



OCTOBER 4-7, 2022

# 2022 SPONSORSHIP GUIDE



## CityFest: Live Local

Join us for CityFest 2022—four days of dynamic programming curated around the theme “**Live Local**” from Tuesday, October 4 through Friday, October 7. As San Antonio continues to recover from the worst days of the pandemic and look toward strengthening our community using an equity lens, our fifth annual urban ideas festival will be staged throughout the city and streamed online to promote accessibility and community engagement.



Our keynote luncheon titled “**The Exit Interview**” will be a conversation with County Judge Nelson Wolff and San Antonio Report co-founder Robert Rivard at the Tobin Center for the Performing Arts. San Antonio Report staff along with invited guests will serve as moderators throughout the week for panels and events to get you connected (or re-connected) to your city.

# SPONSORSHIP OPPORTUNITIES



## \$30,000 - Presenting Sponsor

- Acknowledgement and logo recognition as a festival Presenting Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and dedicated festival emails.
- Prominent online logo recognition on the festival website and scheduling page.
- Inclusion of company branding on marketing materials during all CityFest-related events.
- Two (2) tables of ten (10) for the keynote luncheon at the Tobin Center for the Performing Arts on Wednesday.
- Six (6) VIP tickets to all VIP sponsor events.
- Event introduction by your company's selected representative at one panel of your choice.
- Opportunity to provide virtual or in-person introduction.
- Sponsorship of all programming to include special verbal and logo recognition of sponsorship during the program.
- Verbal recognition during the opening and closing remarks of each festival day.
- Two (2) video advertisement opportunities at the start of two (2) virtual programs during the festival. Digital file must be under 1 minute.\*
- Two (2) sponsor spotlight features in the San Antonio Report weekly events newsletter.\*
- One (1) sponsored article on the San Antonio Report website.\*
- Ten (10) social media ads for one (1) year (5 Facebook posts, 5 Twitter posts).\*
- San Antonio Report will provide sponsorship impact report.
- First right of refusal for a 2023 CityFest Presenting sponsorship.





# SPONSORSHIP OPPORTUNITIES

## \$15,000 - Changemaker Sponsor

- Acknowledgement and logo recognition as a festival Changemaker on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts.
- Prominent online logo recognition on the festival website and scheduling page.
- Inclusion of company branding on marketing materials during all CityFest related events.
- One (1) table of ten (10) for the luncheon at the Tobin Center for the Performing Arts.
- Four (4) VIP tickets to all VIP sponsor events.
- Exclusive sponsorship of one (1) program during the festival to include a special introduction opportunity by a company representative.
- Sponsorship of all programming to include special verbal and logo recognition of sponsorship during the program.
- Verbal recognition each festival day during the opening and closing remarks.
- One (1) commercial opportunity at the start of one (1) virtual program.\* Digital file must be under 1 minute.
- Two (2) sponsor spotlight features for one (1) year in our weekly events newsletter.\*
- Six (6) social media ads for one (1) year. Sponsors choice of Facebook and/or Twitter.\*
- San Antonio Report will provide sponsorship impact report.





## SPONSORSHIP OPPORTUNITIES

### \$10,000 - Engagement Sponsor

- Acknowledgement and logo recognition as a festival Engagement Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts.
- One (1) table of ten (10) for the luncheon at the Tobin Center for the Performing Arts.
- Three (3) VIP tickets to all VIP sponsor events.
- Sponsorship of one program during the festival to include verbal and logo recognition of sponsorship during the program.
- One (1) commercial opportunity at the start of one (1) virtual program.\* Digital file must be under 1 minute.
- One (1) sponsor spotlight feature in our weekly events newsletter.\*
- Four (4) social media ads for one (1) year. Sponsors choice of Facebook or Twitter.\*
- San Antonio Report will provide sponsorship impact report.

### \$5,000 - Innovation Sponsor

- Acknowledgement and logo recognition as a festival Innovation Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts.
- One (1) table of ten (10) for the luncheon at the Tobin Center for the Performing Arts.
- Two (2) VIP tickets to all VIP sponsor events.
- Sponsorship of one program during the festival to include verbal and logo recognition of sponsorship during the program.
- One (1) sponsor spotlight feature in our weekly events newsletter.\*
- Two (2) social media ads for one (1) year. Sponsors choice of Facebook or Twitter.\*
- San Antonio Report will provide sponsorship impact report.

**“Although I'm active and I'd like to think I'm in tune to what's going on in our City, I found there was so much that I didn't know. Couldn't see the forest for the trees!”**

**ATTENDEE TESTIMONIAL**

# SPONSORSHIP OPPORTUNITIES



## \$2,500 - City Builder Sponsor

- Acknowledgement and logo recognition as a festival City Builder Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts.
- One (1) table of ten (10) for the luncheon at the Tobin Center for the Performing Arts.
- One (1) social media ad to be used within one (1) year on the San Antonio Report social channel(s). Sponsor's choice of Facebook and/or Twitter.\*

## In-Kind Sponsor

- Acknowledgement and logo recognition as a festival In-Kind and/or Media Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts.
- Unlimited festival registrations for free programming for all company employees.

