

40th Annual Santa Clara Art & Wine Festival Sponsorship



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

About the City of Santa Clara Parks & Recreation Department

Located in Santa Clara County at the southern tip of San Francisco Bay, about 45 miles south of San Francisco, Santa Clara is a strategic regional hub, convenient to freeways, airports, railroads, expressways, light rail and other public transportation. With 19.3 square miles of tree-lined neighborhoods, thriving commercial and industrial centers, and 300 days of sunshine each year, it is an ideal location for individuals, families, businesses and special events.

The Parks & Recreation Department's mission is to support a vibrant, active quality of life for all ages, abilities and interests of the Santa Clara community through excellent parks, recreational facilities, community services, programs and events.

In 2022, the Parks & Recreation Department will host over 10 citywide special events, attracting approximately 70,000 community members and families.



@SantaClaraCityParks



@SantaClaraParksandRec

About the Art & Wine Festival

Santa Clara Central Park, 909 Kiely Blvd.

Saturday, Sept. 17 • 10 a.m. - 6 p.m.

Sunday, Sept. 18 • 10 a.m. - 5 p.m.

The 40th Annual Santa Clara Art & Wine Festival will feature arts and crafts vendors, fine wine, craft beer, delicious food, meadow garden, two stages of entertainment, Kids Kingdom and more! It is sure to be a wonderful weekend. Local wineries and breweries will be featured. **Proceeds from the Festival support Santa Clara charitable organizations.**

Businesses and organizations have many opportunities to reach over 30,000 festival attendees over the weekend. Reach potential customers through onsite promotion, radio advertisements, social media, city publications and city website.



Event Features

Arbor Chill Area: A space for Festival goers to relax, listen to music and eat tasty desserts.

Artist Vendors: Artists line the paths of the park to display and sell their handcrafted items, including jewelry, woodworking, ceramics and more.

Entertainment: Two stages with professional and community performances to keep spirits up and get the crowds moving throughout the Festival.

Food Alley: Dozens of local non-profit groups prepare, cook and sell Festival food favorites.

Kids Kingdom: Carnival rides, entertainment, yummy food and fire trucks make a fun and youthful adventure playground for kids.

Meadow Garden: 55-inch screens in a shaded area while enjoying local wine and craft beer make the Meadow Garden a popular space during the Festival.

Sponsor Hospitality: Take a refresh from the Festival and enjoy food and beverages in a private area for sponsors.

Sponsor Packages

Premier Sponsor

Cost: \$20,000 • Available: 1

- Recognition as the “40th Annual Santa Clara Art & Wine Festival, sponsored by “<YOUR COMPANY NAME>” in all Festival marketing and communications: social media, email campaigns, newsletters, radio advertisements
- Naming rights to the Pavilion Stage
- Company logo on the Pavilion Stage Festival banner
- Four reserved on-site parking passes
- Twenty daily hospitality passes
- Sponsor banner placement on the Pavilion Stage (Artwork provided by sponsor)
- Daily mentions during Festival from Pavilion Stage and from Kids Kingdom Stage
- Three advertisements placed on A-Frames throughout Festival
- One 10x20 booth space located at Pavilion stage entrance
 - Two tables
 - Four chairs
- Company logo on Festival graphics and videos
- Company logo on all Festival marketing emails
- Company logo on Festival webpage and app, with direct link to sponsor website
- Ad space on event app

Kids Kingdom Sponsor

Cost: \$15,000 • Available: 1

- Recognition as the “Kids Kingdom, sponsored by “<YOUR COMPANY NAME>” in all Festival marketing and communications: social media, email campaigns, newsletters, radio advertisements
- Naming rights to the Kids Kingdom Stage and logo on stage banner
- Three on-site parking passes
- Fifteen daily hospitality passes
- Sponsor banner placement on the Kids Kingdom Stage (Artwork provided by sponsor)
- Daily mentions during Festival from Kids Kingdom Stage and Pavilion Stage
- Two advertisements placed on A-Frames throughout Festival
- One 10x20 booth space located in Kids Kingdom
 - Two tables
 - Four chairs
- Company logo on Festival webpage and app, with direct link to sponsor website
- Ad space on event app

