

COMMUNITY EVENTS SPONSORSHIP BENEFITS

CITY OF SAN MATEO CALIFORNIA
PARKS & RECREATION

- **Positive community impact** - contribute to an improved quality of life in San Mateo
- **Increased visibility and brand awareness** - direct exposure up to 1,000+ attendees
- **Social Media recognition** - tags + mentions generating up to 10k impressions
- **Expanded event marketing opportunities** - Extend visibility beyond the event day



2026 Community Events

Central Park Music Series
Eggstravaganza
Boos & Brews on B Street
AAPI Heritage Celebration
Movies in the Park
Winter Wonderland

Contact Us

specialevents@cityofsanmateo.org

www.cityofsanmateo.org/specialevents



CENTRAL PARK MUSIC SERIES & 4TH OF JULY



AVERAGE ATTENDANCE: 1,000 per concert
DATES: Thursdays, Jun. 18 - Aug. 6; Sat, Jul. 4, 2026 *(No concert Thursday, Jul. 2)*
TIME: 6:00 - 8:00 pm; 11:00 am - 2:00 pm on Sat. Jul. 4, 2026
LOCATION: Central Park (50 E. 5th Avenue, 94401)
APPLICATION DEADLINE: Apr. 9, 2026
DEADLINE TO SUBMIT LOGOS + PAYMENT: Apr. 23, 2026

PLATINUM — $15K+

Exclusive level - one sponsor opportunity*

All benefits listed under Gold, Silver, and Bronze, plus:

- Booth at all concerts (8 total)
- Opportunity to emcee concerts
- VIP reserved seating section at all concerts

*Sponsor with the highest financial contribution will be named the exclusive Platinum Sponsor



GOLD — $10K

All benefits listed under Silver and Bronze, plus:

- Booth at 4 concerts of your choice
- VIP reserved seating at 2 concerts
- Activity guide recognition (post-event)

SILVER — $5K

All benefits listed under Bronze, plus:

- Tags and mentions in all social media posts
- VIP reserved seating at 1 concert
- Your logo in all print materials



BRONZE — $1K

- Booth space at 1 concert
- Business recognition on City website

MORE CITY EVENTS
2026

SPONSORS WILL RECEIVE:

- **Business recognition on City website**
- **Tags and mentions in all social media posts**
- **1 booth space**

Limited sponsorship opportunities available per event

EGGSTRAVAGANZA

Average attendance: *1,500*
Date: *Saturday, April 4 , 2026*
Time: *9:00 am - 12:00 pm*
Location: *Central Park*
Deadline to submit application: *Mar. 2, 2026***
Deadline to submit logos & payment: Mar. *4, 2026***

$1K





MOVIES IN THE PARK

$250 PER EVENING

Average attendance: *350*
Dates: *Fridays, Sept. 4 - 25, 2026*
Time: *6:30 pm - 9:00 pm*
Location: *Central, MLK, Shoreview + Beresford Parks*
Deadline to submit application: *Jun. 26, 2026*
Deadline to submit logos & payment: *Jul. 10, 2026*

BOOS & BREWS ON B STREET

Average attendance: *1,500*
Date: *Saturday, October 24, 2026*
Time: *3:00 pm - 5:00 pm*
Location: *Downtown San Mateo*
Deadline to submit application: *Aug. 14, 2026*
Deadline to submit logos & payment: *Aug 28, 2026*

$1K





ASIAN AMERICAN PACIFIC ISLANDER CELEBRATION

Average attendance: *250*
Date: *Saturday, May 2, 2026*
Time: *12:00 pm - 3:00 pm*
Location: *Central Park*
Deadline to submit application: Mar. *6, 2026***
Deadline to submit logos & payment: *Mar. 20, 2026***

$250

WINTER WONDERLAND

Average attendance: *750*
Date: *Saturday, December 5, 2026*
Time: *5:00 pm - 7:00 pm*
Location: *Central Park*
Deadline to submit application: *Sept. 25, 2026*
Deadline to submit logos & payment: *Oct 9, 2026*

$500





CENTRAL BARK and DÍA DE LOS MUERTOS CELEBRATION

Please contact the Police Activities League (PAL)
at SMPAL@cityofsanmateo.org,
or call (650) 522-7725.



