



53RD ANNUAL

MOUNTAIN VIEW

ART & WINE FESTIVAL

SEPTEMBER 6-7, 2025

SPONSORSHIP

OPPORTUNITIES

  #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.



LIVE STREET PAINTING
WORLD-RENOWNED ARTISTS

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**

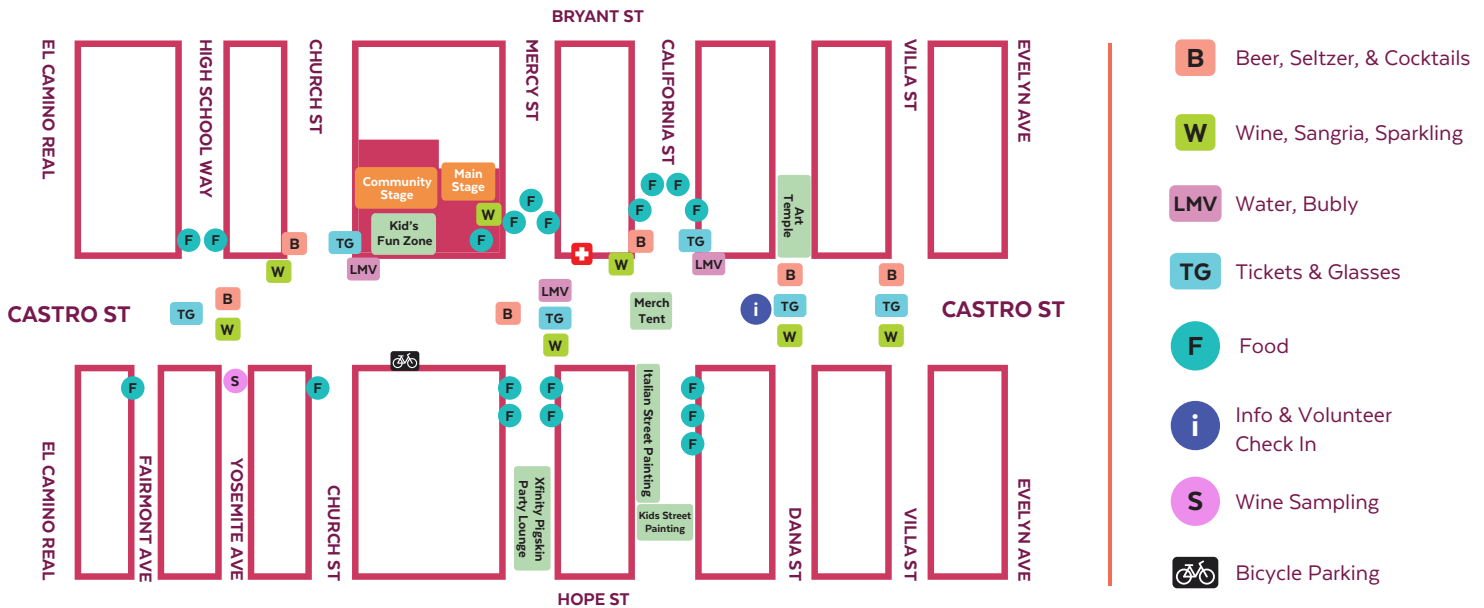
**OVER
400
VENDORS**

**150K
ATTENDEES**



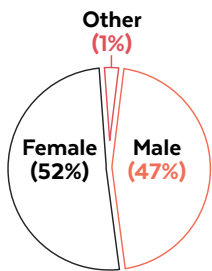


EVENT LAYOUT

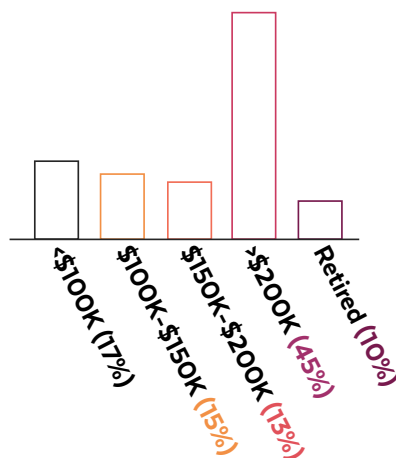


CONSUMER IDENTIFIERS

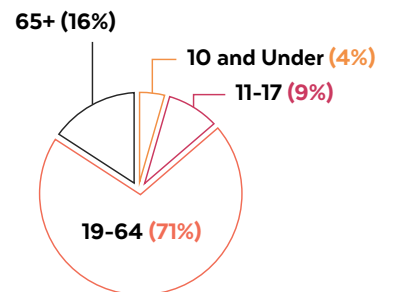
Mountain View seamlessly blends technological innovation with cultural diversity, outdoor adventures, and a strong dedication to education and sustainability. These qualities shape its vibrant, progressive identity, making it a standout community in the heart of Silicon Valley.



