

    #MVArtWine



52ND ANNUAL

MOUNTAIN VIEW ART & WINE FESTIVAL

SEPTEMBER 7-8, 2024

SPONSORSHIP DECK



MUSIC



ARTISTS



FOOD & DRINKS



A FESTIVAL LIKE NO OTHER

The 2024 Mountain View Art & Wine Festival is a captivating event set to unfold on the bustling streets of Castro Street in the heart of Silicon Valley. Hosted by the Mountain View Chamber of Commerce, this exceptional extravaganza showcases acclaimed artists, sensational sips of fine wines and spirits, and the picturesque beauty that encapsulates this beloved festival every year.

Culture aficionados, wine connoisseurs, and art enthusiasts alike won't want to miss this illustrious event! With a diverse array of entertainment, mesmerizing exhibitions, and a commitment to sustainability, the festival promises an unforgettable experience. Visitors can immerse themselves in artisanal crafts, contemporary Italian Street Chalk Art, and a collaborative Paint Temple set to hypnotic house music. The culinary delights are equally enticing, with gourmet food trucks, a luxurious wine selection, and seasonal beers and canned cocktails.

Live music resonates through the heart of Silicon Valley, and the festival even caters to younger generations with the dedicated Kids Fun Zone. As an annual celebration cherished by the community, the Mountain View Art & Wine Festival is an extraordinary testament to the vibrant spirit and creative resilience of Silicon Valley.

2

STAGES

350

ARTISTS

150K
ATTENDEES

23

FOOD
VENDORS

6

UNIQUE
ATTRACTIONS

EVENT HIGHLIGHTS:

Family-Friendly Fun

Families and kids can delight in the abundant range of activities at the event, catering to all ages—from the Kids Fun Zone to interactive art!

Endless Entertainment

Leave the cookie cutter events to other places, we believe in providing unique experiences to give our attendees everlasting memories.

Cultural Melting Pot

The Mountain View Art & Wine Festival stands out as one of the most culturally diverse events in the area, featuring unique global cuisine and a wonderfully diverse attendance.



EVENT LAYOUT



B Beer, Seltzer, & Cocktails

TG Tickets & Glasses

S Wine Sampling

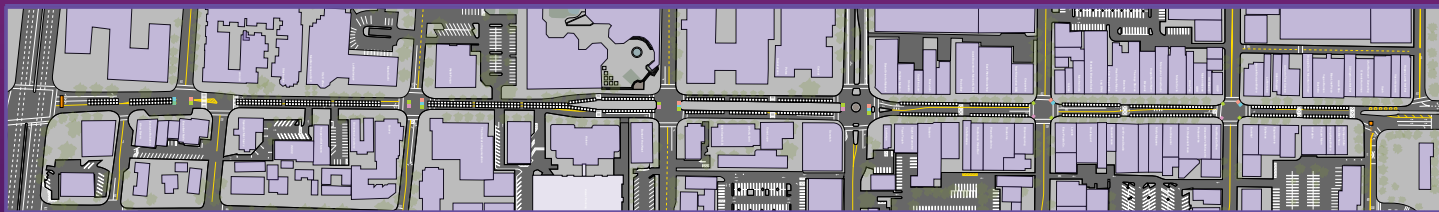
W Wine, Sangria, Sparkling

F Food

Bicycle Parking

LMV Water, Bubly

i Volunteer Check In

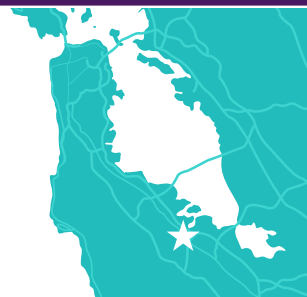


SCALED DRAWING
of Mountain View Art & Wine Festival



350 Vendor Booths

Event Length
3,643 Feet





DEMOGRAPHICS



Nestled in the heart of Silicon Valley, Mountain View Art & Wine Festival thrives with its dynamic and diverse attendance. Attendees have a deep drive of innovation, cultural richness, and a shared sense of purpose.