Venue Sponsor

Cost: \$10,000 • Available: 2

Sponsor one of the following areas: Food Alley or Meadow Garden

- Recognition as the “Food Alley or Meadow Garden sponsored by “<YOUR COMPANY NAME>” in all Festival marketing and communications: social media, email campaigns, newsletters, radio advertisements
- Company logo included on City website, Festival app and welcome sign
- Company logo featured on area signage
- Two advertisements placed on A-Frame throughout the Festival
- Twelve daily hospitality passes
- Daily mentions during Festival from entertainment stages
- Mention & tags on social media
- One 10x10 booth space near Food Alley or Meadow Garden
 - One table
 - Two chairs

Hospitality Sponsor

Cost: \$8,000 • Available: 1

Sponsor the hospitality area

- Company logo included on hospitality area
- Company logo included on City website, Festival app and welcome sign
- One advertisements placed on A-Frame throughout the Festival
- Unlimited hospitality passes during Festival
- Daily mentions during Festival from entertainment stages
- Mention & tags on social media
- One 10x10 booth near the Pavilion Stage
 - One table
 - Two chairs

Arbor Area Sponsor

Cost: \$4,000 • Available: 1

Sponsor the Arbor Area

- Recognition as the “Arbor Area sponsored by “<YOUR COMPANY NAME>” in all Festival marketing and communications: social media, email campaigns, newsletters
- Company logo included on City website, Festival app and welcome sign
- One advertisements placed on A-Frame throughout the Festival
- Ten hospitality passes during Festival
- Daily mentions during Festival from entertainment stages
- Mention & tags on social media
- One 10x10 booth at entrance of Arbor
 - One table
 - Two chairs

Exhibitor Sponsor Plus

Cost: \$2,000 • Available: 6

Exhibitor Sponsor Plus booths are located near the Meadow Garden and Food Alley

- Company logo included on City website, Festival app and welcome sign
- Mention and tags on social media
- Eight hospitality passes
- Daily mentions during Festival from entertainment stages
- 10x10 booth space
 - One table
 - Two chairs

Exhibitor Sponsor

Cost: \$1,600 • Available: 10

Exhibitor Booths are located around the Central Park lake

- Company logo included on City website, Festival app and welcome sign
- Mention and tags on social media
- Six hospitality passes
- Daily mentions during Festival from entertainment stages
- 10x10 booth space
 - One table
 - Two chairs

Kids Kingdom Exhibitor Sponsor

Cost: \$1,200 • Available: 6

Booths located in Kids Kingdom

- Company logo included on City website, Festival app and welcome sign
- Mention and tags on social media
- Six hospitality passes
- Daily mentions during Festival from entertainment stages
- 10x10 booth space
 - One table
 - Two chairs

Non-Profit Sponsor

Cost: \$800 • Available: 6

Santa Clara non-profit exhibitor booths are located near the Lake or within Kids Kingdom

- Company logo included on City website, Festival app and welcome sign
- Six hospitality passes
- Daily mentions during Festival from entertainment stages
- 10x10 booth space
 - One table
 - Two chairs

Application

Company Name		Main Contact	
Phone Number		Email	
Address			

Indicate which sponsorship you would like to purchase

	\$20,000	Premier Sponsor
	\$15,000	Kids Kindgom Sponsor
	\$10,000	Venue Sponsor
	\$8,000	Hospitality Sponsor
	\$4,000	Arbor Sponsor
	\$2,000	Exhibitor Sponsor Plus
	\$1,600	Exhibitor Sponsor
	\$1,200	Exhibitor Kids Kingdom Sponsor
	\$800	Non-profit Sponsor

Sponsorship Add-Ons

	\$300	Booth Structure
	\$300	Banner along parking walkway
	\$100	Power Source

Total Sponsorship Package Fee _____

Describe what will be promoted/distributed at your booth

Additional Requests - Note these requests cannot be guaranteed

Once application is received and confirmed, you will receive an invoice for the sponsorship package. Payment made be made in the form of check or credit card (online).

Sponsorship FAQs & Conditions

Participation: Sponsorships and booth placement is on a first come, first served basis. A Sponsor's request to participate in the Art & Wine Festival is considered tentative until payment is received. The Festival is held outdoors in Central Park, therefore booth locations are not guaranteed to be on level surfaces. Be prepared to accommodate uneven, sloped ground on grass, dirt, asphalt or concrete surfaces. If your booth requires power, request in advance (see add-ons). Sponsors are not permitted to bring their own generators into the event.

Exclusivity: It is probable that companies offering similar products or services will participate in the event. Booths may be located near or next to one another. Exclusivity is not offered and should not be expected.

