

# Cupertino Carnival Advertising and Sponsorship Opportunities



## Advertising and Sponsorship Opportunities

As a non-profit school and parish, St. Joseph of Cupertino relies upon all of its local community and families to join in the effort to raise revenue for school facilities, instructional programs, social services, and educational materials. Please take a few minutes to review the following information about how your business, organization, or family can become a sponsor of the 8<sup>th</sup> annual St. Joseph of Cupertino Carnival.

### Sponsorships are Good Business

Corporate sponsorships are good business and an excellent way to “give back” to the community. As a sponsor of the St. Joseph Carnival, your company will realize tangible marketing benefits in return for your sponsorship investment, while supporting one of the city’s key educational institutions, and positioning your company as a partner with one of Cupertino’s most highly attended public events.

## Ways to Sponsor the Carnival

**Business owners**, there are three different ways that you can get involved: **Be a Major Sponsor**, **Sponsor a Need**, or **Advertise in our Carnival Program**.

### Be a Major Sponsor

- Corporate Banner in a Prime Location
- 10' x 10' booth to Promote your Business
- Platinum Carnival Program Advertisement

### Sponsor a Need

- Entertainment
- Games
- Rides
- Food Booths

### Advertise in our Carnival Program

- Advertisement in our Program
- Recognition on our Carnival Website

### High Market Potential and Ideal Demographics

Our school families, parishioners, and carnival attendees represent significant existing customer base patronage for many local businesses. These groups represent consumers of educational, financial, real estate, legal, orthodontic, home improvement, restaurant, and other services. Our typical audience member is a resident of the greater San Jose area, upper middle income, and well educated. Carnival audiences are informed consumers, who support businesses committed to the education and advancement of local community members.

### Your Sponsorship Dollars are Well Spent

100% of St. Joseph Carnival profit dollars go toward continuing education in the areas of mathematical sciences, foreign language, language arts development, social sciences, and other key development staples that help the St. Joseph of Cupertino students become productive future leaders and members of our society.

**Families and friends**, there are three different ways that you can get involved: **Be a Major Sponsor**, **Sponsor a Need**, or **Be a Family or Friend Sponsor**.

### Be a Major Sponsor

- Corporate Banner in a Prime Location
- 10' x 10' booth to Promote your Business
- Platinum Carnival Program Advertisement

### Sponsor a Need

- Entertainment
- Games
- Rides
- Food Booths

### Family or Friend Sponsor

- Quarter-page Photograph in our Carnival Program or Name in our Carnival Program
- Recognition on our Carnival Website

## Be a Major Sponsor

Contribute \$1,500 or more and we'll display your corporate banner and logo in a prime location on the carnival grounds, in our flyers, and on our carnival website. Furthermore, we will provide you with a 10' x 10' booth to promote (sorry, no selling allowed) your product or service. In addition your business would reap all of the benefits as our Platinum Advertisers (see below).

## Be a Family or Friend Sponsor

**Family Sponsor (\$100):** Quarter-page sized picture in carnival program.

**Friend Sponsor (\$50):** Name listed in carnival program.

## Advertise in our Carnival Program

We offer three different advertisement options. In addition to having an advertisement in the carnival program and your business name on the carnival website, there are options to get your business logo on the carnival website and on carnival flyers:

**Platinum (\$1,000):** full-page advertisement in the carnival program; and recognition in the carnival program, on the carnival web page with logo, and on carnival flyers.

**Gold (\$500):** half-page advertisement in the carnival program; and recognition in the carnival program, on the carnival web page with logo.

**Silver (\$250):** half-page advertisement in the carnival program and recognition in the carnival program and on the carnival web page.

## Sponsor a Need

It takes many different resources to run a successful carnival. You or your business can sponsor a ride, game, or booth or other need to help. By sponsoring a need your name or business will be on signage near your sponsored item. In addition, your name or business will be listed in the program and on the carnival website. Below is a short summary of needs.

Entertainment: \$1,500 each (need 2)

Aftershock and The Peelers

Main Tent: \$1,500

Carnival Rides: \$1,000 each (need 8)

*Spectacular Rides* like the Zipper

& Gravatron, *Family Rides* like

Tidal Wave & Bumper Cars, and

*Kid Rides* like the Go Gator & Magic

Dragon, other rides TBD (all rides

subject to change)

Permits: \$1,000

Beer and Wine Booth: \$750

Sweets and Treats Booth: \$750

Inflatable Jumpers: \$700 each (need 4)

Giant Screamer Slide, Obstacle

Course, Jousting, and Kid's

All Star 4-in-1 Combo

Carnival Game Prizes Booth: \$600

Food Booths: \$500 each (need 4)

Carnival Foods, International

Foods, Pizza & Sausages, and

Tri-Tip

Carnival Games: \$250 each (need 8)

Basketball Toss/Football Throw,

Darts, Tip the Clown, Roll Down &

Five Pin, Hoop-la & I Can't Stand It,

Pan Game, Rainbow Toss, and Tot's

Village

	Platinum \$1,000	Gold \$500	Silver \$250
<b>Carnival Program Ad</b>	Full-Page	Half-Page	Half-Page
<b>Carnival Program Recognition</b>	✓	✓	✓
<b>Name on Carnival Website</b>	✓	✓	✓
<b>Logo on Carnival Website</b>	✓	✓	
<b>Carnival Flyers Recognition</b>	✓		

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Artwork information:**  Artwork Enclosed  E-mailing Artwork  Return Artwork

Artwork should be e-mailed to [sponsorship@sjcschool.org](mailto:sponsorship@sjcschool.org). Checks for Carnival Sponsorship should be made payable to: St. Joseph of Cupertino School. Completed forms may be dropped off at school office or mailed to St. Joseph of Cupertino School, Attn: Carnival Sponsorship, 10120 N. De Anza Blvd, Cupertino, CA 95014

Print Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Sponsorships are fully tax deductible as allowed by law.

Thank you for helping us to educate the children of our community!

### Type of Sponsorship:

- Major Sponsor (min. \$1,500; includes Platinum benefits)
  - Platinum Sponsor (\$1,000)
  - Gold Sponsor (\$500)
  - Silver Sponsor (\$250)
  - Sponsor a Need \$ \_\_\_\_\_
- Item Request: \_\_\_\_\_

- Family Sponsor (\$100)
- Friend Sponsor (\$50)
- I would like to anonymously donate \$ \_\_\_\_\_