

THE SIXTH ANNUAL  
SAN ANTONIO



PRESENTED BY  
THE SAN ANTONIO REPORT

NOVEMBER 6-10, 2023

# 2023 SPONSORSHIP GUIDE





## CityFest 2023

Join us for CityFest 2023—an engaging and dynamic four-day event that will bring together the brightest minds, most influential leaders, and rising stars of our city. From urban development and transportation to education and sustainability, CityFest provides a platform for thought-provoking conversations and innovative ideas that shape the future of our San Antonio.

As a potential sponsor, your support for CityFest not only helps make this event possible but also demonstrates your company's commitment to the growth and development of San Antonio. By aligning your brand, you'll enjoy increased visibility, networking opportunities with the city's top leaders, and the chance to contribute to the ongoing conversations that drive our community forward. Your sponsorship will be instrumental in ensuring the success of the San Antonio Report's civic engagement outreach—fostering a more informed and engaged San Antonio.



# 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 on Friday, November 10.
- 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 2024 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 on Friday, November 10, 2023.
- 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 on Friday, November 10, 2023.
- 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 on Friday, November 10, 2023.
- 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 on Friday, November 10, 2023.
- 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, November 1.**
- All **luncheon names** are to be submitted to [events@sareport.org](mailto:events@sareport.org) by EOD **Wednesday, November 1.**
- All **digital commercial files** are due EOD **Wednesday, November 1.**

# SPONSOR FORM



If you are interested in sponsoring the 2023 San Antonio CityFest, please complete the form below and return to our Events Team at [events@sareport.org](mailto:events@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 (November 6, 2023)

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

**San Antonio Report**

711 Navarro St. Suite #535  
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)





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 11 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)**.

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