



City of Pleasanton Library and Recreation Department Hometown Holiday Celebration Sponsorship Guidelines

These guidelines are designed to ensure sponsorships for the City of Pleasanton's Library and Recreation Hometown Holiday Celebration align with the City's adopted [Sponsorship Policy](#) and maintain the integrity of community programs.

1. Purpose of Sponsorship

Sponsorships support Pleasanton's annual Hometown Holiday Celebration by helping offset event costs and enhancing the experience for thousands of attendees. Sponsorship also provides local businesses and organizations with a unique opportunity to connect with the community and demonstrate civic pride.

2. Eligible Criteria

The City of Pleasanton actively seeks sponsors whose values align with the City's commitment to community enrichment, inclusion, and civic pride. Ideal sponsors are those who:

- Support community needs and shared public interests
- Promote programs, products, or services that are inclusive and family-friendly
- Help ensure opportunities remain open and accessible to all Pleasanton residents
- Align with the City's vision, mission, values, and goals as outlined in the [ONE Pleasanton Strategic Plan](#).

To preserve the integrity of programs and public trust, the City does not accept sponsorships from:

- Entities whose revenue is substantially derived from the sale of illegal drugs, or illegal drug paraphernalia, firearms or weapons, tobacco products, gambling, or sexually explicit materials
- Entities that promote an adult entertainment establishment as defined in Pleasanton Municipal Code chapter 18.114
- Entities that act on behalf of, in support of, or in opposition to any political candidate or ballot measure or advocate a political position, including those established for this purpose
- Businesses or organizations offering services that directly compete with existing City programs.

3. Sponsorship Opportunities

- **Presenting Sponsor – \$25,000 (Only one sponsor at this level)**

Shine as the presenting supporter of Pleasanton's Hometown Holiday Celebration and official Tree Lighting Ceremony.

Benefits include:

- Exclusive naming recognition as Presenting Sponsor on signage, website, and social media
- One complimentary parade entry to join the celebration
- Logo displayed prominently on the main stage and tree lighting area
- Verbal recognition by the emcee during the parade and tree lighting ceremony
- Inclusion in press releases and City promotions
- Four VIP viewing passes for the parade and tree lighting
- One thank-you post on the Library and Recreation Department's social media
- Sponsor acknowledgment in one Library and Recreation Department newsletter

- **Community Sponsor – \$10,000**

Help bring this beloved holiday tradition to life by supporting the overall celebration.

Benefits include:

- Name/logo placement on signage, website, and social media
- One complimentary parade entry to join the celebration
- Verbal recognition by the emcee during the parade and tree lighting ceremony
- Option to display a holiday banner in the designated sponsor recognition area
- Two VIP viewing passes for the parade and tree lighting
- Inclusion in a post-event social media recap
- Sponsor acknowledgment in one Library and Recreation Department newsletter.

- **Supporting Stage Sponsor – \$5,000**

Highlight your business or organization by sponsoring one of the celebration's community performance stages.

Benefits include:

- Name/logo placement on signage, website, and social media
- Verbal recognition by the emcee during the parade and tree lighting ceremony
- Inclusion in a post-event social media recap
- Sponsor acknowledgment in one Library and Recreation Department newsletter.

- **In-Kind Food/Refreshment Donor**

Support the volunteers, performers, and staff who make the event possible by providing food, beverages, or treats.

- **Premier Donor – \$500+ value**
 - All Supporting Donor benefits, plus:
 - Individual recognition in event announcements and one dedicated social media thank-you
- **Supporting Donor – \$250–\$499 value**
 - All Community Donor benefits, plus:
 - Inclusion in a post-event social media thank-you post
- **Community Donor – up to \$249 value**
 - Recognition on the event webpage
 - Thank-you announcement during the event

4. Agreement & Payment

All monetary sponsors must sign a Sponsorship Agreement and submit payment by the stated deadline. In-kind sponsors must complete an agreement form describing their donation.

5. City Rights & Disclaimers

The City reserves the right to approve all sponsorships and may reject any deemed inconsistent with its vision, mission, values, goals or Sponsorship Policy. Acceptance of sponsorship does not imply City endorsement of any business, product, or service.