



LOS GATOS

CHAMBER *of* COMMERCE



**2026 SPONSORSHIP OPPORTUNITIES
FOR MAJOR COMMUNITY
EVENTS & PROGRAMS**

2026 SPONSORSHIP OPPORTUNITIES FOR MAJOR COMMUNITY EVENTS & PROGRAMS*

TABLE OF CONTENTS

TITLE SPONSORSHIP PACKAGE	4
VALENTINE’S SWEETHEART STROLL	5
SHINE AMONG THE STARS GALA	6
SPRING WINE WALK	7
GOLD THURSDAYS	8
TASTE OF LOS GATOS	9
HALLOWEEN PAWLOOZA	10
MAGICAL MEMORIES HOLIDAY	11





LOS GATOS
CHAMBER of COMMERCE

BECOME A MEMBER
TOGETHER, OUR VOICES ARE STRONGER

The Chamber strives to make Los Gatos a better place to work, live, and play. Through our many programs, events, and advocacy efforts, we strengthen and promote member businesses while enhancing the unique quality of life in Los Gatos. Be a part of our community and join us today.

**MEMBER OPPORTUNITIES
AND PROGRAMS:**

- Networking Events
- Chamber Committees
- Advocacy
- Ribbon Cuttings
- Booth Opportunities
- Major Community Events
- Magical Memories Holiday Program
- Los Gatos Perks Pass
- Business Referrals
- Educational Workshops
- Digital Marketing
- Member Celebration
- Ambassador Program
- Networking Groups
- Leadership Opportunities
- Community Impact Partners



chamber staff



CHAMBER 2026

TITLE SPONSORSHIP PACKAGE* - \$62K

Demonstrate your leadership and deep investment in the Los Gatos community by becoming a Chamber Title Sponsor which also includes membership for a year as a Diamond Level Community Impact Partner. You will be recognized as a leading sponsor of ALL Chamber's major community events and programs for an entire year.

This is a highly visible marketing opportunity where your business name and logo will be acknowledged prominently on the Chamber's website, banners, advertising, and all event-related digital and print media.

You will have exclusive promotional opportunities for your branded giveaways to be gifted to thousands of event attendees. Other benefits are detailed below.

Note that the combined value of all Presenting Sponsorships (the level below Title Sponsor) plus the Diamond level Community Impact Partner membership is \$81k. This role is only available as a package and can be paid in installments.

SOLD

2026 Events



February 7



March 28



April 25



First Thursdays



Sept 19



Oct 25



December

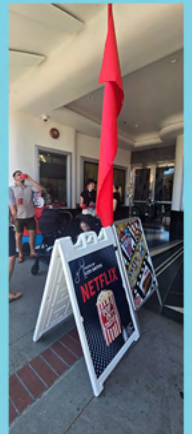
Your logo on all 1,000+ event keepsake glasses for the Wine Walk, Annual Chamber Celebration, and Taste of Los Gatos,

Your name/logo featured prominently onsite at signature events.

Opportunity to place marketing material at event check-in areas.

4 complimentary tickets for Taste of Los Gatos
6 complimentary tickets for the Wine Walk
2 complimentary tickets to the Member Gala

Private Holiday Trolley Ride for 38 guests.





SHINE AMONG THE STARS GALA

An elegant evening celebrating the business and community leaders who shape Los Gatos, hosted at the breathtaking Nestldown property—one of the region's most distinctive settings. Sponsors enjoy meaningful visibility and access to a discerning audience.

STARS OF LOS GATOS DINNER & AWARDS SPONSOR \$10K

The evening's premier sponsorship, positioning your brand at the center of our signature awards and dining experience.

TWILIGHT WELCOME RECEPTION SPONSOR \$8K

Prominent visibility during the gala's high-energy opening reception as guests arrive, connect, and set the tone for the evening.

DECK OF STARS SPONSOR (QTY 3) \$7K

Sponsor of the gala's marquee fundraising moment, culminating in a live, high-attention prize reveal during the Awards Dinner.

VIP GOLDEN HOUR SPONSOR \$6K

An intimate, invitation-only experience for sponsors, honorees, and VIPs in a refined, high-touch setting.



WINE SPONSOR \$5K

Brand alignment with curated wines served throughout the evening.

BAR SPONSOR \$3K

Naming recognition on the gala's most social experience through branded signature beverages enjoyed all night.

SUPPORTING SPONSOR – \$1.5 K (TWO OPPORTUNITIES)

- ~~CHAMPAGNE SPONSOR~~ **SOLD** – A celebratory welcome for VIP guests during the exclusive opening hour & champagne offering during the awards dinner.
- **SWEETS & SIPS SPONSOR** – A polished close to the evening with dessert, coffee and tea service.



