



SPONSORSHIP

OPPORTUNITIES

53RD ANNUAL

MOUNTAIN VIEW

ART & WINE FESTIVAL

SEPTEMBER 6-7, 2025

  #MVArtWine





SILICON VALLEY'S BEST FESTIVAL

Get ready to experience the magic of the 2025 Mountain View Art & Wine Festival, continually crowned the Best Festival of Silicon Valley by Metro readers! Taking over the lively Castro Street in the heart of Silicon Valley, this iconic event promises a weekend brimming with art, wine, and the contagious energy of the local community. Hosted by the Mountain View Chamber of Commerce, the festival features a dazzling mix of acclaimed artists, sensational wines and spirits, and an atmosphere that's pure excitement.



WINE TASTING EXHIBIT
UPSCALE VINTNER EXPERIENCE

SPORTS LOUNGE
LIVE STREAMING SPORTS GAMES

PLAYLAND PARADISE
A KIDS SPECIAL FUN ZONE

COMMUNITY STAGE
FEATURING UP & COMING TALENT

COLLABORATIVE ART TEMPLE
INTERACTIVE PAINTING EXPERIENCE

Whether you're an art enthusiast, a wine connoisseur, or simply looking for an extraordinary weekend, the 2025 Mountain View Art & Wine Festival is a vibrant celebration of culture, community, and innovation. Don't miss your chance to join in the fun—this is where memories are made and magic truly happens!

