

SPONSORSHIP

**SUNNYVALE**  
50TH ANNUAL  
**ART AND WINE**  
**FESTIVAL**

JUNE 6 & 7

The logo is a dark, rounded rectangular shape with a white sun in the top left corner. It features a wine glass on the right side, partially filled with red wine. The text is in a bold, white, sans-serif font with a slight 3D effect. The logo is set against a background of a city street scene with buildings and a crowd of people, all in a monochromatic pinkish-purple color.

OPPORTUNITIES



## FIFTY YEARS IN THE MAKING

Get ready for an unforgettable celebration as the Sunnyvale Art & Wine Festival marks its 50th year in spectacular fashion. Set in the heart of downtown Sunnyvale, this beloved Silicon Valley tradition is pulling out all the stops for a golden-anniversary weekend filled with creativity, culture, and community pride. Featuring 200+ of the West Coast's top artists, an exceptional selection of wine and beverages, and a lively festival atmosphere, Sunnyvale is ready to celebrate in a big way. Presented by the Sunnyvale Chamber of Commerce, the festival invites visitors to experience five decades of artistry, community and new experiences.

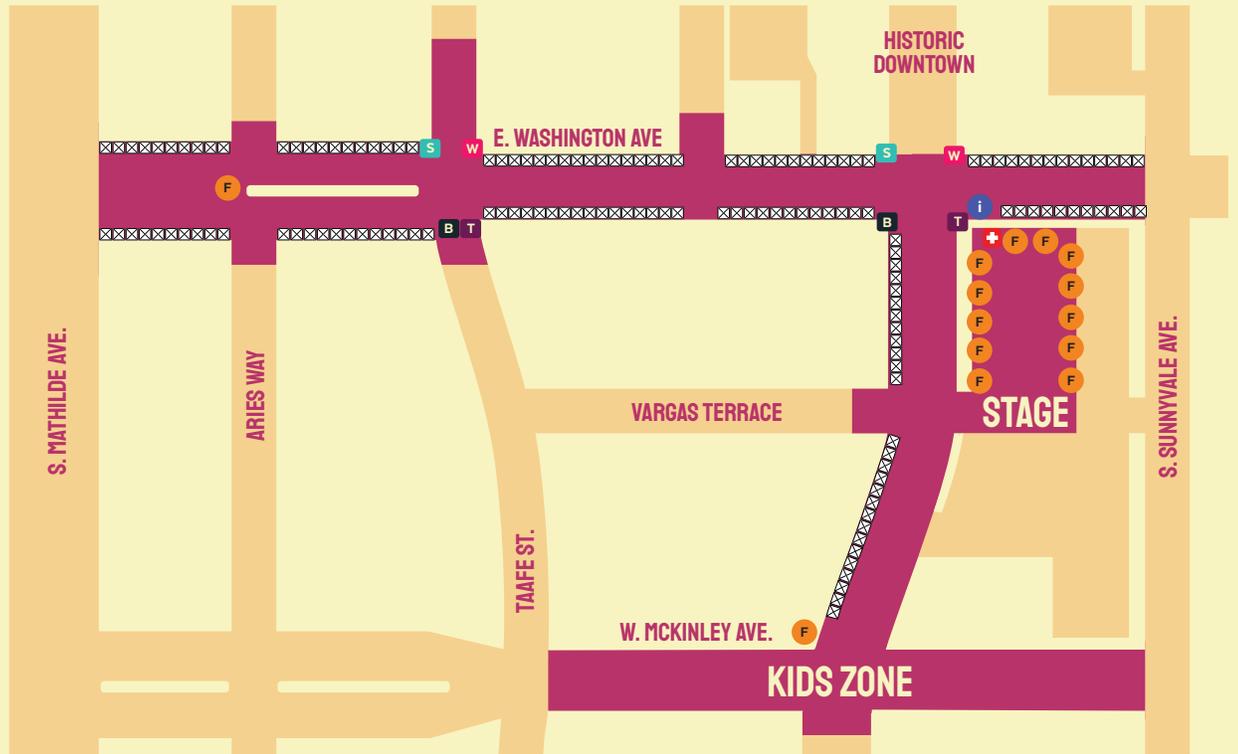
**EPIC  
LIVE  
MUSIC**

**OVER  
200  
FINE ARTISTS**

**150,000  
ATTENDEES**

# LAYOUT

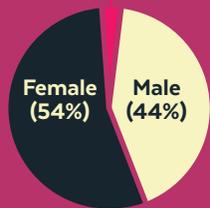
- B** BEER & COCKTAILS
- W** WINE & SANGRIA
- S** SODA & WATER
- T** TICKETS & GLASSES
- F** FOOD
-  ARTIST BOOTHS
- i** INFO & VOLUNTEER CHECK IN



# CONSUMER IDENTIFIERS

Sunnyvale brings together established Silicon Valley professionals, multigenerational families, and long-time residents who value quality, comfort, and meaningful community experiences. This audience is socially engaged, brand-savvy, and affluent, drawn to events that balance refined tastes with approachable, family-friendly energy in a relaxed downtown setting.