The median age at the Mountain View Art & Wine Festival is 35.7 years old, and more than half of the attendees fall within the vibrant age range of 20 to 49, with a large group of the attendees being families who are deeply embedded in the local community.

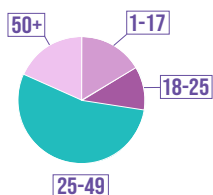
Mountain View celebrates its multicultural heritage. Nearly 48.5% of its residents speak languages other than English at home. Approximately 42.3% of the population is foreign-born, with a significant representation from Asia.

Education is highly valued here. 94.5% of residents have graduated from high school, and an impressive 74.4% hold a Bachelor's degree or higher.

CONSUMER IDENTIFIERS

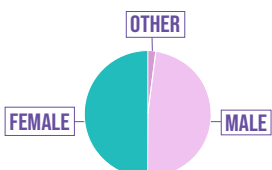
AGE

The primary age range of attendees is between the ages of 25 and 49



GENDER

Mountain View Art and Wine Festival has a slightly higher percentage of females than males.



INTERESTS & PERSONALITY

Mountain View's personality combines technological innovation with cultural diversity, outdoor recreation, and a commitment to education and sustainability. These aspects contribute to its dynamic and forward-thinking character, making it a unique and sought-after community in the Silicon Valley region.

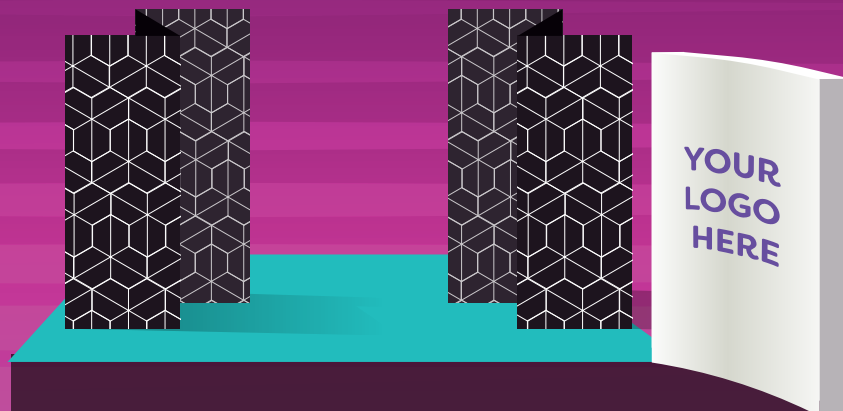
With proximity to renowned universities such as Stanford University, Mountain View values education and research. This influences community activities, local programs, and public initiatives that support learning and intellectual pursuits.

The background of the image features a stylized, layered mountain range in various shades of purple and magenta. The mountains are depicted with soft, painterly strokes, creating a sense of depth and texture. The overall color palette is monochromatic, ranging from deep purples to lighter, almost pinkish purples.

BRAND OPPORTUNITIES



PAINT TEMPLE



Ignite your brand with our Collaborative Paint Temple—an interactive experience that sparks creativity and leaves a lasting impression. Attendees choose their paint, follow a guided process, and contribute to a 'What Brings You Joy' theme by filling in a personalized 'square.'

Inspire, create, and make your mark at the event! Signage for installation may vary depending on sponsorship package chosen.

Guided by Richard Felix, a local artist with 300+ interactive art projects under his belt and a perfected process for overseeing these engaging installations



Witness the mesmerizing evolution of a vibrant mosaic, crafted with passion and meaning by our amazing attendees. Dive into the immersive experience, as this installation isn't just about the end result—it's about savoring every step of the creative process.

And to top it off, a Neptune-themed art car sets the scene playing melodic house music and infusing those feel-good vibes into the entire installation and watch the mosaic bloom with color.

