



# THE FIRST 300 STARTED WITH A MISSION SO WILL THE NEXT

It takes a city with San Antonio's past  
to become a city with San Antonio's  
future. It takes leaders like you to  
make visions a reality.



[SanAntonio300.org](http://SanAntonio300.org)



300<sup>®</sup>  
SAN ANTONIO



## **Legendary history calls for legendary leadership.**

San Antonio's story is a legendary one. From creating iconic history to leading a renaissance of commercial, residential, and cultural innovation, San Antonio has always been and will continue to be dynamic. It is a city of heart, vision, tenacity, integrity, and community – ideals that continue to propel us forward.

In 2018, San Antonio will mark its 300th anniversary: a rare, historic event that will be remembered for generations. Over the course of these past three centuries, leaders like you, among San Antonio's vanguard businesses, innovators and cultural collaborators, have helped shape our city.

San Antonio's Tricentennial – a once-in-a-lifetime event celebrated over the course of an entire year – calls for your support and leadership. Joining as a corporate sponsor demonstrates your pride in San Antonio's past and an unwavering commitment to its future, and it opens opportunities to help shape our celebration in unique ways.

As a sponsor, you will not only benefit from valuable media exposure in promotions, news, public relations, and social media channels, but your presence will also solidify your brand as a leading, community-minded organization that is an integral part of our city.

**A CITY WHERE  
GREATNESS  
IS MEASURED IN  
CENTURIES**

As San Antonio takes the world stage, all eyes will watch expectantly as we celebrate our memorable past, and will see you and supporters like you setting the tone for our equally remarkable future. This will be the beginning of the next chapter in San Antonio's legendary story. Will you be in it?



**San Antonio continues to hit the “Top 10” lists internationally.**

Named an American “City of the Future” by *Forbes* in 2016

Named second-favorite city in America by *Travel + Leisure* in 2016

Named second-best destination, worldwide, by *Budget Travel* in 2016

Named among the top five “Secretly Cool Cities” by *Huffington Post*

The Tricentennial Commission’s marquee events and programs reinforce our rightful place among the nation’s best.

While our city has hundreds of facets worth celebrating, the Tricentennial Commission will focus on the following initiatives, which are broad, inclusive, and distinctive to San Antonio.

# MARQUEE INITIATIVES

**HISTORY & EDUCATION**  
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**ARTS & CULTURE**  
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**COMMUNITY SERVICE**  
.....

**COMMEMORATIVE WEEK**



**San Antonio values its history;** its citizens wear their pride and passion for it on their sleeves. The city's commitment to education at all levels – public, private, charter, and collegiate – is equally valued and can be found in all parts of our community. It's little wonder then that History and Education would play a central role in the city's Tricentennial celebration. We envision featured exhibits, a commemorative book, specially designed resource materials for grades pre-K through 12, symposiums and lectures, interactive learning opportunities, and thrilling reenactments of events in their original settings.

# HISTORY & EDUCATION



**Our city’s multicultural roots** are reflected in today’s multifaceted fine art, music, festivals, and theatre; some are long-held, beloved traditions and others are innovative manifestations of new ideas. Creative expression in its many forms is vibrant, engaging, and inviting. To honor and celebrate arts and culture, plans include public art and landscaping projects, arts education enhancements, performances large and small, exhibits and shows, and navigation tools to help citizens and visitors alike discover the creativity in all parts of the city.

The sounds of San Antonio will be the soundtrack to our Tricentennial year. Thousands will flock to concerts, which will serve as high-profile, marquee events that give San Antonio regional and national attention. In addition,

unique musical collaborations will “pop up” throughout the city, both entertaining and bringing San Antonio together through the art and history of our music.

## ARTS & CULTURE



# NEW YEAR'S EVE CELEBRATION

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**DECEMBER 31, 2017**

A New Year's Eve Celebration will kick off a year filled with festivities. Dazzling fireworks displays throughout San Antonio will culminate in a festive concert.

# PUBLIC ART

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**JANUARY 1 - DECEMBER 31, 2018**

Our Public Arts Initiative will enrich the city's beautiful landscape and enhance access to public art, giving San Antonio a platform to showcase its vibrant culture to the world. It will feature art unveilings, celebratory performing arts pieces (theatre, dance, and music), and ongoing events and exposure to the thriving San Antonio arts community.

# COMMEMORATIVE CONCERT

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**MAY 4, 2018**

As part of the Commission's efforts to feature San Antonio's arts community, our Commemorative Concert will be live from the world-class Civic Park, drawing an audience of thousands from around San Antonio and the world.

**ARTS &  
CULTURE**



**JANUARY 1 - DECEMBER 31, 2018**

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**Serve 300 SA is a community service initiative** designed to directly and positively affect the quality of life in our neighborhoods. Most importantly, everyone in our community will have an opportunity to participate in the Tricentennial and contribute toward improving our city.