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.

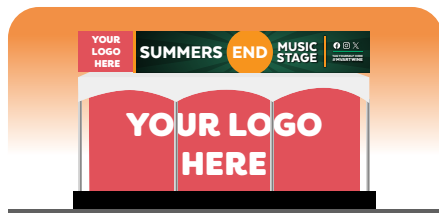




SUMMERS END MUSIC STAGE

*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!



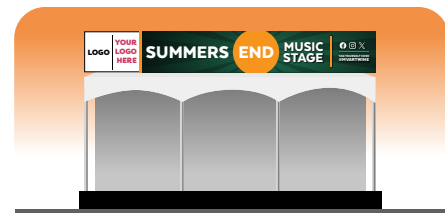
For Title Sponsorship

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

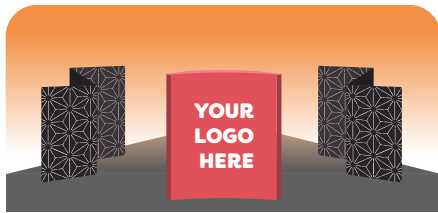




COLLABORATIVE ART TEMPLE

*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!



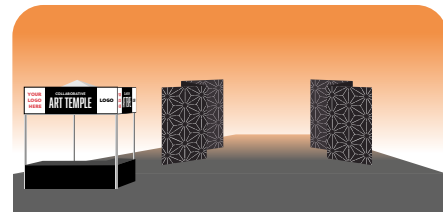
For Title Sponsorship

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

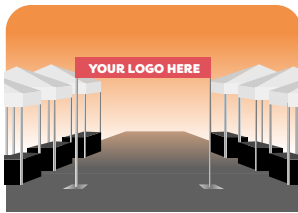




KIDS FUN ZONE + COMMUNITY STAGE

*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





ITALIAN STREET PAINTING

*Sponsorship Packages Subject to Availability

Five world-renowned artists will turn the street into a breathtaking canvas, showcasing their incredible talent and creativity. Throughout the weekend, attendees can witness the transformation of the streets in real-time.



Over the course of the two-day festival, California Street (between Castro and Hope) will transform into a dynamic canvas, showcasing a world-class lineup of Madonnari (street painters). Festivalgoers will have the chance to experience this captivating, vibrant form of performance art as these professional artists create stunning 10' x 10' chalk pastel masterpieces right on the street. Their remarkable works will evolve throughout the weekend, offering a unique, ever-changing spectacle.

In addition, a special interactive section of the exhibit invites attendees to get hands-on and create their own chalk art, adding to the creative energy of the event.

MEET THE ARTISTS



LISA
JONES



JOEL
YAU



MARIAH
QUINTANILLA



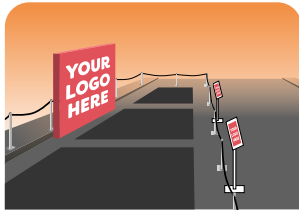
JOE
MANDRICK



CHERYL & WAYNE
RENSHAW



STREET PAINTING MARKETING OPPORTUNITIES



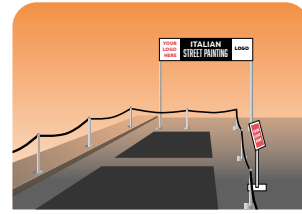
For Title Sponsorship

GOLD & PLATINUM SPONSORSHIP PACKAGES

Gold and Platinum Sponsors will receive exclusive custom high-profile signage. A custom stage freestanding step and repeat will be designed using your brand identity or have your in-house design team provide a design of your choice. Extended benefits throughout all marketing areas.

- Custom Signage High-Profile Signage Using Your Branding
- Step and Repeat Banner Positioned for High Visibility of Street Chalk Art Block Photography
- Sponsorship of Two Artist Squares
- Website Feature On Art Temple Page
- Name + Logo Inclusion On Social Media Street Art Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



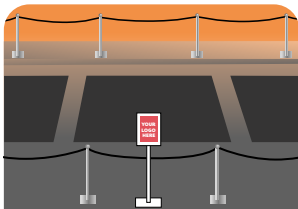
For Co-Sponsorship

SILVER & BRONZE SPONSORSHIP PACKAGES

Silver and Bronze Sponsors have a unique opportunity to boost their marketing reach through prominent brand exposure both online and at the event by sponsoring the Chalk Art Block. This area is one of the most photographed and popular attractions throughout the weekend. As an added benefit, you can sponsor an individual artist, with your logo prominently displayed in front of their square, offering maximum visibility in this highly visited area.

