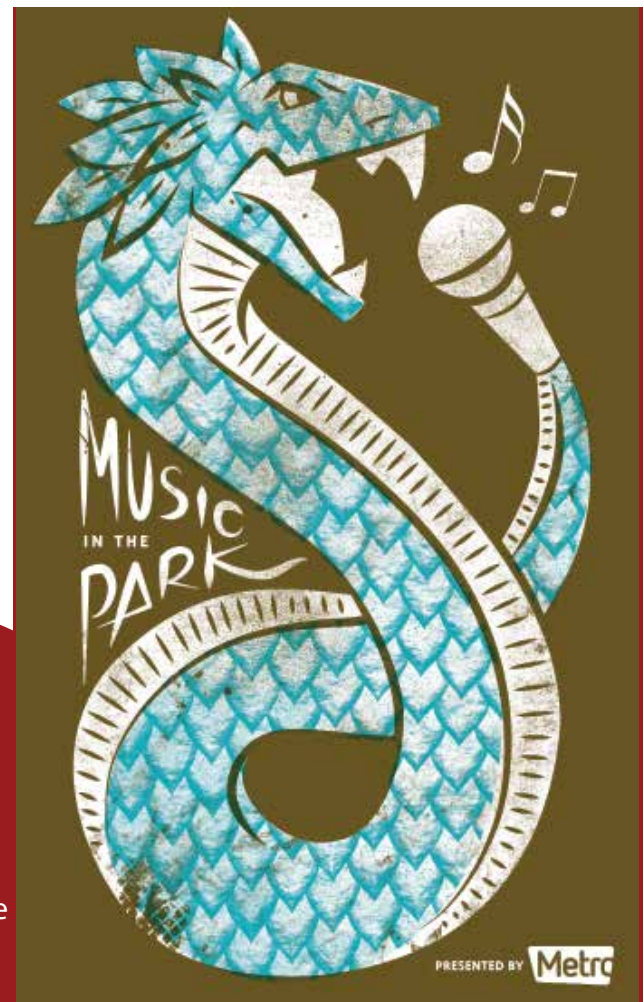


Music in the Park 2016

Music in the Park returns with four concerts for 2016 in Plaza de Cesar Chavez! These events recognize, honor and celebrate more than 250 SJDA-produced concerts since the initial 1989 season with 5,500 of our closest music-loving friends. Join this summer for World Music, Reggae, Salsa, Blues and Contemporary - there is something for everyone!



ABOUT THE VENUE

Plaza de Cesar Chavez is a 2.2 acre park in the heart of Downtown San Jose, across from The Tech Museum of Innovation, the San Jose Museum of Art, the Circle of Palms and the Fairmont Hotel San Jose. The park hosted 23 years of Music in the Park outdoor concerts, cultural festivals, arts and crafts fairs, the San Jose Jazz Festival, and Christmas in the Park. Plaza de Cesar Chavez can accommodate 5,500 guests for music concerts and other events depending on the specific configuration.



AGE

18-29	12%
30-49	49%
50-60+	38%

ETHNICITY

Caucasian	50%
Hispanic/Latino	31%
Asian/ Pacific Islander	9%
African American	7%
Native American	3%

Avg. Household Income

\$60,000

San Jose Downtown Association

The San Jose Downtown Association (SJDA) represents business and property owners and works to enhance downtown's vitality and livability. The non-profit membership-based organization was founded in 1986.



2016 Music in the Park

Friday, June 24 Los Lobos

Los Lobos are a multiple Grammy Award winning, 2015 Hall of Fame inductee American rock band from East L.A. whose music is influenced by rock and roll, Tex-Mex country, folk, R&B, blues, brown-eyed soul, and traditional music such as cumbia, boleros, and nortenos. They gained international stardom in 1987 when their cover version of Ritchie Valens' "La Bamba" topped the charts in the U.S., the UK and several other countries.

Opening Act: Maxx Cabello Jr. (Blues/Rock)



Thursday, July 14 AC/DShe & Killer Queens

AC/DShe is the original all girl AC/DC tribute band doing Bon-era songs. These gals are committed to staying true to the heart pounding rhythms and high energy presentation of early AC/DC.

Killer Queens The world's only all-female tribute to Queen, The Killer Queens evoke all the glam, sparkle, power, and soaring melodies of Freddie, Brian, John, Roger, and Spike (Queen's unofficial 5th member) performing onstage in the '70s and '80s, while at the height of their musical and commercial dominance.



Thursday August 4 Ozomatli (CONFIDENTIAL until June 1)

Multi-cultural, Grammy winning Ozomatli have been winning over audiences since 1998 winning "Best Latin Rock/Alternative Album" in 2001 and again in 2004 when they received their first Latin Grammy. Ozomatli's music defies genres, drawing from influences across the globe, including Latin, hip hop, rock, salsa, jazz, funk and reggae.

Opening Act: Sonido Clash (Latin/soul DJ's mixed with live performance)



Thursday August 25 Tower of Power (CONFIDENTIAL until June 24)

Tower of Power is an American R&B based horn section and band originating from Oakland CA in 1968 and best known for their funky soul sound highlighted by a powerful horn section and precisely syncopated bass-guitar lines.