Through Serve 300 SA, our citizens' passion for San Antonio is harnessed and powerfully directed toward community progress. San Antonio thrives on connection, interaction, compassion, and action, and the Community Service pillar poses this challenge: **How will you make your community better?**

**COMMUNITY  
SERVICE**



## **MAY 1 - KICK-OFF CEREMONY AND INTERFAITH CELEBRATION**

Scheduled to coincide with San Antonio's founding date, Commemorative Week will be seven days of celebration beginning with a city-wide kick-off ceremony and continuing with a history fair, interfaith services, a Founders' Ball, a fireworks display and live entertainment along the Mission Reach, "pop-up" entertainment all across the city, and a special celebration of our military community.

## **MAY 2 - HISTORY AND EDUCATION DAY**

San Antonio schools will come together to celebrate the city's 300 years of history. Educational materials will be provided to schools that will engage students through historical stories and inspire civic engagement and pride in San Antonio. Historical performers will tour schools throughout Commemorative Week, bringing San Antonio history and culture to life.

## **MAY 3 - CELEBRATE OUR SISTER CITIES**

San Antonio will engage our sister cities across the world in a celebration of cultures. This day of cultural awareness will culminate in a spectacular lighting of downtown San Antonio. The Mayor will request downtown businesses to light their buildings so that our city shines brighter than ever before, representative of our bright future.

**COMMEMORATIVE  
WEEK**

## **FOUNDERS' DAY BALL**

A Tricentennial Founders' Ball will be held at the Henry B. Gonzalez Convention Center, while community sponsored events celebrating the Tricentennial will occur simultaneously in neighborhoods across the city.



## **MAY 4 - A CELEBRATION OF ART, CULTURE, AND HERITAGE**

As part of the Commission's efforts to feature the thriving San Antonio arts community, our Commemorative Concert will be live from the world-class Hemisfair Civic Park, drawing an audience of thousands from around San Antonio and the world.

## **MAY 5 - SAN PEDRO CREEK CELEBRATION**

The community will be encouraged to attend the grand reveal of the beautiful revitalization of San Pedro Creek and celebrate San Antonio's birthday. A historic ribbon cutting ceremony will officially open the day for celebration. Performances, giveaways, food, and fun throughout the day will delight the community and maintain a daylong celebration in the park.

## **MAY 6 - MILITARY CELEBRATION**

The Tricentennial will join with the military community to highlight the importance of all past and present military contributions to San Antonio. All branches of the military will participate in the celebration of their heroism and influence on Military City, USA.

**COMMEMORATIVE  
WEEK**

# SPONSORSHIP OPPORTUNITIES

**YOU'RE INVITED** to join local leaders in sponsoring San Antonio's Tricentennial and help us remember our past, celebrate our present, and define our future.

Your early underwriting commitment ensures that you can shape a 300th anniversary event in a way that aligns with your brand and civic initiatives and guarantees a community presence through 2018.

Corporate sponsorship information can be found in this packet and the Tricentennial Commission is eager to work with you on a tailored sponsor package that will meet your goals and affect San Antonio in a meaningful way.

# JOIN US!



## SPONSORSHIP OPPORTUNITIES

- 3** centuries of remarkable history
- 3** decades of unprecedented growth
- 3** years to honor all that makes  
San Antonio **extraordinary**

**GREAT  
THINGS  
COME IN  
THREES**

The opportunity to support San Antonio's Tricentennial over the course of a three-year commitment enables you to be an integral part of our collective celebration in a way that sponsors like you find financially comfortable and unarguably feasible.

Our three-year corporate sponsorship opportunities and their benefits are outlined in the following pages.

# 3-YEAR CORPORATE SPONSORSHIPS

## SA300 SPONSOR - \$500,000 PER YEAR

- Presenting/Title Sponsor or Co-Sponsor for a Tricentennial event
- Logo placement at the sponsored event and at all Tricentennial signature events
- Logo placement throughout the promotion and marketing of the event on Tricentennial social media platforms, e-blasts, television, and radio
- Logo and link on the Tricentennial website for 3 years
- Full-page color ad in the Founders' Ball program
- VIP tickets for 10 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 10 to a concert in the music series
- Logo placement on the Tricentennial downtown capital project donor wall
- Cocktail reception for 75, hosted by the Tricentennial Commission

## FOUNDING SPONSOR - \$350,000 PER YEAR

- Founding Sponsor for one Tricentennial event
- Logo placement at the sponsored event and at all Tricentennial signature events
- Logo placement throughout the promotion and marketing of the event on Tricentennial social media platforms, e-blasts, television, and radio
- Logo and link on the Tricentennial website for 3 years
- Half-page color ad in the Founders' Ball program
- VIP tickets for 10 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 10 to a concert in the music series

