



CUPERTINO SPONSORSHIP APPLICATION

2019 CUPERTINO EARTH & ARBOR DAY | 408-777-3362 | WWW.CUPERTINO.ORG

CUPERTINO

SPONSOR INFORMATION

Company: _____ Website: _____

Contact Name: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Entity Type: Sole Proprietor Partnership Corporation (Type: _____)

NonProfit: (Type: _____) Trust Other: _____

EVENT INFORMATION

Event Name: 2019 Earth & Arbor Day

Event Date: April 13, 2019

Event Description: Cupertino's Annual Earth & Arbor Day Festival is an interactive event that invites community members of all ages to learn about environmental issues and solutions in a family-friendly, interactive atmosphere. Consistently attracting over 7,000 attendees and 75 partner organizations, the festival features hands-on activities, live entertainment, electric vehicle demos, and delicious food served by local food trucks.

SPONSORSHIP OPPORTUNITIES

Sponsorship Levels

- Emerald Level.....\$2,500
- Gold Level\$1,000
- Silver Level\$500
- Bronze Level\$300

SPONSOR LOGO ON:	EMERALD	GOLD	SILVER	BRONZE
Earth & Arbor Day Homepage www.cupertino.org/EarthDay	✓			
Earth & Arbor Day Sponsor Page with link to sponsor website	✓	✓	✓	✓
Earth & Arbor Day Festival Printed Flyer	✓	✓	✓	✓
Information Booth Signage	✓			

SOCIAL MEDIA BENEFITS	EMERALD	GOLD	SILVER	BRONZE
Listed on Facebook Event Page	✓	✓	✓	✓
Featured in One (1) Post each: Facebook, Instagram and Twitter	✓			
OTHER MARKETING BENEFITS	EMERALD	GOLD	SILVER	BRONZE
Double-size, premier location Display Booth (2 tables + 4 chairs). <i>No tent or canopy provided.</i>	✓	✓		
Display Booth – 1 table + 2 chairs (10'x10' space). <i>No tent or canopy provided.</i>			✓	✓
Brief Speaking opportunity from event stage (5 min)	✓			
Honor of starting the Bike Ride	✓			
Recognition from the event stage	✓	✓	✓	

PAYMENT INFORMATION

Check (Make Payable to: City of Cupertino) AMEX Discover Master Card Visa

CC #: _____ CVC: _____ Expiration: ____/____ Amount: \$_____

Cardholder Name: _____ Cardholder Signature: _____

TERMS AND CONDITIONS

1. The Sponsor has reviewed and agrees to be bound by those procedures, limitations, and restrictions identified in the City's Sponsorship Policy.
2. All sponsorships valued at \$500 or more must complete the required City of Cupertino Sponsorship Agreement. (Separate Document)
3. The sponsor may not receive exclusive rights to benefits unless approved by the Department Head.
4. Sponsor agrees, to the fullest extent allowed by law, to indemnify, defend, and hold harmless the City, and its officers, employees, and agents ("City indemnitees"), from and against any and all causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable legal counsels' fees and costs of litigation ("claims"), arising out of the Sponsorship or Sponsor's performance of this Application and/or Agreement, including the City's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the City. In the event the City indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from this Sponsorship or Sponsor's performance of this agreement, Sponsor shall provide a defense to the City indemnitees, or at the City's option, reimburse the City indemnitees their costs of defense, including reasonable legal counsels' fees, incurred in defense of such claims. This duty extends to any claim for violation of intellectual property rights, including but not limited to copyright or patent rights.

5. To the extent applicable, Sponsor is is required to comply with the City's event permitting requirements, including the insurance requirements stated therein.

Name: _____ Title: _____

Signature: _____ Date: _____

CUPERTINO STAFF USE ONLY (FOR SPONSORSHIPS NOT REQUIRING A SPONSORSHIP AGREEMENT)

Status: Approved Denied

Reason for Denial:

Special Requirements:

Reviewed by:

Staff Name: _____ Title: _____

Signature: _____ Date: _____