Non-Profit Organization Exhibitors: To qualify for the non-profit exhibitor package, your organization must be a registered 501c3 organization and based within the City of Santa Clara that specifically serves City of Santa Clara residents. Written proof of these qualifications must be submitted with the application.

Payment/Refund: Once your application is received, and confirmed, you will receive an invoice for payment. Your payment will be due within 30 days of the date of your invoice. Payment may be made in the form of check or credit card (online payment). Checks are payable to "City of Santa Clara." In the event that you need to cancel your sponsorship, please submit your request to Tyler Freitas, TFreitas@SantaClaraCA.gov. If request is made two weeks before the event, a 50% refund will be provided. Any cancellation made less than two weeks in advance will forfeit all monies.

Set-Up & Take-Down: Booths can be setup Friday, Sept. 16, 4-7 p.m. and Saturday, Sept. 17, 8-9:30 a.m. Materials must be hand carried to your booth. Handcarts are not available. Booths must be staffed and operational from Saturday, 10 a.m.-6 p.m. and Sunday, 10 a.m.-5 p.m.

Subleasing or Transferring Your Booth: Only the company listed on the application may participate in the sponsorship opportunities. Franchises must apply to participate separately. It is not permissible to display, promote, or distribute products or literature for any company, organization, or individual other than the one listed on the application. It is not permissible for a sponsor to sell, trade, transfer, share, or give the opportunity to participate in the Art & Wine Festival to any other company.

Sampling & Promotional Opportunities: Promotional opportunities must be made within the 10x10 booth structure. It is not permissible to promote or distribute material in any other area of the Art & Wine Festival, including the space directly in front of your booth. Tables, chairs and displays must be set up inside your booth - banners, signs, decorations must be affixed to your booth and confined to your 10x10 space. Small food sample requests might be considered on a case by case basis. Additional permitting and fees are required for small food samples. Note in your booth description if you would like to distribute food samples.

Balloons are not permitted. By City ordinance, pets are not allowed at City-wide Special Events. Service animals are allowed.

I have fully read the sponsorship descriptions and understand the conditions of participation.

____ Initial ____ Date

Release of Liability and Assumption of Risk Agreement

In consideration of the acceptance by the City of the application for entry into activities listed on the application form above this agreement, I hereby waive, release and discharge any and all claims for damages for death, personal injury, or property damage which I may have, or which may hereafter accrue to me as a result of my participation in said activities. This release Agreement is intended to discharge in advance the City of Santa Clara, its City Council, officers, agents, and employees, the Santa Clara Unified School District, its School Board, officers, agents and employees from and against any and all liability arising out of or connected with my participation in said activities and entry to and use of any facilities or equipment, even though that liability may arise out of NEGLIGENCE or CARELESSNESS, on the part of the persons or entities mentioned above.

I HAVE READ THE DESCRIPTION OF THE ACTIVITY FOR WHICH I HAVE APPLIED, AND I AM AWARE THAT THESE ACTIVITIES MAY SUBJECT ME TO PHYSICAL RISKS AND DANGERS. NEVERTHELESS, I VOLUNTARILY AGREE TO ASSUME ANY AND ALL RISKS OF INJURY OR DEATH, AND TO RELEASE, DISCHARGE, AND HOLD HARMLESS ALL OF THE ENTITIES OR PERSONS MENTIONED ABOVE WHO, THROUGH NEGLIGENCE OR CARELESSNESS, MIGHT OTHERWISE BE LIABLE TO ME, OR MY HEIRS, PERSONAL REPRESENTATIVES, RELATIVES, SPOUSE OR ASSIGNS.

It is understood and agreed that this waiver, release, and assumption of risk is to be binding on my HEIRS, PERSONAL REPRESENTATIVES, RELATIVES, SPOUSE and ASSIGNS and is intended to be as broad and inclusive as is permitted by the laws of the State of California and that if any portion of this Agreement is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Signature _____ Date: _____

Printed Name: _____

Complete all pages of this application and return to Parks & Recreation Sponsorship, 1303 Fremont St., Santa Clara, CA 95050 or email to TFreitas@SantaClaraCA.gov.

Last day to submit an application is Friday, Aug. 26

For more information on how to sponsor other Citywide Special Events, contact Tyler Freitas at TFreitas@SantaClaraCA.gov or 408-615-3188.



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