



# EARTH AND ARBOR DAY FESTIVAL SPONSORSHIP APPLICATION

CUPERTINO

CUPERTINO.GOV/EARTHDAY

## SPONSOR INFORMATION

Company: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Entity Type:      Sole Proprietor            Partnership            Corporation (Type: \_\_\_\_\_)  
                   NonProfit: (Type: \_\_\_\_\_)      Trust            Other: \_\_\_\_\_

## EVENT INFORMATION

Event Name: 2026 Earth & Arbor Day Festival

Event Date(s): April 4, 2026

Event Description: Cupertino's Annual Earth & Arbor Day Festival is an interactive event that invites community members of all ages to learn about environmental issues and solutions in a family-friendly, interactive atmosphere. Consistently attracting thousands of attendees and 100 partner organizations, the festival features hands-on activities, live educational demonstrations, and food trucks.

## SPONSORSHIP LEVELS AND BENEFITS

**Sponsorship Levels** (please check the box next to the sponsorship level)

- Silver Level .....\$450
- Gold Level .....\$1,500
- Emerald Level.....\$3,000

### 1. Silver Level Sponsorship Benefits

- Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- Logo on Earth and Arbor Day printed flyer
- Company name and website listed on Facebook page event
- One booth space (10 feet x 10 feet) at the festival (including 1 table + 2 chairs). *No tent or canopy provided.*

### 2. Gold Level Sponsorship Benefits (Sponsorship Agreement required, separate document)

- Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- Logo on Earth and Arbor Day printed flyer

- Company name and website listed on Facebook page event
- Company featured in one social media promotion on Twitter, Facebook, and Instagram
- One booth space (10 feet x 10 feet) at the festival (including 1 table + 2 chairs). *No tent or canopy provided.*
- Verbal recognition from event stage

3. Emerald Level Benefits (Sponsorship Agreement required, separate document)

- Logo on Cupertino.gov/Earthday homepage
- Logo on Earth and Arbor Day sponsorship page with link to sponsors website
- Logo on Earth and Arbor Day printed flyer
- Logo displayed at information booth
- Company name and website listed on Facebook page event
- Company featured in one social media promotion on Twitter, Facebook, and Instagram
- Two booth spaces (20 feet x 10 feet in total) at the festival premier location (2 tables + 4 chairs). *No tent or canopy provided.*
- Verbal recognition from event stage

SPONSOR LOGO ON:	EMERALD	GOLD	SILVER
Earth & Arbor Day Homepage cupertino.gov/EarthDay	✓		
Earth & Arbor Day Sponsor Page with link to sponsor website	✓	✓	✓
Earth & Arbor Day Festival Printed Flyer	✓	✓	✓
Information Booth Signage	✓		
SOCIAL MEDIA BENEFITS	EMERALD	GOLD	SILVER
Listed on Facebook Event Page	✓	✓	✓
Featured in One (1) Post each: Facebook, Instagram and Twitter	✓	✓	
OTHER MARKETING BENEFITS	EMERALD	GOLD	SILVER
Two booths, premier location (2 tables + 4 chairs). <i>No tent or canopy provided.</i>	✓		
Display Booth – 1 table + 2 chairs (10'x10' space). <i>No tent or canopy provided.</i>		✓	✓
Recognition from the event stage	✓	✓	

## PAYMENT INFORMATION

Check (Make Payable to: City of Cupertino)  Invoice Request  Credit Card (3.4% convenience fee)

## TERMS AND CONDITIONS

1. The Sponsor has reviewed and agrees to be bound by those procedures, limitations, and restrictions identified in the City's Sponsorship Policy.
2. All sponsorships valued at \$500 or more must complete the required City of Cupertino Sponsorship Agreement. (Separate Document)
3. The sponsor may not receive exclusive rights to benefits unless approved by the Department Head.
4. Sponsor and City agree to indemnify and hold harmless each other and their respective officers, officials, employees, agents and volunteers against any and all suits, claims, damages, liabilities, costs and expenses, including attorney fees, arising out of this Agreement, caused by or related to the negligence, recklessness, or willful misconduct of Sponsor or City or their employees, subcontractors, or agents. This includes any claim or liability for copyright infringement, patent rights, or violation of intellectual property rights.
5. To the extent applicable, Sponsor is required to comply with the City's event permitting requirements, including the insurance requirements stated therein.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

CUPERTINO STAFF USE ONLY (FOR SPONSORSHIPS NOT REQUIRING A SPONSORSHIP AGREEMENT)

Status:     Approved         Denied

Reason for Denial:

Special Requirements:

Reviewed by:

Staff Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_