



**Join us for the party of the quarter-century as we celebrate the history, heritage and hometown spirit of the City of Pleasanton!**

**Friday, August 2<sup>nd</sup>**

**3pm – 9pm**

**Wayside & Delucchi Parks and the surrounding streets**

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We are excited to join with the Pleasanton community to celebrate 125 years of Pleasanton. Our 125<sup>th</sup> birthday celebration will include live music, family friendly entertainment, activities, food and more. Public Eye will be our headlining band playing from 6pm – 8:30pm. Members of our City Council will be on hand to help us hand out birthday cake and sing happy birthday, too!

Several levels of sponsorship are available. It is our goal that Pleasanton businesses of all sizes can be a part of this celebration. All sponsors present are required to host a child friendly activity, community activity, or charitable activity for a minimum of one hour during the event that is free to attendees. This could be a reading hour, a canned food drive, a cornhole competition, face painting, balloon animals...get creative and have some fun! We will list all the sponsor activities in our media and on day- of signage and encourage the public to come down for a day full of entertainment in the heart of our downtown. The City of Pleasanton is the Presenting sponsor for this event. Available sponsorship levels are as follows and are first come, first serve.

**Online Application:** <https://pdaevents.wufoo.com/forms/125th-celebration-sponsorship-packages/>

If you are interested in being a food or beverage vendor at this event please call the PDA office at 925-484-2199.

**GOLD SPONSOR - \$5000 (2 available)**

- Prime booth (10'x10') location on the corner of Neal Street closest to the bandstand
- Opportunity to address the crowd from the stage
- Special commemorative award acknowledgement
- Logo on bandstand banner that will hang throughout Concert in the Park season June, July & August
- Prime acknowledgement and logo on all marketing materials including event banners, posters, flyers and print advertisements
- Name included in PSA's
- Prime acknowledgment in all event press releases
- Prime listing and logo on the PDA's social media channels which total over 40,000 engaged followers
- Lead listing in the day of event program
- Other benefits as discussed and negotiated

### SILVER SPONSOR - \$2500 (10 available)

- Prime booth (10'x10') location on Neal Street
- Logo included on all marketing and print materials
- Acknowledgement in all press releases
- Acknowledgement on the PDA's social media channels
- Prime listing in the day of event program

### GREEN SPONSOR - \$1000 (10 available)

- Booth space (10'x10') on Angela Street
- Acknowledgment in all press releases
- Acknowledgment on the PDA's social media channels
- Listing in the day of event program

### NON-PROFIT/COMMUNITY ORGANIZATION - \$250 (20 available)

- Booth space (10'x10') on the Railroad Corridor between Neal Street & Angela Street
- Acknowledgement on the PDA's social media channels
- Listing in the day of event program

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For more information regarding these corporate sponsorship opportunities, please contact: Laura Olson, Executive Director  
Pleasanton Downtown Association- (925) 484-2199 - [director@pleasantondowntown.net](mailto:director@pleasantondowntown.net)

### EVENT SITE MAP

