



San José Public Library  
Foundation

# 2026 Dual Event Sponsorships

## **4<sup>th</sup> Annual Kristi Yamaguchi's Family Literacy Festival**

**Saturday, September 5, 2026  
9:30 AM to 4:30 PM**

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

A high-profile collaboration between Kristi Yamaguchi's Always Dream, Children's Discovery Museum, and the San José Public Library Foundation, this family-oriented event celebrates the importance of reading and serves as a cornerstone for early literacy in Silicon Valley. With a captive audience of over 1,500 guests each year, this event draws young families in for a day full of celebrity author readings, hands-on activities, and family-friendly entertainment, presenting a unique platform for strategic community investment and engagement with an enthusiastic audience in the heart of San José.

## **3<sup>rd</sup> Annual Signature Author Event**

**Fall 2026**

**San José, California**

Join us for an inspiring event highlighting powerful insights on culture, community, and impact. This premier gathering brings together an adult (21+) audience, welcoming over 200 guests each year, including state and local elected officials and executive leaders from Silicon Valley's top companies. Past authors include Chef Martin Yan and NBC News Daily Anchor Vicky Nguyen. Stay tuned for this year's featured author!

# 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	12	24
Digital Recognition on Website of all 3 Organizations	✓	✓	✓	✓	✓
Sponsor Logo/Name Recognition on Promotional Materials		✓	✓	✓	✓
Digital Recognition on Social Media and eNewsletter Across All 3 Orgs		✓	✓	✓	✓
Special Social Media Recognition by Kristi Yamaguchi (Group Post)			✓	✓	✓
Employee Volunteer Opportunities Day-of-Event				✓	✓
VIP Tabling Opportunity with Company Branding Recognition				✓	✓
Positioned on All Marketing as "Kristi Yamaguchi's Family Literacy Festival" Presented by "XXX"					✓
Most Prominent Recognition in all Digital, Printed and Event Collateral					✓
Press Release Inclusion					✓

## Signature Author Event

	\$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 Books	2	4	6	10	20
Sponsor Logo/Name in SJPLF's Annual Report	✓	✓	✓	✓	✓
Sponsor Logo/Name in Event Program	✓	✓	✓	✓	✓
Sponsor 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				✓	✓
Press Release Inclusion				✓	✓
Opportunity to Speak at the Podium					✓
Most Prominent Recognition in All Digital and Printed Event Collateral					✓

# Dual Sponsorship Tiers & Benefits

## Both Events

	\$5K Sponsor	\$10K Sponsor	\$20K Sponsor	\$30K Sponsor	\$50K Sponsor
Number of Literacy Festival Tickets	2	6	12	16	24
Number of Author Event Tickets	2	6	8 VIP	10 VIP	20 VIP
Number of Autographed Author Books	2	6	8	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 & 2026 Featured Author (Group Post)			✓	✓	✓
Employee Volunteer Opportunities Day-of-Event			✓	✓	✓
Press Release Inclusion			✓	✓	✓
Sponsor Logo/Name on Printed Event Signage				✓	✓
Opportunity for SJPLF to Create a Unique Volunteer Experience for Your Team				✓	✓
Special Interview Featured in SJPLF's Mid-Year or Annual Report				Half page	Full page
Opportunity for a Senior Employee at Your Company to be a candidate for the SJPLF Board of Directors					✓
Opportunity to Include a Branded Item that SJPLF Staff Distributes to Author Event Guests					✓
First Right of Refusal for Title Sponsor in FY27					✓
Exclusive Title Sponsor Visibility & Recognition Across All Author Event Marketing					✓

**TITLE SPONSOR**  
only 1 available

We invite your organization to partner with the San José Public Library Foundation for our two key 2026 fundraising events. This is a unique opportunity to align your brand with education and literacy while directly addressing a critical community need.

Despite serving over 100,000 residents annually, the San José Public Library currently ranks 26<sup>th</sup> out of 30 Bay Area systems in per capita funding. Your sponsorship will provide high-visibility brand recognition and, more importantly, the resources necessary to bridge this funding gap.

By joining us, you will help make San José as equitable as it is diverse. To learn more about sponsorship benefits and discuss how we can tailor this partnership to your goals, please contact [development@sjplf.org](mailto:development@sjplf.org) or 408.808.2081.

Thank you for your leadership and support.

With gratitude for your partnership,

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

2026  
Author  
announced  
soon!



Author & Olympic Gold Medalist Kristi Yamaguchi reading storytime at 2025 Family Literacy Festival



Author & NBC News Daily Anchor Vicky Nguyen joined by Santa Clara County Supervisor Betty Duong at 2025 Signature Author Event

## Why Sponsor?

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