WINE WALK APRIL 25, 2026

A tradition since 2010, The Los Gatos Wine Walk is a renowned event that draws wine enthusiasts from all over the Bay Area. This event typically sells out at 1,200 participants who come to savor wine from the Santa Cruz Mountains and California's central coast region. Attendees enjoy a day sipping and strolling through 30+ downtown Los Gatos shops and restaurants and grooving to live music. Sponsor a beloved, high visibility event.

ALL SPONSORS RECIEVE

Sponsor name/logo will be prominently associated with event promotional materials, including digital media (website, social media, e-newsletter) as well as print media (ads, posters, fliers, banners, postcards, programs). Supporting Sponsor will have name/logo associated with select media.



TITLE SPONSOR (ONLY AVAILABLE IN PACKAGE)

Your name/logo featured prominently onsite at event.

Opportunity to place marketing material at event check-in.

Your logo on all 1,000+ event keepsake wine glasses.

6 complimentary tickets and extra keepsake wine glasses post-event.

PRESENTING SPONSOR \$8K

Your name/logo featured prominently onsite at event.

Opportunity to place marketing material at event check-in.

Your logo on all 1,200 event keepsake wine glasses.

6 complimentary tickets and extra keepsake wine glasses post-event.

SIGNATURE SPONSOR \$5K

Your logo on all wristbands worn by 1,000+ event attendees.

4 complimentary tickets.

ENTERTAINMENT SPONSOR \$5K

Your name/logo on onsite signage at the live music locations.

4 complimentary tickets.

SUPPORTING SPONSOR 1.5K

2 Complimentary Tickets



2026 Sponsorship Opportunities

LOS GATOS CHAMBER OF COMMERCE

GOLD Thursdays

Our First Thursdays

monthly series celebrates lively Thursday evenings in Los Gatos! The community and visitors are invited to enjoy special promotions in stores and restaurants, live music, fun treat giveaways (e.g., popsicles, cookies, shaved ice), family friendly activities (face painting, balloon art, outdoor games), and other surprises downtown.



ALL SPONSORS RECEIVE

Presenting and Signature Sponsor name/logo will be prominently associated with event promotional materials, including digital media (website, social media, e-newsletter) as well as print media (ads, posters, fliers, banners, postcards, programs). Supporting Sponsor will have name/logo associated with select media.

TITLE SPONSOR (ONLY AVAILABLE IN PACKAGE)

Your name/logo onsite at event.

Opportunity to place marketing material at event location.

PRESENTING SPONSOR \$7K

Your name/logo onsite at event.

Opportunity to place marketing material at event location.

SIGNATURE SPONSOR \$5K

These sponsorships will support live performers and entertainment (e.g. face paint, balloon twister).

SUPPORTING SPONSOR \$2K

These sponsorships will support advertising and media and event decor such as balloon towers and photo backdrops.

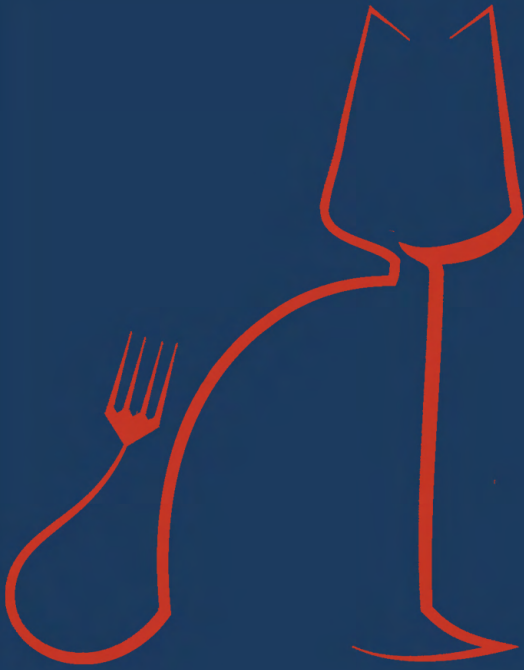


2026 Sponsorship Opportunities

LOS GATOS CHAMBER OF COMMERCE

TASTE OF LOS GATOS

SEPTEMBER 19, 2026



TASTE OF LOS GATOS is an end-of-summer street festival on N. Santa Cruz Avenue in downtown Los Gatos. We close N. Santa Cruz to traffic from Main Street to Bachman Avenue for the community to stroll and sample cuisine from local restaurants. Featuring a variety of live bands and entertainers as well as booth opportunities for local vendors, businesses and service groups, Taste of Los Gatos is an opportunity for visitors and residents to experience Los Gatos at its finest.

