

## Memorandum of Understanding

Between the City of Santa Clara and the Silicon Valley Office of Protocol

This Memorandum of Understanding (MOU) is made and entered into by and between the City of Santa Clara, a chartered municipal corporation (“City”), and the Silicon Valley Office of Protocol, a nonpartisan, 501 (c) (3) nonprofit organization (“SVOP”).

### I. Purpose

The purpose of this MOU is to establish a collaborative relationship between the City and SVOP, where SVOP acts as the Official Protocol Partner to the City, to support international engagement and protocol-related activities, including but not limited to diplomatic visits, cultural exchanges, collaborations with the US Government, and major events such as the FIFA World Cup 2026 and Super Bowl LX (2026).

This partnership is intended to enhance the City’s ability to engage with international stakeholders, demonstrate Santa Clara’s leadership on the global stage, and ensure visiting dignitaries, delegations, and international partners are received with professionalism, respect, and cultural fluency.

### II. Background

SVOP, established in 2014 in partnership with the U.S. Department of State, serves 54 cities and 5 counties in Silicon Valley, providing critical protocol expertise, diplomatic coordination, and international business engagement support. This partnership ensures that the City of Santa Clara has access to SVOP’s high-quality protocol services and global engagement opportunities, reinforcing its role in Silicon Valley’s international economic and diplomatic landscape.

### III. Areas of Collaboration

SVOP, led by the Chief of Protocol, will support Santa Clara in the following areas:

#### 1. Diplomatic Engagement and Hosting

- Coordinate visits for consular and governmental delegations
- Assist with dignitary arrival/departure protocols and hospitality
- Provide cultural briefings and consultation (including etiquette)

SVOP will assist in facilitating the procurement of translation services as needed.

-Coordinate dignitary engagement related to these events, including **VIP arrivals, official ceremonies, and hosted receptions**

## 2. Event Protocol and Ceremonial Support

- Advise on official ceremonies, seating order, flag display, gift-giving/exchange, and recognition/ceremonial protocols
  
- Offer guidance on events associated with the Super Bowl and FIFA World Cup.
  
- Support opportunities for residents, students, and cultural groups to participate in official welcomes

## 3. Civic and Economic Diplomacy

- Facilitate introductions between international delegations and City, business, and civic leaders
  
- Support **trade delegations, investment visits, and international business missions** tied to Santa Clara's innovation and technology ecosystem
  
- Share relevant city events or programming with international business leaders, dignitaries, or cultural ambassadors.
  
- Strengthen long-term relationships that may lead to **foreign direct investment, job creation, and economic diversification**
  
- Support sister city engagement, cultural exchange, and investment dialogue

## 4. Training and Capacity Building

- Coordinate cross-cultural training and protocol workshops for Mayor, City Council and City departments upon request
  
  
- Provide on-call consultation for official international engagements

## IV. Term

This MOU shall be effective for the duration of the 2026 calendar year and is subject to renewal on a yearly basis, unless amended or terminated as described in Section VI.

## V. Financial Terms

The parties agree to explore funding or cost-sharing mechanisms to support specific activities related to the 2026 World Cup, Super Bowl, or other diplomatic efforts. Any financial commitments will be formalized through separate agreements or addenda. Unless a separate written agreement is executed, each party shall bear their own costs in connection with this MOU.

## VI. Modification and Termination

This MOU may be amended by mutual written agreement. Either party may terminate the MOU with thirty (30) days' written notice to the other party.

## VII. Points of Contact

City of Santa Clara  
Reena Brilliot  
Director of Economic Development  
[reenabrilliot@santac.araca.gov](mailto:reenabrilliot@santac.araca.gov)  
(408) 615-2206

Silicon Valley Office of Protocol  
Deanna Tryon  
Chief of Protocol  
[dtryon@siliconvalleyprotocol.com](mailto:dtryon@siliconvalleyprotocol.com)  
(650) 207-2755

## VIII. Nature of Agreement

This MOU expresses the good-faith intentions of both parties and is not legally binding. No financial commitments shall be implied unless explicitly agreed upon in writing.

## IX. Signatures

IN WITNESS WHEREOF, the parties have executed this Memorandum of Understanding as of the dates written below:

Signed by:  
City of Santa Clara  
By: Jovan D. Grogan  
5EAD89DEDE5C342A  
Name: Jovan Grogan  
Title: City Manager  
Date: January ,2026

Signed by:  
Silicon Valley Office of Protocol  
By: Deanna Tryon  
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Deanna Tryon  
Chief of Protocol  
Date: