



# CUPERTINO SPONSORSHIP APPLICATION

2020 CUPERTINO EARTH &amp; 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: 2020 Earth &amp; Arbor Day

Event Date: April 18, 2020

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 atmosphere. Consistently attracting over 5,000 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 .....\$400

SPONSOR LOGO ON:	EMERALD	GOLD	SILVER
Earth & Arbor Day Homepage <a href="http://www.cupertino.org/EarthDay">www.cupertino.org/EarthDay</a>	✓		
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
Listed on Facebook Event Page	✓	✓	✓
Featured in One (1) Post each: Facebook, Instagram and Twitter	✓		
OTHER MARKETING BENEFITS	EMERALD	GOLD	SILVER
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 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: \_\_\_\_\_