portable Charger

This portable charger features a USB output and Micro USB input. Charges the iPhone 5, iPhone 4, iPod, smart phones, MP3 players, most phones and smaller devices. 2200mAh battery. Available in 6 colors. Measures: 3 3/4" W x 3/4" H.

Quantity	100	250	500	1000
Price	\$18.24	\$15.86	\$13.79	\$9.79



# Category Six

Promotional items for city events i.e., Art & Wine Festival, Fourth of July barbecue, etc.

## Non-Woven Grocery Tote

Promotes reuse and transferring from using plastic bags to this grocery tote. The handy 12" W x 13" H x 8" D bag is constructed of 80 gsm non-woven polypropylene and features reinforced 22" handles, an 8" gusset and a removable board bottom insert. It's ideal for toting groceries home.

Quantity	500	1000	2500	5000
Price	\$1.45	\$1.36	\$1.29	\$1.27



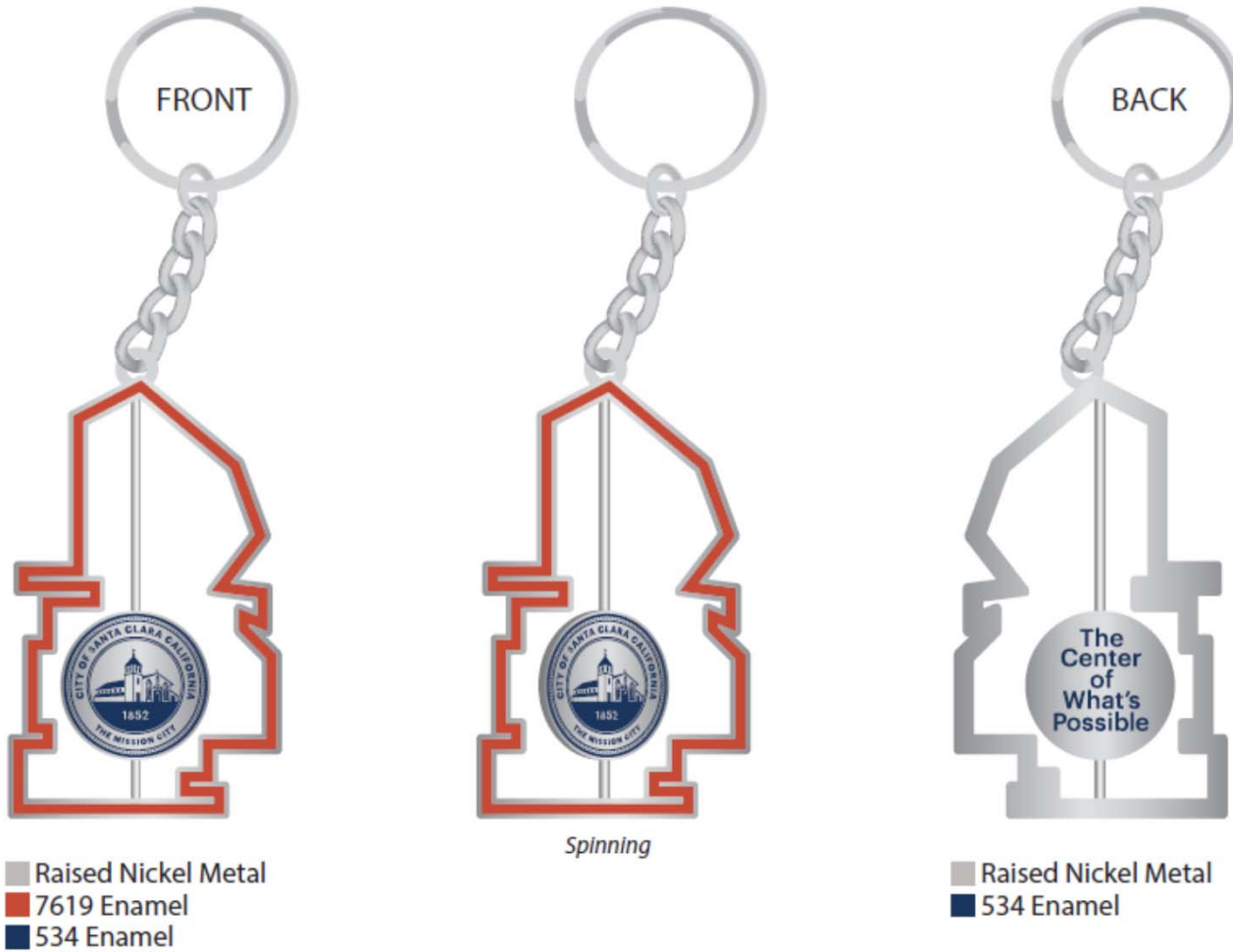
## Rain Poncho To-Go

Our Rain Poncho To-Go is there to prepare you for any kind of weather. Both convenient and lightweight, the protective layer comes packaged in a 3" x 2 1/2" round plastic ball container with a snap-on clip that can easily attach to purses, backpacks or belt loops.

Quantity	500	1000	2500
Price	\$1.67	\$1.62	\$1.59



## 64mm (2.5") Alloy Soft Enamel Spinner Keychain



(Applicable for Categories 4-6)

## Game Day Foam Seat

Stay comfortable while watching your favorite sporting event, when you're not standing up and cheering. This durable foam seat cushion is lightweight and easy to carry at 13.5" x 13".

Quantity	96	150	300	450	600
Price	\$6.13	\$5.88	\$5.63	\$5.38	\$4.98



## Digital Rally Towel

100% Cotton 11" x 18" Hemmed Terry / Velour Towel (1.0 lbs per dozen / 300 gsm)  
Rally Towels are screen printed. Surface coating is not recommended for use as a gym or athletic towel.

Quantity	250	500	1000
Price	\$3.19	\$3.09	\$2.99



