



Content Magazine & City of Santa Clara 2019/2020 Partnership Proposal

Content Magazine is a non-profit, profiles publication, providing a platform and voice for local entrepreneurs, innovators, and artists. Its visibility and affiliation with Silicon Valley's creative sector provides an opportunity for our partners to reach our readership, boost local business development, and achieve a shared vision for growth and enhancement of artists, creatives, and emerging entrepreneurs in their region of the South Bay.

The mission of Content Magazine's publisher and parent organization, SVCreates, is to accelerate Silicon Valley's creative culture, making our South Bay community a beautiful place to grow and thrive.

The value, goals, and aspirations to highlight the arts in the City of Santa Clara are important to Content Magazine and SVCreates.

We want to offer a sponsoring partnership with SVCreates and Content Magazine, that focus' on Santa Clara's artists, creatives, entrepreneurs and local events, bringing visibility to these entities and providing exposure to an expansive community and professional network that supports local creativity.

Below are benefits that we offer along with various partnership levels. These are easily customizable based upon your city's needs. We look forward to growing a partnership with the City of Santa Clara. Please feel free to reach out with any questions.

Sincerely,

Daniel Garcia and Kristen Pfund
Content Magazine by SVCreates



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Benefits - As your cultural curatorial partner, we will help to strengthen Santa Clara's local identity, increase awareness of the local arts, foster community pride and highlight Santa Clara's local creatives.

Access to Community Building Events: Providing Content event tickets for your sponsored subscribers (see Subscriptions below) which includes access to our bi-monthly Pick-Up Parties (issue release parties) and discounts to other Content Magazine partner events.

Ad Space: Providing up to 6 full pages of advertising space annually to be used to promote local community events or donated to local businesses of Santa Clara's choice to highlight the area. A list of preferred designers can be provided. Designs are subject to Content Magazine's Art Director's guidance and approval.

Creative Talent: Connecting, curating, and referring local talent in support of the City of Santa Clara's projects or events (eg: writers, graphic designers, musicians, muralists, photographers, etc).

Editorial: Content Magazine will partner with the City of Santa Clara to curate and feature editorial content on Santa Clara's local makers, artists, entrepreneurs, and cultural groups. Final selection is subject to Content Magazine's approval.

Event Partnership: Content Magazine will provide event promotion up to 12 months per year. This includes features in our print calendar, mention in our weekly Content Pick e-blast, and mention on social media platforms.

Recognition: Showcasing our partnership with the City of Santa Clara through our print and digital channels with links to the City of Santa Clara's website or other social channels.

Social Engagement: The City of Santa Clara is welcome to attend or suggest another local groups to attend, table, or provide an interactive experience for our Pick-Up Party guests (6 events per year). These are our bi-monthly issue release parties that bring 300-450 people together from all over the South Bay. These events are held in various locations. As a partner we will welcome any location suggestions.

Subscriptions: Providing The City of Santa Clara with Content Magazine subscriptions for staff, client advisory board, key partners, and other professionals of your choosing. These subscriptions can also be placed within local businesses, booths and events.



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Sponsoring Partnership Levels -

CONTRIBUTOR \$2,500

- Quarter page ad in 2 issues
- Print editorial coverage on up to 2 local Santa Clara artists, organizations, creative entrepreneurs, or artist leaders selected in partnership by the City of Santa Clara and Content Magazine
 - Featured artists/entrepreneurs will be invited to the Content Pick-Up Party coinciding with their feature.
- Up to 2 Santa Clara based events featured annually in our weekly e-blast, print calendar, and social media
- Logo featured online as a Content partner
- Up to 10 Content Magazine subscriptions to city arts grantees, staff and clients. All subscribers will have access to Content Pick-Up Parties (issue release parties offered 6 times annually). Subscribers will also receive benefits and discounts to partnering shows and events.

SUPPORTER \$5,000

- Half page ad in 2 issues
- Print editorial coverage on up to 3 local Santa Clara artists, organizations, creative entrepreneurs, or artist leaders selected in partnership by the City of Santa Clara and Content Magazine
 - Featured artists/entrepreneurs will be invited to the Content Pick-Up Party coinciding with their feature.
- Partnership recognition at 1 Pick-Up Party event (includes, featured artist/entrepreneur booth or showing space, pre-event promotion for the artist and city, city name listed on signage at the event, and city acknowledgement in the on stage announcements)
- Up to 4 Santa Clara based events featured annually in our weekly e-blast, print calendar, and social media
- Logo featured online as a Content Partner
- Up to 25 Content Magazine subscriptions to city arts grantees, staff and clients. All subscribers will have access to Content Pick-Up Parties (issue release parties offered 6 times annually). Subscribers will also receive benefits and discounts to partnering shows and events.



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SPONSOR \$10,000

- Full page ad in 2 issues
- Print editorial coverage on up to 6 local Santa Clara artists, organizations, creative entrepreneurs, or artist leaders selected in partnership by the City of Santa Clara and Content Magazine
 - Featured artists/entrepreneurs will be invited to the Content Pick-Up Party coinciding with their feature.
- Partnership recognition at 2 Pick-Up Party events (includes, featured artist/entrepreneur booth or showing space, pre-event promotion for the artist and city, city name listed on signage at the event, and city acknowledgement in the on stage announcements)
- Up to 8 Santa Clara based events featured annually in our weekly e-blast, print calendar, and social media
- Quarterly e-blast ad space for local events
- Logo featured online as a Content Partner
- Up to 50 Content Magazine subscriptions to city arts grantees, staff and clients. All subscribers will have access to Content Pick-Up Parties (issue release parties offered 6 times annually). Subscribers will also receive benefits and discounts to partnering shows and events.

PARTNER \$25,000

- Full page ad in 6 consecutive issues (24,000+ reach)
- Print editorial coverage on up to 12 local Santa Clara artists, organizations, creative entrepreneurs, or artist leaders selected in partnership by the City of Santa Clara and Content Magazine
 - Featured artists/entrepreneurs will be invited to the Content Pick-Up Party coinciding with their feature.
- Partnership recognition at all 6 Pick-Up Party events (includes, featured artist/entrepreneur booth or showing space, pre-event promotion for the artist and city, city name listed on signage at the event, and city acknowledgement in the on stage announcements)
- Up to 18 Santa Clara based events featured annually in our weekly e-blast, print calendar, and social media
- Monthly e-blast ad space for local events
- Logo featured online as a Content Partner
- Up to 100 Content Magazine subscriptions to city arts grantees, staff and clients. All subscribers will have access to Content Pick-Up Parties (issue release parties offered 6 times annually). Subscribers will also receive benefits and discounts to partnering shows and events.