ALL SPONSORS RECEIVE

Sponsor name/logo will be prominently associated with event promotional materials, including digital media (website, social media, e-newsletter) as well as print media (ads, posters, fliers, banners, postcards, programs). Supporting Sponsor will have name/logo associated with select media.

TITLE SPONSOR (ONLY AVAILABLE IN PACKAGE)

- Your logo on all 1,000 event keepsake glasses.
- Your name/logo featured prominently onsite at event.
- Opportunity to place marketing material or branded giveaway at event check-in.
- 4 complimentary wristbands.

PRESENTING SPONSOR \$9K

- Your logo on all 1,000 event keepsake glasses.
- Your name/logo featured prominently onsite at event.
- Opportunity to place marketing material or branded giveaway at event check-in.
- 6 complimentary wristbands.

SIGNATURE SPONSOR \$5K

- Your logo on all wristbands worn by 1,200 event attendees, including VIP guests OR Entertainment.
- 4 complimentary wristbands.

ENTERTAINMENT SPONSOR \$5K

- Your name/logo on onsite signage at the live music locations.
- 4 complimentary wristbands.

SUPPORTING SPONSOR \$2K

- 2 complimentary wristbands.



KID + PET HALLOWEEN PAWLOOZA, OCTOBER 25, 2026

500 participants with kids and pets in creative costumes “trick or treat” the downtown businesses, culminating in a spirited party at Town Plaza Park for both children and animals in downtown Los Gatos. Prizes for best costumes and amazing gift baskets raffled off to participants.



ALL SPONSORS RECEIVE

Sponsor name/logo will be prominently associated with event promotional materials, including digital media (website, social media, e-newsletter) as well as print media (ads, posters, fliers, banners, postcards, programs). Supporting Sponsor will have name/logo associated with select media.

TITLE SPONSOR (ONLY AVAILABLE IN PACKAGE)

Opportunity to place marketing material at event check-in and in treat bag.

PRESENTING SPONSOR \$5K

These Sponsorships will support live entertainment, trick or treat bags, costume prizes, advertising.

SIGNATURE SPONSOR \$2.5K

These Sponsorships will support entertainment, decor and prizes.

SUPPORTING SPONSOR \$1K

These Sponsorships will support media, event decor, and dog treats.



MAGICAL MEMORIES HOLIDAY DECEMBER 2026



Magical Memories Holiday Program serves over 800 families and 1,400 children. Through a robust sponsorship model we are able to offer this multi-day major event completely free of charge to the community. Children and families enjoyed Visits with Santa at his festive Old Town Workshop; Trolley Rides through our charming downtown; and sponsored giveaways including sips of decadent hot chocolate; magical "Believe" bells, and goodie bags filled with treats and other keepsakes.* We received overwhelming community praise and countless requests to provide this program as Los Gatos' newest tradition. *giveaways subject to change

"Both the Trolley and the Santa programs, though being brand new, felt like they've been going on for years. A fresh take in a traditional community... The trolley was perfect for riders all ages." -Maria Ristow, Los Gatos Town Council

"This was one of the best ever experiences in Los Gatos. So much fun and energy in town all weekend. Hearing that little bell ringing and watching kids wave was such a hoot"

"Yay! How wonderful its free, that's gr8!
Vasona drive thru is always sold out so this is generous & a fun experience!"

ALL SPONSORS RECEIVE

Presenting and Signature Sponsor name/logo will be prominently associated with event promotional materials, including digital media (website, social media, e-newsletter) as well as print media (ads, posters, fliers, banners, postcards, programs). Supporting Sponsor will have name/logo associated with select media.

TITLE SPONSOR (ONLY AVAILABLE IN PACKAGE)

Name/logo on featured prominently onsite at event locations, trolley stops and on trolley banner.

Opportunity to display marketing material in Santa's Workshop.

Private trolley ride for 38 people.

PRESENTING SPONSOR \$20K

Sponsor this event as well as additional amenities for the trolley and workshop.

Your name/logo on the packaging of giveaways.

Name/logo on featured prominently onsite at event locations, trolley stops, and on trolley banner.

Opportunity to display marketing material in Santa's Workshop.

Private trolley ride for 38 people.

SIGNATURE SPONSOR \$9K

This Sponship supports live entertainment, decor, and holiday characters.

SPIRIT SPONSOR \$7K

This Sponsorship supports live entertainment, and event decor.

SUPPORTING SPONSOR \$4K

This Sponsorship supports event decor, media, & advertising.



"Petition to make this (Trolley) an everyday thing in LG"