Contact Us specialevents@cityofsanmateo.org www.cityofsanmateo.org/specialevents



SPONSORSHIP AGREEMENT

Name of Organization: _____

Does your organization have a current 501(c)(3) status? ☐ No ☐ Yes Tax ID: _____

Address: _____

City: _____ State: _____ Zip: _____

Name: _____ Phone: _____ Email: _____

Please check all events and levels you want to sponsor:

Eggstravaganza: April 4, 2026

☐ $1,000

AAPI Heritage Celebration: May 2, 2026

☐ $250

Central Park Music Series & 4th of July: June 18 - August 6, July 5, 2026

☐ $15,000+ (Platinum*)

☐ $10,000 (Gold)

☐ $5,000 (Silver)

☐ $1,000 (Bronze)

Movies in the Park: Fridays in September

☐ $250 (September 4, 2026)

☐ $250 (September 11, 2026)

☐ $250 (September 18, 2026)

☐ $250 (September 25, 2026)

Boos & Brews on B Street: October 24, 2026

☐ $1,000

Winter Wonderland: December 5, 2026

☐ $500

**Sponsor with the highest financial contribution will be named the exclusive Platinum Sponsor.*

Deadline

Application and payment must be processed and approved at a minimum of ten (10) weeks prior to event. Logo must submitted eight (8) weeks prior to the event in order to be included on all print marketing materials.

***Please note: Eggstravaganza and AAPI Heritage Celebration event have a modified timeline.*

Payment Instructions

Forms of payment include cash, check, or credit card. Check payable to *the City of San Mateo.*

Deliver check to: San Mateo City Hall, 330 W. 20th Ave, San Mateo, CA 94403, ATTN: Parks & Rec Special Events Team

☐ *I have read and agree to comply with all City of San Mateo Sponsorship Rules & Regulations.*

Print Name: _____ Title: _____

Signature: _____ Date: _____

SPONSORSHIP RULES & REGULATIONS

Sponsor Eligibility
Per the City of San Mateo's Sponsorship and Endorsement Policy #112 (see attached), all sponsors must be eligible, in good community standing, and approved by the Parks & Recreation Department Head.

Attendance Levels
The City of San Mateo does not and cannot guarantee a minimum number of attendees per event.

Marketing
Sponsor must use City-branded marketing materials provided by the city for the event. Sponsor cannot create or place their own advertisements for the event on public property per SMMC 13.20.080 POSTING OF ADVERTISING MATERIALS OR HANDBILLS.

Videography/Photography
Video footage filmed onsite at events for sponsor's outreach/marketing must apply in advance and receive approval prior to any filming. Film Permit available online at https://www.cityofsanmateo.org/3608/Permits-Business-License.

Booth Space
Booth space must be used by the sponsor on the day of the sponsored event(s). The booth may not be sublet or loaned to another organization. As pedestrian and public safety is paramount, sponsors must arrive to set up in a timely manner indicated by staff. Sponsors late beyond the agreed upon time time, may be asked to cart in their items on foot. Sponsors must follow all City Rules and Regulations including SMMC 13.20.020 NO AMPLIFIED SOUND, SMMC 13.20.010(b) LITTERING, and SMMC 13.20.010(e) CONDUCTING COMMERCIAL ACTIVITY WITHOUT A PERMIT. All booth activities and giveaways must be pre-approved by City staff.

Food/Drinks
Edible items of any sort may not be given out to the general public by a sponsor unless they are a fully licensed restaurant, food truck, or catering business with a valid San Mateo County Health Permit.

Deadlines
Application and payment must be processed and approved at a minimum of ten (10) weeks prior to the event. If applicable, logo must be submitted eight (8) weeks prior to the event in order to be included on all print marketing materials. *Please note: Eggstravaganza and AAPI Heritage Celebration event have a modified timeline.

Inclement Weather & Event Cancellation
In the event of event modification or cancellation, the Parks & Recreation Department Head can move sponsorship to another event or refund in more severe cases.

Sponsorship Agreement
Inquiring organizations will not be designated as a sponsor until agreement has been completed, payment has been received by the City, and written confirmation provided.

Compliance with these City Rules and Regulations is required to participate as a sponsor in the event and will impact eligibility for future opportunities.

Print Name:_____

Organization: _____ Date: _____

Title:	**Business Sponsorship, Recognition and Endorsement Policy**	
Policy #:	112	
Sponsored by:	City Manager's Office	
Approved by:	City Manager	
Date:	Issued: 5/10/2017	Amended: __/__/____

Purpose

The City of San Mateo (City) recognizes the importance of fostering partnerships with and recognizing our local business community. Partnerships with the business community can provide financial or material support to City services and programs. Public recognition of local businesses helps bolster the economic health of our community and creates a business-friendly environment. The purpose of this policy is to provide guidelines on the public recognition of local businesses and acceptance of financial or in-kind sponsorships from businesses.

