



Neighborhood- University Relations Committee

Major Events 2026 & Community
Engagement Activities in Planning for
2026

Paulina Morales, Assistant City Manager
Elycia Knight, Assistant to the City Manager
Agenda Item # 3, (25-1547)
October 20, 2025



Agenda

1. Major Events 2026
2. Background
3. Slogan and Logo
4. Events
5. Art Activations
6. Santa Clara University Partnership Opportunities



Santa Clara to Host Major Events

- Super Bowl LX February 8, 2026
- FIFA World Cup (6 games)
- Community Engagement surrounding the Major events 2026
- Not all residents will attend events
- Opportunity to come together as a community





Superbowl 2016

- Santa Clara's slogan for Super Bowl 2016
 - "The Center of What's Possible"
 - "50 Awesome Things to do in Santa Clara"
 - "A City with a mission"
 - Some of the Events:
 - Super Community Concert & Fireworks – Mission College
 - Super Community Celebration – Santa Clara University



Background – Economic Development and Marketing Committee (EDMC)

Established EDMC Ad Hoc in January 2025

EDMC lead efforts for community engagement campaign for 2026 major events

EDMC has been providing input on Community Engagement for major events 2026

- Provided input on campaign slogan and logo



Slogan and Logo



Input for Development of the Slogan



**Core Values
Survey**



**Economic
Development
& Marketing
Committee**



Consultant



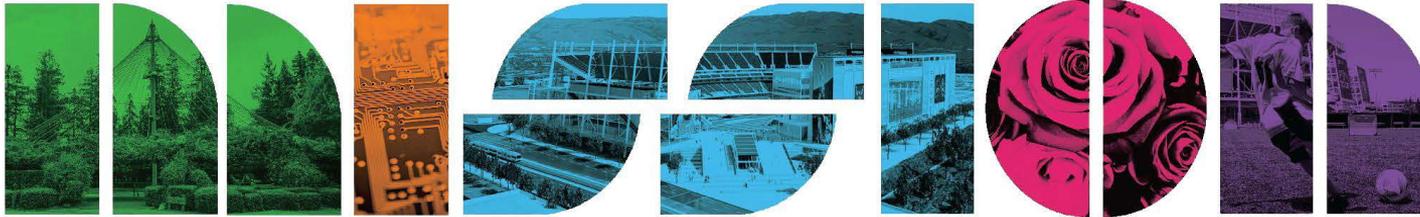
Staff



Slogan, Logo & Mark

WHERE THE

CITY OF SANTA CLARA



MEETS THE MOMENT





Events & Art Activations



Development of Event & Action List





Engagement Results

Event Category

Watch Parties & Sports Experiences

Live Music & Performance

Night Markets & Festivals

Stem Bowl

Event at the Stadium

Activations

Type

City-led

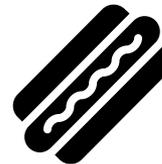
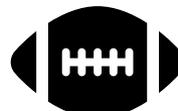
City-led

Partner-led

City-led

City-led

City-led/Partner support





Watch Parties (City Led)

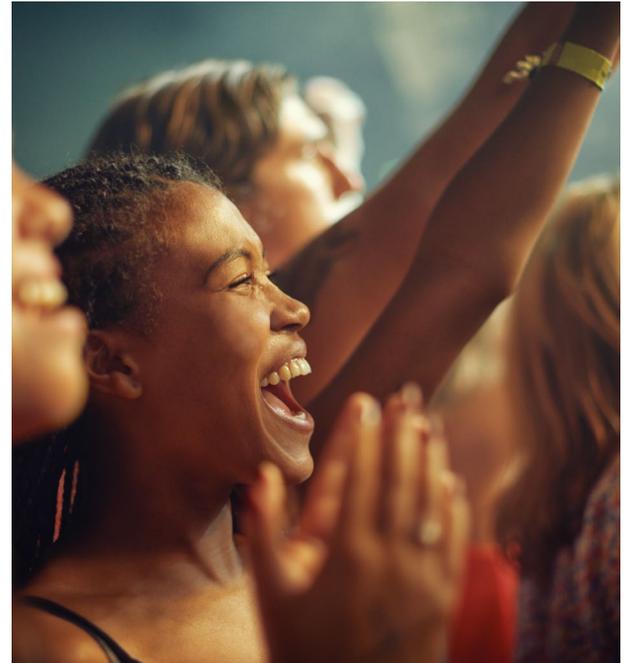
- **Event Concepts:**
 - FIFA World Cup watch parties
 - Athlete meet-and-greets with players, sports memorabilia expos
- **Potential locations:**
 - Central Park, Santa Clara University Buckshaw Stadium, Levi's® Stadium, Great America, or a local business(s)





Live Music & Performance (City Led)

- **Event Concepts:**
 - Concert (series), cultural raves, multi-stage festivals, DJ events
- **Potential locations:**
 - A stadium or outdoor space (Buckshaw or Levi's® Stadium, Great America, a local business)





Night Markets and Festivals (Partner Led/City Support)

- **Event Concepts:**
 - Night markets, rotating food crawls, Cultural food festivals, Fútbol Festival
 - Lunar New Year / Holiday Swap night market, Fútbol Festival
- **Potential location:**
 - 900 Lafayette





Event at the Stadium (City Led)

- **Event Concepts:**
 - Youth Cup or Historic Event/Concert, Movie night Drone Show
- **Location:**
 - Levi's® Stadium





STEM Bowl (City Led)

- **Event Concepts:**
 - Sports tech showcase, sustainability expos, gaming/VR zones, green innovation fairs at the Convention Center
- **Potential locations:**
 - Convention Center





Activation Priority List (City Led)

- *Community Activations and Placemaking: Supports a vibrant ecosystem of households, businesses and community services that are engaged and well-connected.*
- **Business Lighting Campaign**
“The Mission” Shines”
 - ❖ Concept: This campaign invites businesses to light their buildings in Santa Clara’s colors and event branding, creating a unified citywide display.
- **Corridor Art (City Sports Legends)**
 - ❖ Concept: This project transforms key corridors with art installations honoring Santa Clara’s sports legends and community history.
- **Slogan Aerial**
 - ❖ Concept: A large-scale aerial display featuring Santa Clara’s slogan provides high visibility, builds citywide excitement, and positions the city prominently during global sporting events.
- **Community Art**
 - ❖ Concept: A large-scale community art project engages residents directly in creating visible, participatory installations across the city.





Event	Attendance	Location	Date
Watch Parties (x3)	10K ppl	<ol style="list-style-type: none">1. Park and open space2. Public Facility3. Business	June/July 2026
Community Concert	10K - 30K ppl	Park and open space or Facility (Including Santa Clara University Buckshaw Stadium)	April or July 2026
Night Market / Festival / Block Party (Series)	10K - 50K ppl	900 Lafayette / Commerce Plaza (could extend onto the ROW)	Monthly Series beginning January 31st , 2026.
Event at the Stadium (e.g. Youth Soccer Tournament and Movie Night or community concert)	15K - 30K ppl	Levi's Stadium	April or July 2026
Stem Bowl	10K ppl	Convention Center	April 19, 2026



Santa Clara University – Partnership Opportunities

- FIFA Countdown Clock
- Partnership to host concert at Buckshaw Stadium
- Collaboration for activation of 900 Lafayette



City of Santa Clara

The Center of What's Possible