**TWO
STAGES**

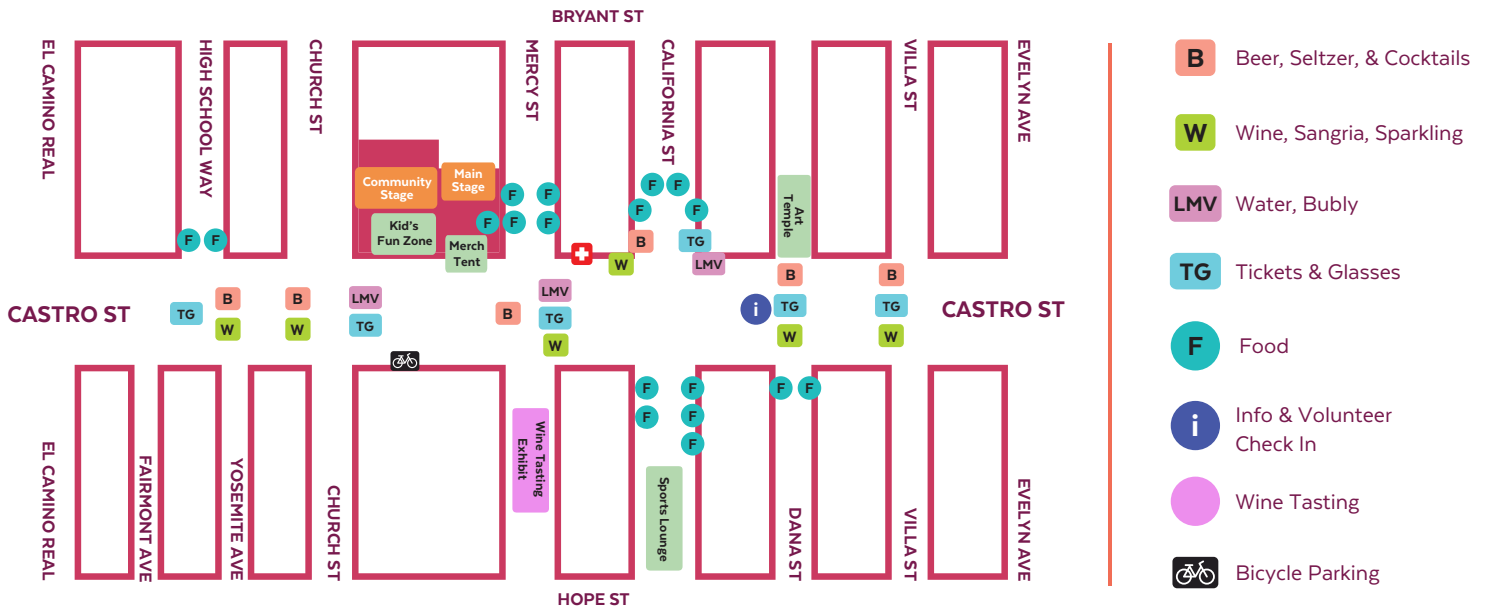
**OVER
400
VENDORS**

**200,000
ATTENDEES**



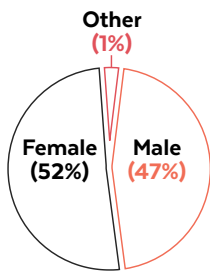


EVENT LAYOUT

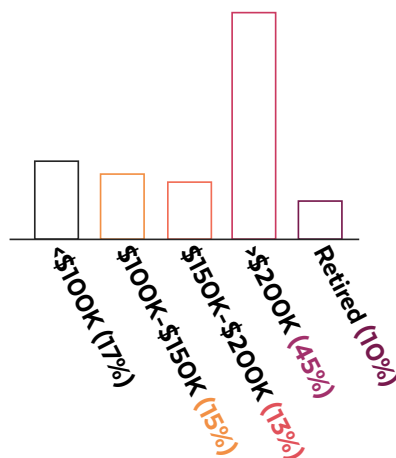


CONSUMER IDENTIFIERS

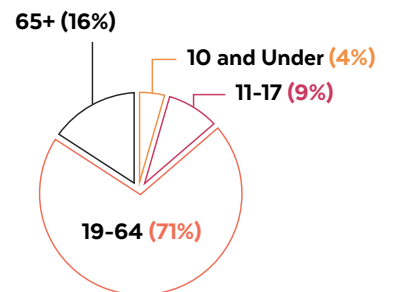
Mountain View seamlessly blends technological innovation with cultural diversity, outdoor adventures, and a strong dedication to education and sustainability. These qualities shape its vibrant, progressive identity, making it a standout community in the heart of Silicon Valley.



GENDER



INCOME



AGE

BRAND MARKETING OPPORTUNITIES



COMMEMORATIVE GLASSWARE

*Sponsorship Packages Subject to Availability

Leave a lasting impression with your logo on commemorative glassware that attendees will cherish long after the event ends. Choose from customizable packages featuring either wine glasses or beer glasses to showcase your brand in style.



OVER THE STREET BANNER

*Sponsorship Packages Subject to Availability

Gain exclusive visibility well before the event begins by showcasing your brand on the prominent over-the-street banner displayed in the lead-up to and during the event. As a sponsor, you'll also enjoy additional exposure with your brand featured on the event website.



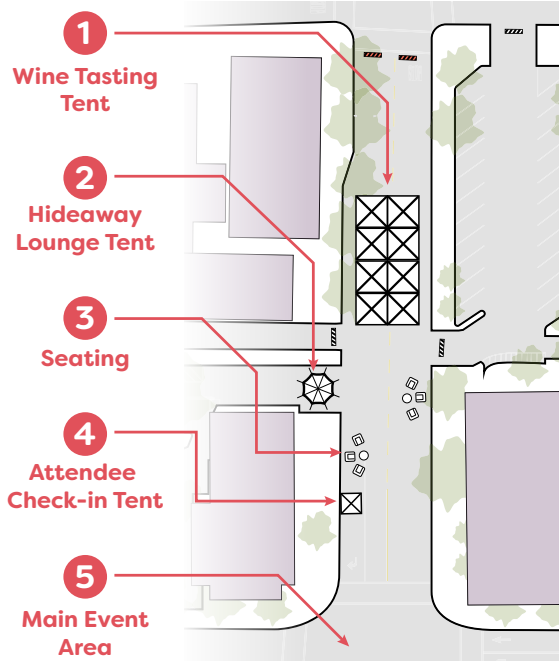
NEW EXHIBIT



WINE TASTING EXPERIENCE

*Sponsorship Packages Subject to Availability

Introducing the newest addition to the Mountain View Art & Wine Festival — an elevated wine tasting experience that highlights the richness and diversity of California’s exceptional wineries.



An Elevated Exhibit with an Attendee Focus

Unlike most festivals in the region, this curated tasting lounge invites guests to dive deeper into the world of exceptional local wines, all within a refined and welcoming setting. Designed to appeal to a broad and diverse audience — from seasoned wine aficionados with a refined palate to curious newcomers eager to expand their knowledge — the experience offers a perfect platform to taste, learn, and discover standout California vintners.

For brands, this exhibit presents a unique opportunity to align with a more sophisticated atmosphere. If our other exhibits available for a brand tie in don't quite match your marketing goals, this elevated setting offers a premium alternative for high-quality brand association and engagement.

