



San José Public Library
Foundation

2025 Dual Event Sponsorships

Kristi Yamaguchi's Annual Family Literacy Festival

**Saturday, September 6, 2025
9:30 AM to 4:30 PM**

**Children's Discovery Museum,
Downtown San José**

This vibrant family-oriented festival, hosted in collaboration between Kristi Yamaguchi's Always Dream, Children's Discovery Museum, and the San José Public Library Foundation, celebrates the importance of reading with celebrity author readings, hands-on activities, and family-friendly entertainment. The event draws young families and champions early literacy, presenting a unique platform for sponsors to engage with an enthusiastic audience. Last year, we welcomed over 1,500 attendees.

Signature Author Event featuring Vicky Nguyen

Saturday, November 15, 2025

San José, California

Join NBC News Daily Anchor and Chief Consumer Investigative Correspondent Vicky Nguyen as she shares the inspiration behind her debut memoir, *Boat Baby*, and insights on leadership, resilience, and personal growth. This event brings together an adult (21+) audience, including elected officials and executives from Silicon Valley. Last year, we welcomed 250 attendees, over 10 state and local officials, and 25 leaders from major Bay Area companies. Due to high demand, this event sold out weeks before the event!

Individual Sponsorship Tiers & Benefits

Kristi Yamaguchi's Family Literacy Festival

A collaboration between SJPLF, Always Dream, and Children's Discovery Museum

	1K Sponsor	2.5K Sponsor	5K Sponsor	10K Sponsor	15K Sponsor
Number of Included Event Tickets	4	6	8	8	8
Digital Recognition on Website for all 3 Orgs	✓	✓	✓	✓	✓
Sponsor Logo/Name Recognition on Promotional Materials		✓	✓	✓	✓
Special Social Media Recognition by Kristi Yamaguchi (group post)			✓	✓	✓
Employee Volunteer Opportunities Day-of-Event				✓	✓
Special Opportunity to Table at the Event					✓
Most Prominent Recognition in all Digital, Printed and Event Collateral					✓
Press Release Inclusion					✓

Signature Author Event ft. Vicky Nguyen

	1K Sponsor	2.5K Sponsor	5K Sponsor	10K Sponsor	15K Sponsor
Number of Included Event Tickets	2	4	6	10	20
Number of Autographed Author's Books	2	4	6	10	20
Donor Logo/Name in SJPLF's Annual Report	✓	✓	✓	✓	✓
Donor Logo/Name in Printed Event Program	✓	✓	✓	✓	✓
Donor Logo/Name and URL Link on Website		✓	✓	✓	✓
Social Media Recognition as Sponsor		✓	✓	✓	✓
Recognition as Sponsor in All Print & Digital Event Communications			✓	✓	✓
Acknowledgement from the Podium				✓	✓
Opportunity to Include Branded Item in VIP Gift Pack Distributed to Guests				✓	✓
Opportunity to Speak at the Podium					✓
Most Prominent Recognition in All Digital and Printed Event Collateral					✓
Name Recognition on the LCD Screen at a Library Branch for 2024-2025					✓
Press Release Inclusion					✓

