



2014  
SPONSORSHIP  
BENEFITS

COMMUNITY LEADERSHIP • PUBLICITY • GOODWILL  
CONTRIBUTE TO THE QUALITY OF LIFE IN MOUNTAIN VIEW • PROMOTE FAMILY  
EXPOSURE • "HOT LINK" TO YOUR WEB SITE • ENHANCE COMPANY AWARENESS

CITY OF MOUNTAIN VIEW RECREATION DIVISION

# COMMUNITY TREE LIGHTING CELEBRATION

## CORPORATE SPONSORSHIP BENEFITS

### TITLE SPONSOR \$3,000

- Sole recognition as the title sponsor
- Prominent role in entire series with your organization logo positioned (large) on all Community Tree Lighting Celebration promotional materials
- Your logo (large) on all paid advertising
- Your organization's name in all Community Tree Lighting Celebration press release information
- Your organization's name/logo included in Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-newsletter blasts, City website, online event calendar listings, flyers/posters at City Facilities/local businesses, and full school-run of flyers to the Mountain View Whisman School District
- Your organization's name/logo included in Community Tree Lighting Celebration publicity on KMVT, Local Cable Channel 15
- City will provide a 10' banner to be hung at the event noting your Organization as the Title Sponsor
- City representative will verbally announce and thank your organization for being the Title Sponsor during the Entertainment Program
- A representative from your Organization will have the privilege to be on stage with the Mayor when Santa "flips the switch" to turn on the Tree Lights
- Representatives from your Organization will have the privilege to skip the line to take one picture with Santa (good for up to 6 people in the single photo)

### ENTERTAINMENT STAGE SPONSOR \$1,500

- Official Sponsor of the Entertainment Stage
- Prominent role in entire series with your organization logo positioned (medium) on all Community Tree Lighting Celebration promotional materials
- Your logo (medium) on all paid advertising
- Your organization's name in all Community Tree Lighting Celebration press release information
- Your organization's name/logo included in Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-newsletter blasts, City website, online event calendar listings, flyers/posters at City Facilities/local businesses, and full school-run of flyers to the Mountain View Whisman School District
- Your organization's name included in Community Tree Lighting Celebration publicity on KMVT, Local Cable Channel 15
- City will provide a 8' banner to be hung on the Entertainment Stage noting your Organization as the Entertainment Sponsor
- City representative will verbally announce and thank your organization for being the Entertainment Sponsor during the Entertainment Program

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## SNOW SPONSOR

**\$1,500**

- Official Sponsor of the Snow Play Area
- Prominent role in entire series with your organization logo positioned (medium) on all Community Tree Lighting Celebration promotional materials
- Your logo (medium) on all paid advertising
- Your organization's name in all Community Tree Lighting Celebration press release information
- Your organization's name/logo included in Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-newsletter blasts, City website, online event calendar listings, flyers/posters at City Facilities/local businesses, and full school-run of flyers to the Mountain View Whisman School District
- Your organization's name included in Community Tree Lighting Celebration publicity on KMVT, Local Cable Channel 15
- City will provide a 4' banner to be hung in the Snow Play Area noting your Organization as the Snow Sponsor
- City representative will verbally announce and thank your organization for being the Snow Sponsor during the Entertainment Program
- Representatives from your Organization will have the privilege to skip the line to take one trip down the snow slope (good for up to 6 people, must be done during a time coordinated with staff)

## REFRESHMENTS SPONSOR

**\$750 for one booth or  
\$1,300 for both booths**

- Official Sponsor of one (or both) Refreshment Booths
- Prominent role in entire series with your organization logo positioned (small) on all Community Tree Lighting Celebration promotional materials
- Your logo (small) on all paid advertising
- Your organization's name in all Community Tree Lighting Celebration press release information
- Your organization's name/logo included in Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-newsletter blasts, City website, online event calendar listings, flyers/posters at City Facilities/local businesses, and full school-run of flyers to the Mountain View Whisman School District
- Your organization's name included in Community Tree Lighting Celebration publicity on KMVT, Local Cable Channel 15
- City will provide a 3' banner to be hung on the Refreshment Booth noting your Organization as the Refreshment Sponsor
- City representative will verbally announce and thank your organization for being one (or both of) the Refreshment Sponsors during the Entertainment Program

## LOCAL SPONSOR

**\$250**

- Your organization's name/logo (small) included in Community Tree Lighting Celebration publicity, which includes: City Social Media websites, Recreation Division's e-newsletter blasts, City website, online event calendar listings, flyers/posters at City Facilities/local businesses, and full school-run of flyers to the Mountain View Whisman School District
- Privilege to have your organization's name/logo (small) included on a banner at the event thanking all event Local Sponsors



CITY OF MOUNTAIN VIEW RECREATION DIVISION  
COMMUNITY TREE LIGHTING CELEBRATION  
SPONSORSHIP LETTER OF INTENT

Company/Organization Name

Contact Person's Name

Address

City

State

Zip

Phone No. 1

Cell Phone

Fax

E-Mail

Website

SELECT SPONSORSHIP OPTION (See Sponsorship Options Sheet for Details):

- TITLE SPONSORSHIP \$3,000
- ENTERTAINMENT STAGE SPONSORSHIP \$1,500
- SNOW SPONSORSHIP \$1,500
- REFRESHMENT SPONSORSHIP \$750
  - I would like both Refreshments booths for \$1,300
- LOCAL SPONSORSHIP \$250

Please submit this completed form with your payment to:

City of Mountain View  
Recreation Division  
Attn: Kristine Crosby  
Post Office Box 7540  
Mountain View, CA  
94039-7540

Deadline for printed advertisements is  
**October 24, 2014.**

Amount Payable: \$ \_\_\_\_\_

Make Checks Payable to: CITY OF MOUNTAIN VIEW (Tax I.D. #94-6000379)

X \_\_\_\_\_  
Sponsor Signature Date

*If Sponsorship is approved, City staff will work with your Organization to complete a formal agreement and obtain necessary high-resolution artwork for printed and electronic promotions. For more information or questions, please contact Kristine Crosby at (650) 903-6410 or Kristine.Crosby@mountainview.gov.*