**"Yet another round of thanks to you and the larger Report crew for the wonderful set of experiences! I had so much fun!"**

**ATTENDEE TESTIMONIAL**





## SPONSOR ADVERTISING SPECIFICATIONS

**Sponsor spotlight:** Copy up to 250 words // Graphic (600x800 pixels) // URL Link

**Social media posts (Facebook & Twitter):** Copy (280 character limit) // Graphic (1600x900) pixels recommended, jpg, png) Tags, hashtags or links

**Sponsored article:** Requirements: Sponsored article guidelines found [HERE](#).

All event sponsored ads must be used within a 6 month publishing window, unless otherwise discussed.

## IMPORTANT DEADLINES

- Sponsor logos are **due immediately** upon sponsorship agreement. Please send a high resolution file of your logo to [events@sareport.org](mailto:events@sareport.org) in an EPS, JPG or PNG format.
- All **VIP names** are to be submitted to [events@sareport.org](mailto:events@sareport.org) by EOD **Wednesday, September 28.**
- All **luncheon names** are to be submitted to [events@sareport.org](mailto:events@sareport.org) by EOD **Wednesday, September 28.**
- All **digital commercial files** are due EOD **Wednesday, September 28.**

# SPONSOR FORM



If you are interested in sponsoring the 2022 San Antonio CityFest, please complete the form below and return to Events Manager, Jodi Williams-Thomas at [jodi@sareport.org](mailto:jodi@sareport.org).

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> PRESENTING SPONSOR | <input type="checkbox"/> INNOVATION SPONSOR   | <input type="checkbox"/> IN-KIND SPONSOR |
| <input type="checkbox"/> CHANGEMAKER        | <input type="checkbox"/> CITY BUILDER SPONSOR | <input type="checkbox"/> MEDIA SPONSOR   |
| <input type="checkbox"/> ENGAGEMENT SPONSOR |   |  |

Organization Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Billing Contact \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Unless previously discussed, **all sponsorship payments are due** prior to the start of CityFest (October 4, 2022)

Please make checks payable to **San Antonio Report** and mail to:

**San Antonio Report**  
126 Gonzales St. #100  
San Antonio, Texas 78205

## Sponsor Levels

## Cost

Presenting Sponsor _____	\$30,000
Changemaker _____	\$15,000
Engagement Sponsor _____	\$10,000
Innovation Sponsor _____	\$5,000
City Builder Sponsor _____	\$2,500
In-Kind _____	In-Kind
Media Sponsor _____	Media Trade

## Thank you for your support!

For the latest information on CityFest programming and a list of current sponsors, visit our website at [www.cityfestsa.org](http://www.cityfestsa.org)



## CITYFEST SCHEDULE OF EVENTS



Hybrid Event



In-Person



Virtual

### Tuesday, October 4

8 a.m. - 9:30 a.m.



#### **The Future of Downtown**

*Moderated by A.J. Rodriguez*

6 p.m. - 8 p.m.



#### **CityFest Happy Hour Kickoff**

### Wednesday, October 5

11 a.m. - 1:30 p.m.



#### **The Exit Interview: A Look Back at Nelson Wolff's Five Decades in Public Service**

Tobin Center for the Performing Arts

*Moderated by Robert Rivard*

6 p.m. - 7 p.m.



#### **Panel Discussion on Immigration**

### Thursday, October 6

12 p.m. - 1 p.m.



#### **Future of Housing in San Antonio**

*Moderated by Iris Dimmick*

6 p.m. - 7:30 p.m.



#### **Debate Between Bexar County Judge Candidates Peter Sakai and Trish DeBerry**

*Moderated by Leigh Munsil*

### Friday, October 7

11 a.m. - 1:30 p.m.



#### **San Antonio's Emerging Changemakers**

6 p.m. - 8 p.m.



#### **Live Like a Local Launch**



## Thank you to our generous sponsors!

---

### Presenting Sponsors



### Engagement Sponsor



### Innovation Sponsors



### City Builder Sponsors





The San Antonio Report began as the Rivard Report in 2012 and has grown into a thriving all-digital nonprofit news publication with a staff of dedicated journalists and nonprofit professionals. We've been serving the San Antonio area with high-quality, nonpartisan journalism every day for 10 years. Our work, which includes daily news reports, in-depth coverage into all facets of life in San Antonio and a year-round calendar of civic engagement events, is local and free for anyone to read and share.

As a reader-supported nonprofit newsroom we are able to publish without fear or favor and without any obligation to outside owners or interests. We commit to earning the time and trust of our community by providing useful and informative news, insights and perspectives, you won't find anywhere else, always aiming to spur interest and action in San Antonio communities.

We work with civically minded businesses, nonprofits and community groups to help them reach their marketing goals and business objectives and offer digital advertising and sponsorship opportunities. To discuss partnership opportunities with the San Antonio Report, please contact us at **[business@sareport.org](mailto:business@sareport.org)**.

---