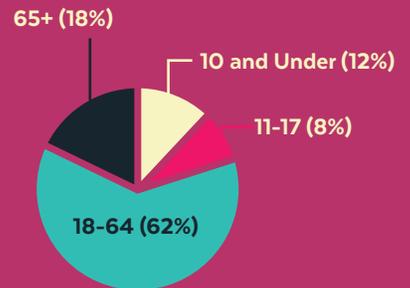
Other/Non-Binary (2%)



**GENDER**



**HOUSEHOLD INCOME**



**AGE**



ADDITIONAL  
**BRAND**  
**OPPORTUNITIES**



## MAIN STAGE

\*SPONSORSHIP PACKAGES SUBJECT TO AVAILABILITY

Experience the ultimate musical celebration as the Bay Area's top talent takes over the Main Stage at the Sunnyvale Art & Wine Festival, filling the air with an unstoppable flow of vibrant, genre-spanning performances!



### FOR TITLE SPONSORSHIP

Title Sponsors enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized stage backdrop will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Stage Backdrop and Freestanding Banner at Kids Zone Entrance
- Website Feature on Main Stage and Music Pages
- Logo and Name Inclusion on Social Media Main Stage and Band Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



### FOR CO-SPONSORSHIP

Co-Sponsors can elevate your marketing impact with prominent brand exposure both online and at the event. Your brand identity will take center stage, prominently showcased above the main stage; one of the event's premier attractions—ensuring maximum visibility and engagement.

- Logo Included on Main Stage Banner and Logo
- Name included on Main Stage and Music Pages
- Name Inclusion on Main Stage and Band Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements





## COLLABORATIVE ART TEMPLE

\*SPONSORSHIP PACKAGES SUBJECT TO AVAILABILITY

Step into a hands-on creative space designed to spark connection and expression. This interactive exhibit invites guests to leave their mark, coming together to create a living reflection of the festival and the community behind it.

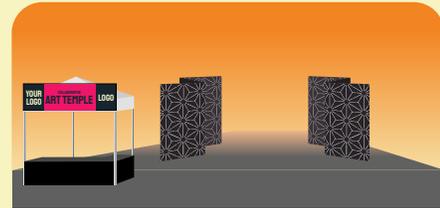


### FOR TITLE SPONSORSHIP

Title Sponsors enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized step-and-repeat banner will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Step and Repeat Banner at Entrance to the Art Temple
- Website Feature On Art Temple Page
- Logo and Name Inclusion On Social Media Art Temple Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



### FOR CO-SPONSORSHIP

Co-Sponsors have a valuable opportunity to amplify your marketing presence with prominent brand exposure both at the event and online. Your brand will be seamlessly integrated into the experiential activation and prominently showcased at the check-in paint booth, where participants collect their supplies to join the activity.

- Logo Inclusion On Paint Materials Booth
- Logo On Art Temple Page On Event Website
- Name Inclusion On Social Media Art Temple Post
- Logo On Website Sponsorship Pages, Poster And Print Advertisements





# KIDS ZONE

\*SPONSORSHIP PACKAGES SUBJECT TO AVAILABILITY

Step into an immersive experience where creativity knows no bounds! This interactive installation invites attendees to unleash their imagination and contribute to a collaborative masterpiece that captures the heart of the event.

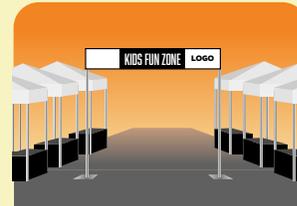


## FOR TITLE SPONSORSHIP

Title Sponsors enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized step-and-repeat banner will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Step and Repeat Banner at Entrance to the Kids Zone
- Website Feature on the Kids Zone Page
- Logo and Name Inclusion On Social Media Kids Zone Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



## FOR CO-SPONSORSHIP

Co-Sponsors have a valuable opportunity to amplify your marketing presence with prominent brand exposure both at the event and online. Your brand will be seamlessly integrated into the kids zone and prominently showcased at the entrance to the area.

- Logo Inclusion on the Banner entering the Kids Zone Area
- Name on the Kids Zone Page on the Event Website
- Name Inclusion On Social Media Kids Zone Post
- Logo On Website Sponsorship Pages, Poster And Print Advertisements





## CUSTOM PACKAGES

Break the mold! Your brand deserves more than a one-size-fits-all approach. Let's collaborate to design a bold, unforgettable brand activation that turns heads and exceeds expectations. Explore some standout examples of custom activations below.



### VIP LOUNGE

Step into exclusivity with a tailor-made VIP Lounge experience designed to impress and engage. From bespoke design elements to premium guest experiences, we'll craft a space that reflects your brand's identity.



### LIVE MURAL PAINTING

Watch as a talented artist creates a mural in real-time, drawing in attendees and sparking conversations. With the option to curate the design direction and as an added bonus, your brand has the option to keep the completed mural after the event depending on the package.



### CUSTOM PHOTO WALL

Make every snapshot unforgettable with a stunning custom photo backdrop designed to showcase your brand in every frame. Every photo becomes a branded keepsake and a shareable moment, amplifying your presence both online and offline.

Custom package pricing available upon request. Share your vision with us, and we'll craft an experiential activation that captivates your audience and elevates your event marketing goals.

*Megalith*

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