AVAILABLE FOR PRESENTING SPONSOR PACKAGES



ITALIAN STREET PAINTING



Throughout the two-day festival, California Street (between Castro and Hope) will become the canvas for a talented world renowned lineup of Madonnari (street painters) where festivalgoers will have an opportunity to experience this captivating and vibrant performance art.

These professional street painting artists will each create a 10' x 10' work of art on the street in chalk pastels – their amazing creations will be works in progress throughout both days of the festival

MEET THE ARTISTS



LISA
JONES



JOEL
YAU



TIFFANY
MANCHIP



JOE
MANDRICK



CHERYL & WAYNE
RENSHAW

AVAILABLE FOR PRESENTING PACKAGES



KIDS FUN ZONE



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.



COMMUNITY STAGE

One of the festival favorites, the Mountain View Community Stage features up-and-coming performers from around the area showcasing a wide range of performances from Musical Acts, Choreography, and more!

Centered in the Kids Fun Zone the Community Stage and Kids Fun Zone can be paired up for the ultimate brand exposure. Co-presenting Sponsorship Packages are available

AVAILABLE FOR PRESENTING PACKAGES



SUMMERS END MAIN STAGE



SUMMERS END MUSIC STAGE

The dynamite lineup features some of the Bay Area's best bands playing a non-stop, wide-ranging musical mix on the PG&E Main Stage in Civic Center Plaza and all over the downtown area. Co-presenting sponsorship packages are available.

SATURDAY

Bluehouse
11:30am to 1:15pm

Cisco Kid
2pm to 4pm

The Megatones
4:45pm to 6:45pm

SUNDAY

First Call
11:30am to 1:00pm

The Hitmen
1:30pm to 3:15pm

The Houserockers
3:45pm to 5:45pm

AVAILABLE FOR PRESENTING SPONSOR PACKAGES



OTHER PACKAGES

Step out of the ordinary! Not every shoe fits the same, and neither should your brand activation. Join forces with us to craft a one-of-a-kind, show-stopping brand experience that goes beyond the expected. Whether you want to amplify your current experiential marketing impact or introduce an entirely new thrill to your brand activation, we've got you covered. Unlock the excitement—custom activation pricing provided upon request. Below are examples of custom activations.



Luxury Lounge

Craft an exclusive VIP experience in a luxurious lounge setting where attendees can unwind, toast to unforgettable moments, and revel in the epitome of good times!



Racing Simulator

Two driving simulators are networked together, allowing customers to race each other on the same track at the same time



Photo Wall

Collaborate with our team of designers to bring your vision to life! We can craft a photo backdrop, a stunning 3-dimensional photo wall, or utilize a modern interactive photobooth to create an opportunity for attendees to take photos with.



Live Mural Painting

Immerse your brand in the spotlight! Witness a talented muralist bring your logo to life in a vibrant masterpiece unfolding live throughout the event. And here's the thrill – you get to take this unique, branded mural with you as the ultimate event keepsake.



~~We must wake up all of the stories locked up inside these streets. Connect today's everyday locals with the important elements of community. Share experiences, create memories and relish in moments together.~~



ABOUT US

Miramar Events is an innovative full-service event promotion and production agency. Founded in 1986, we're specialists in the San Francisco Bay Area's community-focused events adventures.

Consider us your street crew for festivals, fundraisers and forward-thinking pop-ups. Who celebrate emerging musicians, fresh talent and sizzling eateries like our lives depend on it.

Much like our namesake, we strive to curate experiences that feel expansive, twinkly and dunked in a kind of iridescent magic you can't quite put your finger on. Experiences that come with a 'choose your own ending' kind of vibe.

Miramar crafts unexpected, unreal and unexplored events adventures for curious creatures and imaginative earthlings alike. The real question is: how deep will you go?



MIRAMAREVENTS.COM



EVENTS@MIRAMAREVENTS.COM



(415) 236-2601