The wine tasting exhibit will feature 16 hand-selected wineries, comfortable lounge seating with a thoughtfully designed aesthetic, and the exclusive Hideaway Lounge Tent — an intimate retreat ideal for small groups to relax, sip, and connect.

For Platinum Sponsors

If you choose the Wine Tasting Exhibit as your brand tie in- the package includes both the Title Sponsorship of the Wine Tasting Exhibit and Wine Tasting VIP Lounge Sponsorship



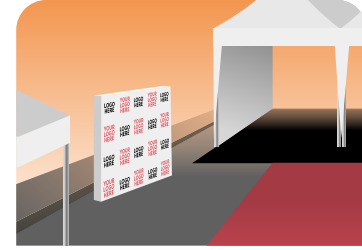
WINE TASTING EXHIBIT MARKETING OPPORTUNITIES



For Title Sponsorship GOLD SPONSORSHIP PACKAGE

Title sponsors will receive the unique opportunity to have their brand highlighted in the largest and most upscale exhibit at the event. Sponsors will have custom signage at the entrance to the exhibit with your branding and inclusion on the step-and-repeat selfie wall. Extended benefits throughout all marketing areas.

- Naming Rights of the Exhibit
- Custom High-Profile Signage Using Your Branding at the Exhibit Entrance
- Logo inclusion on the Step-and-Repeat Banner Positioned for High Visibility with high percentage of Banner featuring your Brand Identity
- Brand Feature On Wine Tasting Web Page
- 15 Wine Tasting Wristbands
- Name + Logo Inclusion On Social Media Wine Tasting Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements, Event Shirts

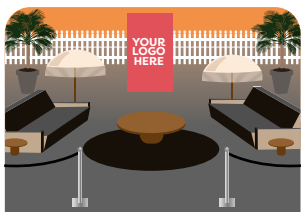


For Co-Sponsorship SILVER & BRONZE SPONSORSHIP PACKAGES

Silver and Bronze Sponsors have the rare opportunity to amplify their brand visibility through one of the festival's premier activations — all while staying within a manageable budget. This co-branded sponsorship includes logo placement on the high-traffic Step-and-Repeat selfie wall, along with name recognition in digital marketing tied to the activation. With co-sponsorship limited to just three partners, your brand is guaranteed standout exposure in a highly visible and engaging setting.

- Logo inclusion on the Step-and-Repeat Banner Positioned for High Visibility
- 6 Wine Tasting Wristbands
- Brand Name inclusion On Wine Tasting Web Page on Event Website
- Name Inclusion On Social Media Wine Tasting Post
- Logo On Website Sponsorship Pages, Poster And Print Advertisements, Event Shirts

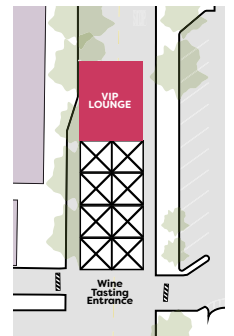
OR



Wine Tasting VIP Lounge Sponsorship GOLD SPONSORSHIP PACKAGE

For brands seeking to elevate their presence, the VIP Lounge within the wine tasting exhibit offers the ideal opportunity to align with a more sophisticated and exclusive experience. Designed with upscale furnishings and a refined aesthetic, the lounge is reserved for VIP guests only and features limited capacity to ensure a premium, intimate atmosphere. To learn more about VIP activation opportunities, please reach out — we'd love to explore how your brand can be part of this elevated experience.

- Naming Rights to the Lounge Space
- Name inclusion on VIP Ticket Sales
- 8 VIP Entrance & Wine Tasting Wristbands
- High Visibility Signage in Lounge Space with your Branding
- Brand Inclusion on VIP Lounge Web Page on Event Website
- Brand Inclusion on the Social Media VIP Lounge Post and name inclusion on Wine Tasting Social Media Post

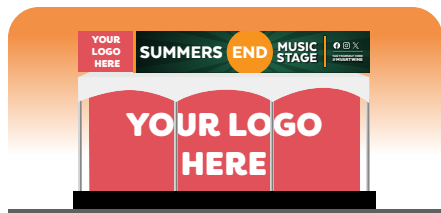




SUMMERS END MUSIC STAGE

*Sponsorship Packages Subject to Availability

Experience the ultimate musical celebration as the Bay Area's top talent takes over the Summer's End Music Stage at Civic Center Plaza, filling the air with an unstoppable flow of vibrant, genre-spanning performances!