- Logo Included on the Banner for the Street Chalk Art Block
- Sponsorship of One Artist Square
- Website Feature On Art Temple Page
- Name Inclusion On Social Media Street Art Post + Exclusive Post Recognizing Your Brand
- Logo On Website Sponsorship Pages, Poster And Print Advertisements

OR



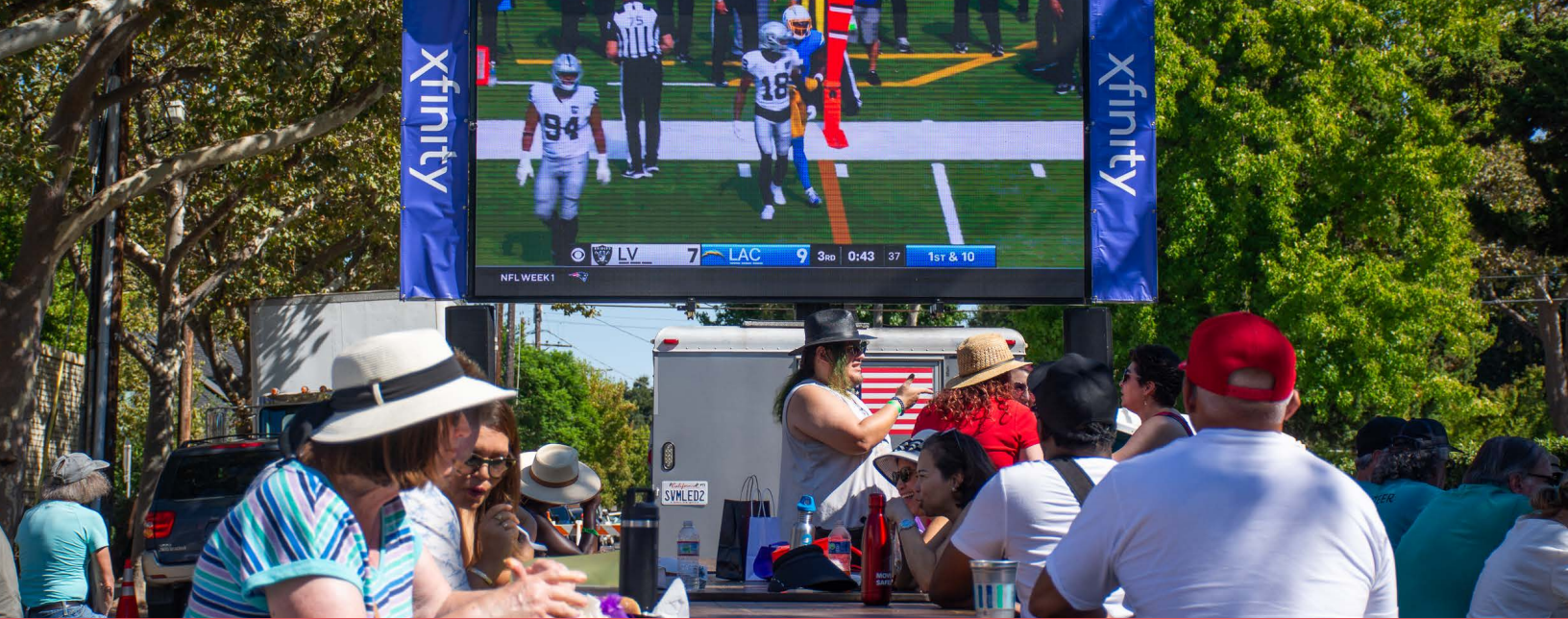
For Square Sponsorship

CUSTOM SPONSORSHIP PACKAGES

For those seeking additional brand exposure, this exclusive opportunity allows you to sponsor an individual artist's square. Your branding will be prominently featured with signage placed directly in front of the viewing area, ensuring high visibility for both the street art and the specific artist's square you are supporting.

- Signage Displayed Infront of Chalk Artist Square
- Name included in the Social Media Street Art Post next to supporting artist
- Name included on the Street Art Website Page as a sponsor of the activation





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