Dual Sponsorship Tiers & Benefits

Both Events

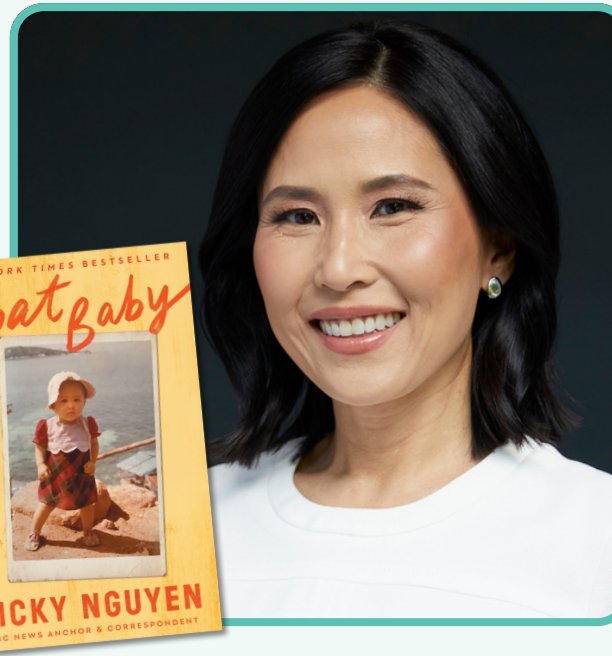
	5K Sponsor	10K Sponsor	20K Sponsor	30K Sponsor	50K Sponsor*
Number of Literacy Festival Tickets	4	6	12	16	24
Number of Author Event Tickets	4	6	10	1 VIP table of 10	2 VIP Tables of 10 (Front Row)
Number of Autographed Author's Books	4	6	10	10	20
Sponsor Logo/Name Recognition in SJPLF's Annual Report	✓	✓	✓	✓	✓
Sponsor Logo/Name Recognition on Website	✓	✓	✓	✓	✓
Sponsor Logo/Name in Printed Event Program	✓	✓	✓	✓	✓
Sponsor Logo/Name Recognition on Promotional Materials	✓	✓	✓	✓	✓
Social Media Recognition as Sponsor	✓	✓	✓	✓	✓
Special Social Media Recognition as Sponsor by Kristi Yamaguchi & 2025 Celebrity Author (Group Post)			✓	✓	✓
Employee Volunteer Opportunities Day-of-Event			✓	✓	✓
Name Recognition on the LCD Screen at a Library Branch for 12 Months from when Gift is Received; Seen by Approximately 7,200 Per Week Per Branch			In 5 Library Branches of your choice	In 10 Library Branches of your choice	In all 25 Library Branches
Sponsor Logo/Name on Printed Event Signage				✓	✓
Opportunity for SJPLF to Create a Unique Volunteer Experience for Your Team				✓	✓
Recognition at Other Library/Foundation Events (such as Graphic Novel Making Awards)				✓	✓
Children's Story Reading via Zoom Recording					✓
Opportunity for a Senior Employee at Your Company to be a candidate for the SJPLF Board of Directors					✓
Special Opportunity to Table at the Author Event					✓
Opportunity to Include a Branded Item that SJPLF Staff Distributes to Author Event Guests					✓
Most Prominent Recognition in all Digital and Printed Event Collateral					✓
Press Release Inclusion					✓
Special Interview Featured in SJPLF's Mid-Year or Annual Report				Half page	Full page
Positioned on All Marketing as "____ Event" Presented by "XXX"					✓

We are excited to extend a unique sponsorship opportunity to connect your organization with influential audiences and enhance your community impact and recognition through two signature events hosted by the San José Public Library Foundation and community partners in 2025. These events celebrate education, literacy, and community while raising critical funds for the San José Public Library, which currently ranks 26th out of 30 Bay Area library systems in per capita funding. Sponsorship provides high-visibility opportunities and the chance to support transformative Library initiatives that impact 100,000+ people served by donor-funded programs each year.

For sponsorship questions, please contact Jodie Pulliam at jodie.pulliam@sjplf.org or 408.808.2081. Thank you for considering this impactful partnership with the San José Public Library Foundation to foster a more educated, engaged, and equitable community.

Warm regards,

Dr. Dawn Coppin
Chief Executive Officer
San José Public Library Foundation



Why Sponsor?

- ✓ **Visibility & Recognition**
High-profile exposure at each event and in promotional materials.
- ✓ **Influential Audience**
Opportunities to connect with local electeds, company/corporate executives, and community leaders.
- ✓ **Community Investment**
Directly support SJPLF's mission to drive digital empowerment, enable lifelong learning, promote diverse arts and culture, and build the workforce.