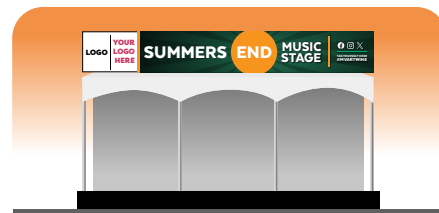
For Title Sponsorship

GOLD & PLATINUM SPONSORSHIP PACKAGES

Gold & Platinum Sponsors enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized stage backdrop will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Top Banner And Backdrop Signage
- Website Feature On Stage + Entertainment Pages
- Logo and Name Inclusion On Social Media Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



For Co-Sponsorship

SILVER & BRONZE SPONSORSHIP PACKAGES

Silver and Bronze Sponsors can elevate your marketing impact with prominent brand exposure both online and at the event. Your brand identity will take center stage, prominently showcased above the main stage; one of the event's premier attractions—ensuring maximum visibility and engagement.

- Logo Inclusion On Top Banner Signage
- Logo On Stage + Entertainment Pages On Event Website
- Name Inclusion On Social Media Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements





COLLABORATIVE ART TEMPLE

*Sponsorship Packages Subject to Availability

Step into an immersive experience where creativity knows no bounds! This interactive installation invites attendees to unleash their imagination and contribute to a collaborative masterpiece that captures the heart of the event. Spark inspiration, leave a lasting impression, and let your brand take center stage!



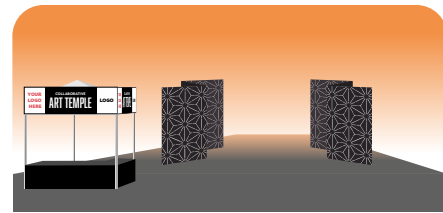
For Title Sponsorship

GOLD & PLATINUM SPONSORSHIP PACKAGES

Gold & Platinum Sponsors enjoy premium benefits, including exclusive, custom-designed high-profile signage. A personalized step-and-repeat banner will be created to showcase your brand, or you may supply a design crafted by your in-house team. Additionally, your sponsorship includes extended visibility across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Step and Repeat Banner at Entrance to the Art Temple
- Website Feature On Art Temple Page
- Logo and Name Inclusion On Social Media Art Temple Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



For Co-Sponsorship

SILVER & BRONZE SPONSORSHIP PACKAGES

Silver and Bronze Sponsors have a valuable opportunity to amplify your marketing presence with prominent brand exposure both at the event and online. Your brand will be seamlessly integrated into the experiential activation and prominently showcased at the check-in paint booth, where participants collect their supplies to join the activity.

- Logo Inclusion On Paint Materials Booth
- Logo On Art Temple Page On Event Website
- Name Inclusion On Social Media Art Temple Post
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

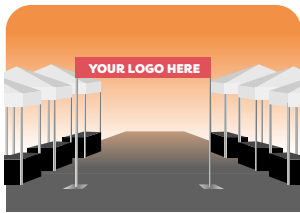




KIDS FUN ZONE + COMMUNITY STAGE

*Sponsorship Packages Subject to Availability

The fun and games for youngsters of all ages are enthralling and endless. The Kids Fun Zone features the sky flying bungee jump, walk on water in inflatable balls, kids specific vendors and more.



For Title Sponsorship

GOLD & PLATINUM SPONSORSHIP PACKAGES

Gold and Platinum Sponsors will enjoy exclusive, high-profile custom signage, including a personalized stage backdrop and a freestanding banner designed to reflect your brand identity. Alternatively, you can provide a design created by your in-house team. Sponsorship also includes enhanced benefits and extensive exposure across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Stage Backdrop and Freestanding Banner at Kids Zone Entrance
- Website Feature on Kids Zone and Community Stage Pages
- Logo and Name Inclusion on Social Media Kids Zone and Community Stage Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