Opening Act: Super Soul Bros. (Jazz/Video Game music/chiptune)



VIP Area Onsite: starting at \$7,500 per event
- two VIP areas available at each event

Onsite Booth Sponsor: starting at \$600 per event
- six non-food booths
- exclusive categories available

Supporting Sponsor: \$2,500

Associate Sponsor: \$5,000

Presenting Sponsor: \$10,000

Title Sponsor : \$20,000

For details on sponsorship benefits please contact
Joe Noonan at jnoonan@sjdowntown.com
or 408-279-1775 x322

TITLE SPONSOR

TOP LINE BENEFITS

- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

MARKETING AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Sponsor name and logo included above event name in all communications/marketing.
- Company logo featured on fliers and event posters.
- Company Logo on event advertisements.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in print ads.

BROADCAST ADVERTISING ENTITLEMENTS

- Company name included in radio spots and live mentions.

WEBSITE/SOCIAL MEDIA MARKETING

- Logo on sjdowntown.com/musicinthepark website for one year with link to sponsor website.
- Company name included in social media posts week of event.

ON-SITE RECOGNITION AND PROMOTIONAL ENTITLEMENTS

- Up to two 10'x 10' booths (includes pop up, one six-foot table and two chairs per space).
- Company logo incorporated into the stage backdrop.
- Up to six Sponsor-provided banners displayed prominently at festival.
- 20 General Admission passes.
- Recognized emcee announcements at event.

TOTAL INVESTMENT: \$20,000

PRESENTING SPONSOR

TOP LINE BENEFITS

- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

MARKETING AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Sponsor named as “presented by” after event name in all communications/marketing materials.

PRINT ADVERTISING ENTITLEMENTS

- Company logo featured on fliers and event posters.

BROADCAST ADVERTISING ENTITLEMENTS

- Company name or logo included in print ads

WEBSITE/SOCIAL MEDIA MARKETING

- Company name included in radio spots and live mentions

ON-SITE RECOGNITION AND PROMOTIONAL ENTITLEMENTS

- Logo on sjdowntown.com/musicinthepark website for one year with link to sponsor website.
- Company name included in social media posts week of event.

- One 10'x 10' booth (includes pop up, one six-foot table and two chairs).
- Company logo incorporated into the stage backdrop.
- Up to four Sponsor –provided banners displayed prominently at festival.
- 15 General Admission passes.
- Recognized in emcee announcements at event.

TOTAL INVESTMENT: \$10,000

ASSOCIATE SPONSOR

TOP LINE BENEFITS

- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

POSITIONING

- Name in press releases/all event communications.

MARKETING AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company logo featured on fliers and event posters.

PRINT ADVERTISING ENTITLEMENTS

- Company name or logo included in print ads

BROADCAST ADVERTISING ENTITLEMENTS

- Company name included in radio spots and live mentions

WEBSITE/SOCIAL MEDIA MARKETING

- Logo on sjdowntown.com/musicinthepark website for one year with link to sponsor website.
- Company name included in social media posts week of event.

ON-SITE RECOGNITION AND PROMOTIONAL ENTITLEMENTS

- One 10'x 10' booth (includes pop up, one six-foot table and two chairs per space).
- Company logo incorporated into the stage backdrop.
- Up to two Sponsor –provided banners displayed prominently at festival.
- 10 General Admission passes.
- Recognized in emcee announcements at event.

TOTAL INVESTMENT: \$5,000



SUPPORTING SPONSOR

TOP LINE BENEFITS

- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

POSITIONING

- Name in press releases/all event communications

MARKETING AND BRANDING ENTITLEMENTS & OPPORTUNITIES

- Company logo featured on fliers and event posters.

WEBSITE/SOCIAL MEDIA MARKETING

- Logo on sjdowntown.com website for one year with link to sponsor website.
- Company name included in social media posts week of event.

ON-SITE RECOGNITION AND PROMOTIONAL ENTITLEMENTS

- Up to two Sponsor –provided banners displayed prominently at festival
- Four General Admission passes.
- Recognized emcee announcements at event.

TOTAL INVESTMENT: \$2,500

PREMIUM VIP TENT EXPERIENCE

Summer is the perfect time to reward employees and thank clients with a unique, turnkey VIP event. Guests will enjoy sumptuous food and ice-cold beverages in a beautiful, urban park setting while listening to a concert from a private area. The VIP area accommodates 200 and is the perfect place for your VIPs to mingle, relax and build relationships.

Catering for your VIP experience can be brought in from any local catering company including Catered Too!, a well known, established caterer offering a quality menu with a wide variety of selections, to be tailored to your preferences.

Benefits included with each VIP Tent:

- Private, 10x20 , Semi Enclosed area with direct view of stage.
- VIP wristbands for all guests
- Area to display a Company Banner
- Acknowledgement from event emcee (optional)
- Adequate space for food station
- Two kegs of beer
- Two cases of J. Lohr wine
- Great memories, a fun night, and happy VIP's!



TOTAL INVESTMENT: \$7,500

ON-SITE BOOTH SPONSOR

TOP LINE BENEFITS

- Brand awareness in the center of downtown San Jose, creating an effective platform to interact and engage with highly attractive demographic audiences.
- Strong affiliation with well-known national and local retailers, restaurants, hotels and the San Jose Downtown Association representing more than 1,800 businesses.

ON-SITE RECOGNITION AND PROMOTIONAL ENTITLEMENTS

- Prominent 10 x 10 space to distribute collateral and engage with 4000+ concert goers.
- Opportunity to set up company branded tent and signage inside the booth
- One table and two chairs

TOTAL INVESTMENT: \$600