

 <p style="text-align: center;"><b>Establishing Earth &amp; Arbor Day Festival Sponsorship Opportunities and Benefits</b></p>	<b>Citywide Policy Manual</b>
	<p><b>Attachments:</b> Sponsorship Application</p>
<p><b>Effective Date:</b> January 16, 2023</p>	<p><b>Responsible Department:</b> City Manager, Sustainability Division</p>
<p><b>Related Policies &amp; Notes:</b> Resolution 18-101, Establishing a Policy for Accepting Sponsorships</p>	

**Purpose**

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 thousands of attendees and 75 partner organizations, the festival features hands-on activities, live educational demonstrations, and delicious food served by local food trucks. This event usually takes place on a Saturday in April, before or after Earth Day.

The purpose of receiving sponsorships for the event is to lessen the impact on the City funds by offsetting the cost of the community festival and provide partnership opportunities for local businesses and organizations.

**Establishing a Structure for Sponsorships and Benefits of the 2023 Earth & Arbor Day Festival**

The following Sponsorship Opportunities and Benefits will be available for the 2023 Earth & Arbor Day Festival.

**Sponsorship Levels**

Silver Level .....	\$450
Gold Level .....	\$1,500
Emerald Level.....	\$3,000

1. Silver Level Sponsorship Benefits

- o Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- o Logo on Earth and Arbor Day printed flyer
- o Company name and website listed on Facebook page event
- o One booths space (10 feet x 10 feet) at the festival (including 1 table + 2 chairs). *No tent or canopy provided.*

2. Gold Level Sponsorship Benefits (Sponsorship Agreement required, separate document)
  - Logo on Earth and Arbor Day sponsorship page with link to sponsors website
  - Logo on Earth and Arbor Day printed flyer
  - Company name and website listed on Facebook page event
  - Company featured in one social media promotion on Twitter, Facebook, and Instagram
  - One booths space (10 feet x 10 feet) at the festival (including 1 table + 2 chairs). *No tent or canopy provided.*
  - Verbal recognition from event stage
  
3. Emerald Level Benefits (Sponsorship Agreement required, separate document)
  - Logo on Cupertino.org/Earthday homepage
  - Logo on Earth and Arbor Day sponsorship page with link to sponsors website
  - Logo on Earth and Arbor Day printed flyer
  - Logo displayed at information booth
  - Company name and website listed on Facebook page event
  - Company featured in one social media promotion on Twitter, Facebook, and Instagram
  - Two booths space (20 feet x 10 feet total) at the festival premier location (2 tables + 4 chairs). *No tent or canopy provided.*
  - Verbal recognition from event stage

SPONSOR LOGO ON:	EMERALD (\$3,000)	GOLD (\$1,500)	SILVER (\$450)
Earth & Arbor Day Homepage <a href="http://cupertino.org/EarthDay">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
Two booths, premier location (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>		✓	✓
Recognition from the event stage	✓	✓	

<p>City Manager's signature: _____</p> <p style="text-align: center;">Date: _____</p>
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**Revisions:**



CUPERTINO

# CUPERTINO SPONSORSHIP APPLICATION

CUPERTINO SUSTAINABILITY DIVISION | 408-777-3262 | WWW.CUPERTINO.ORG

## 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: 2023 Earth & Arbor Day Festival

Event Date(s): April 22, 2023

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 thousands of attendees and 75 partner organizations, the festival features hands-on activities, live educational demonstrations, and delicious food served by local food trucks. This event usually takes place on a Saturday in April, near Earth Day.

## SPONSORSHIP LEVELS AND BENEFITS

**Sponsorship Levels** (please check the box next to the sponsorship level)

Silver Level .....\$450

Gold Level .....\$1,500

Emerald Level.....\$3,000

1. Silver Level Sponsorship Benefits

- Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- Logo on Earth and Arbor Day printed flyer
- Company name and website listed on Facebook page event
- One booths space (10 feet x 10 feet) at the festival (including 1 table + 2 chairs). *No tent or canopy provided.*

2. Gold Level Sponsorship Benefits (Sponsorship Agreement required, separate document)

- Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- Logo on Earth and Arbor Day printed flyer

- Company name and website listed on Facebook page event
- Company featured in one social media promotion on Twitter, Facebook, and Instagram
- One booths space (10 feet x 10 feet) at the festival (including 1 table + 2 chairs). *No tent or canopy provided.*
- Verbal recognition from event stage

3. Emerald Level Benefits (Sponsorship Agreement required, separate document)

- Logo on Cupertino.org/Earthday homepage
- Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- Logo on Earth and Arbor Day printed flyer
- Logo displayed at information booth
- Company name and website listed on Facebook page event
- Company featured in one social media promotion on Twitter, Facebook, and Instagram
- Two booths space (20 feet x 10 feet total) at the festival premier location (2 tables + 4 chairs). *No tent or canopy provided.*
- Verbal recognition from event stage

SPONSOR LOGO ON:	EMERALD	GOLD	SILVER
Earth & Arbor Day Homepage 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
Listed on Facebook Event Page	✓	✓	✓
Featured in One (1) Post each: Facebook, Instagram and Twitter	✓	✓	
OTHER MARKETING BENEFITS	EMERALD	GOLD	SILVER
Two booths, premier location (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>		✓	✓
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: \_\_\_\_\_