Policy

1. Sponsorships

    A. City staff may approach businesses and companies to solicit contributions to support City programs and services. It is not necessary for the company to be located within the City of San Mateo. In order to preserve revenue for the City and to allow the City to maintain neutrality on religious or political issues, Eligible Sponsors are limited to commercial enterprises.

    B. In exchange for the contribution, the City may recognize the donor publically through a variety of means including placing the donor's name on event signage, marketing materials, social media, and event programs. The requested content of the recognition must meet City standards as previously established in Policy 102: Social Media Policy, Section 7: Content Standards and/or the provisions of the City's Sign Ordinance as outlined in Municipal Code Chapter 25.

    C. The City cannot guarantee the tax deductibility of a contribution, but may provide the donating party with a letter of acknowledgement and a statement of intended use. The City cannot validate the donor's estimate of the fair market value of a non-cash contribution.

    D. The conditions set forth in this policy for the City's acceptance of a contribution are intended to be fair, impartial, and non-discriminatory.

E. The City may decline a contribution from an Eligible Sponsor that is deemed to not be in Good Community Standing as defined herein.

F. The City may also decline a contribution from an Eligible Sponsor, if the donor is a contractor, potential contractor, or there is reason to believe there may be a conflict of interest. Under these circumstances, the City Attorney will determine if the contribution should be accepted, rejected, or submitted to the City Council for approval.

G. Contributions of over $25,000 will require City Council approval for acceptance.

H. Contributions in exchange for the naming rights to any City event, program, or facility will require City Council approval for acceptance.

I. All sponsorship contributions shall be used for the explicit use agreed to by the Eligible Sponsor and the City. The sponsoring entity must provide approval for the contributions to be used for anything other than the intended purpose.

2. Business Recognition and Endorsements

A. The City may recognize an Eligible Sponsor through City communication channels, including Social Media, City publications, ceremonial items, and other means. Eligible Sponsors may be recognized for a variety of reasons including, but not limited to, recent openings, longevity of operations, or recent accomplishments.

B. The City may not specifically endorse the product or service provided by an Eligible Sponsor unless the City has been a client or partner and has direct experience with the product or service.

C. The City may decline to recognize or endorse any business that is not an Eligible Sponsor in Good Community Standing as defined herein.

Scope

This policy shall apply to all City departments and City-sponsored programs and events.

Definitions

1. Eligible Sponsor: A commercial enterprise that does not engage in any activities related to obscenity, pornography, gambling or smoking products.

2. Good Community Standing: A business is in good community standing if it has not engaged in any criminal wrongdoing, negligence, malfeasance, and/or discriminatory activities.

3. Sponsorship: A contribution from entity commercial enterprise whereby the enterprise provides funds, products, or in-kind services to the City in exchange for recognition, acknowledgement or other promotional considerations.

Responsibility

1. City staff member managing the sponsorship solicitation, business recognition, or endorsement

    A. Ensure compliance with this policy.

    B. Submit to Department Head for review and approval.

2. Department Head

    A. Review all potential sponsorships, recognitions, and endorsements for potential approval.

    B. Consult with City Manager prior to approval if the business is not an Eligible Sponsor in Good Community Standing.

    C. Bring potential contributions of over $25,000 to the City Council for approval.

    D. Bring potential contributions in exchange for the naming rights to any City event, program, or facility to the City Council for approval.

3. City Attorney

    A. Review proposed sponsorships, recognitions, and endorsements that may present a conflict of interest to the City.

Procedures

4. All potential sponsorships, recognitions, and endorsements shall first be reviewed and approved by the Department Head of the relevant Department. If there is reason to believe that the business is not an Eligible Sponsor in Good Community Standing, the City Manager shall be consulted prior to approval. If there is a potential conflict of interest, the City Attorney shall be consulted prior to approval.

5. Any sponsorship valued at over $25,000 or that involves naming rights to any City event, program, or facility shall be brought forward to the City Council for review or approval.

6. All cash gifts shall be deposited immediately with the Finance Department and shall be accompanied by documentation that shows the source and intended purpose of the funds. The Department receiving the funds shall also maintain records that provide an audit trail for the receipt of all sponsorships and donations.

Policy History

1. The Business Sponsorship, Recognition, and Endorsement Policy (#112) is a newly developed policy and there is no prior history. It was approved on May 10, 2017.

Related Policies

1. Policy 102 – Social Media Policy (Section 7, Content Standards).
2. Sign Ordinance in San Mateo City Municipal Code Chapter 25.

Contact for this Policy

Deputy City Manager

Approval

This policy was issued on May 10, 2017 and approved by:

LARRY A. PATTERSON
CITY MANAGER