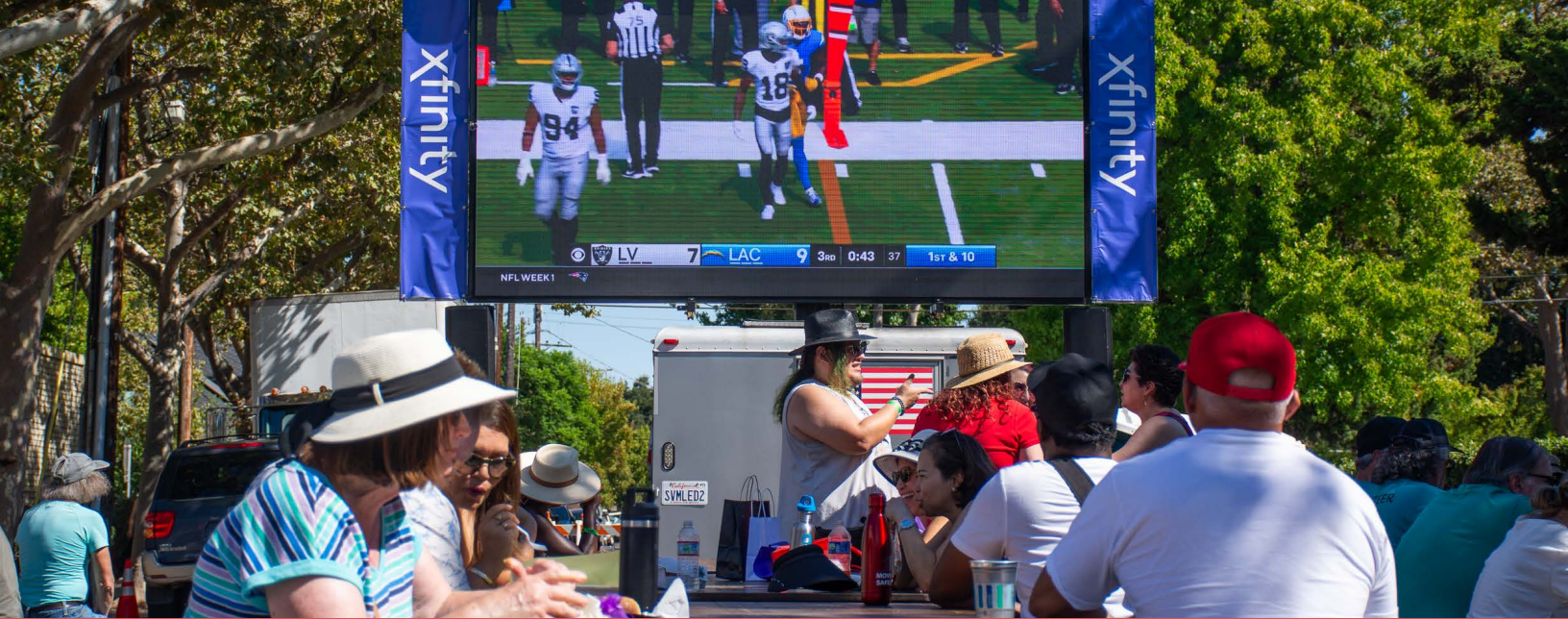
For Co-Sponsorship

SILVER & BRONZE SPONSORSHIP PACKAGES

Silver and Bronze Sponsors can significantly enhance your marketing reach with standout brand exposure both online and at the event. Your brand identity will be prominently displayed at the community stage and at the entrance to the Kids Zone, ensuring high visibility in key areas. The community stage, a cherished feature of the event, enjoys strong local support and engagement, offering a unique opportunity to connect with attendees while maximizing your brand's presence.

- Logo Included on Stage Banner and Logo Included on the Entrance Banner for the Kids Zone
- Logo on Kids Zone and Community Stage Pages
- Name Inclusion on Social Media Kids Zone and Community Stage Posts
- Logo On Website Sponsorship Pages, Poster And Print Advertisements





SPORTS PARTY LOUNGE

*Sponsorship Packages Subject to Availability

Catch the NFL season openers and MLB Pennant Races at The Sports Lounge, the perfect spot for festivalgoers to unwind and enjoy their favorite sporting events with friends.



For Title Sponsorship GOLD & PLATINUM SPONSORSHIP PACKAGES

Gold and Platinum Sponsors will enjoy exclusive, high-profile custom signage surrounding the LED Screen. Alternatively, you can provide a design created by your in-house team. Sponsorship also includes enhanced benefits and extensive exposure across all marketing channels.

- Custom Signage High-Profile Signage Using Your Branding
- Custom Signage for surrounding the LED Screen
- Website Feature on the Sports Lounge Page
- Logo and Name Inclusion on Social Media Sports Lounge Posts + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