## 2 oz Hand Sanitizer Gel

Hand sanitizer gel, 2 oz with colored caps. Hypoallergenic gel, which consists of 65% alcohol and a subtle scent to effectively kill germs while simultaneously giving off a refreshing smell.

Quantity	500	1000	2500	5000
Price	\$1.00	\$0.97	\$0.94	\$0.91



## Neptune Tech Cleaning Cloth

Our Neptune Tech Cleaning Cloth wipes away streaks and smudges on phones and any other tech related item. Made from poly and microfiber material, this cloth measures 5 1/2" H x 5 1/2" W and easily wipes down and cleans up glass surfaced tech items.

Quantity	500
Price	\$1.49





## Magnetic Memo Board w/ 4 perforated "Coupons"

Full Color CMYK printing, measures 8.5' x 11'

Quantity: 2500    5000    10000

Price:    \$0.78    \$0.73    \$0.67



# Getting It Done In The Center of What's Possible

### Important Numbers in Santa Clara

**In Case of Emergencies, call 9-1-1**  
 Call City Hall: **408-615-2200**  
 Water & Sewer Emergencies (24-hour) **408-615-5640**  
 Power Outages / Electrical Emergencies (24-Hour) **408-615-5640**  
 Police Non-Emergency: **408-615-5580**  
 Crime Reporting, anonymous (Dial-A-Tip) **408-241-9495**  
 Fire Non-Emergency: **408-615-4900**

### Get Connected with MySantaClara

The official app of the City of Santa Clara  
 Now available on iPhone and Android phones. Find out more at [www.santaclaraca.gov](http://www.santaclaraca.gov)

### Santa Clara News In Your InBox

Enotify is the fastest and easiest way to stay up to date on Santa Clara's upcoming events, news and employment opportunities.  
 To subscribe, go to [santaclaraca.gov/enotify](http://santaclaraca.gov/enotify)

### Handy Numbers in Santa Clara

**In Case of Emergencies, call 9-1-1**  
 Call City Hall: **408-615-2200**  
 Parks & Recreation: **408-615-3140**  
 Permit Center: **408-615-2420**  
 Public Works: **408-615-3000**  
 Employment Hotline: **408-615-5627**

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