## GOLD SPONSOR - \$100,000 PER YEAR

- Gold Sponsor for one Tricentennial event
- Logo placement throughout the promotion and marketing of the event on Tricentennial social media platforms, e-blasts, television, and radio
- Logo and link on the Tricentennial website for 3 years
- Half-page color ad in the Founders' Ball program
- VIP tickets for 5 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 5 to a concert in the music series

**THIS IS YOUR  
CHANCE TO BE  
PART OF  
HISTORY**



# HISTORY & EDUCATION

## **\$1.5 MILLION PRESENTING SPONSOR BENEFITS**

- Presenting/Title Sponsor or Co-Sponsor for a Tricentennial History & Education exhibition or initiative
- Logo placement inside the exhibition and on collateral materials associated with the exhibition
- Logo placement throughout the promotion and marketing of the exhibition on Tricentennial social media platforms, e-blasts, television, and radio
- Logo and link on the Tricentennial website for 3 years
- Full-page color ad in the Founders' Ball program
- VIP tickets for 10 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 10 to a concert in the music series
- Logo placement on the Tricentennial downtown capital project donor wall
- Cocktail reception for 75, hosted by the Tricentennial Commission

**300**  
**YEARS**  
**A NICE**  
**WARM-UP ACT**

**300**  
**SAN ANTONIO**

[SanAntonio300.org](http://SanAntonio300.org)

# ARTS & CULTURE

## **\$1.5 MILLION PRESENTING SPONSOR BENEFITS**

- Presenting/Title Sponsor or Co-Sponsor for a Tricentennial Arts & Culture exhibit, event, or initiative
- Logo placement on collateral materials associated with the project
- Logo placement throughout the promotion and marketing of the project on Tricentennial social media platforms, e-blasts, television, and radio
- Logo and link on the Tricentennial website for 3 years
- Full-page color ad in the Founders' Ball program
- VIP tickets for 10 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 10 to a concert in the music series
- Logo placement on the Tricentennial downtown capital project donor wall
- Cocktail reception for 75, hosted by the Tricentennial Commission
- Logo placement in VIP area and on stage (for concert sponsorship)
- Product exclusivity on concert grounds (for concert sponsorship)

**WE'VE MADE  
HISTORY  
FOR 300 YEARS.  
WHY STOP NOW?**

**300**  
SAN ANTONIO

[SanAntonio300.org](http://SanAntonio300.org)

# COMMUNITY SERVICE

## **\$1.5 MILLION PRESENTING SPONSOR BENEFITS**

- Presenting/Title Sponsor or Co-Sponsor of a Commemorative Week event
- Logo placement at the event and on collateral materials associated with Commemorative Week
- Logo placement throughout the promotion and marketing of Commemorative Week on Tricentennial social media platforms, e-blasts, television, and radio
- Logo placement at your choice of 20 events associated with the Serve 300 SA initiative
- Logo and link on the Tricentennial website for 3 years
- Full-page color ad in the Founders' Ball program
- VIP tickets for 10 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 10 to a concert in the music series
- Logo placement on the Tricentennial downtown capital project donor wall
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# COMMEMORATIVE WEEK

## \$1.5 MILLION PRESENTING SPONSOR BENEFITS

- Presenting/Title Sponsor or Co-Sponsor of a Commemorative Week event
- Logo placement at the event and on collateral materials associated with Commemorative Week
- Logo placement throughout the promotion and marketing of Commemorative Week on Tricentennial social media platforms, e-blasts, television, and radio
- Logo placement at your choice of 20 events associated with the Serve 300 SA initiative
- Logo and link on the Tricentennial website for 3 years
- Full-page color ad in the Founders' Ball program
- VIP tickets for 10 to the Founders' Ball during Commemorative Week
- VIP tickets and backstage access for 10 to a concert in the music series
- Logo placement on the Tricentennial downtown capital project donor wall
- Cocktail reception for 75, hosted by the Tricentennial Commission

POWERED BY  
**HISTORY**  
DEFINED BY  
CHARACTER

**300**  
SAN ANTONIO

[SanAntonio300.org](http://SanAntonio300.org)

# SMALL BUSINESS SPONSORSHIPS

## SPONSOR BENEFITS

### \$7,500

- Logo and link on the Tricentennial website for 3 years
- Logo display at one Public Art unveiling of your choice
- Tricentennial Commemorative Book

### \$5,000

- Logo and link on the Tricentennial website for 3 years
- Tricentennial Commemorative Book

### \$3,000

- Logo and link on the Tricentennial website for 3 years
- Tricentennial basket of SA 300 merchandise

**GREAT  
THINGS  
COME IN  
THREES**





**We are coming up on a monumental moment in time:**

**San Antonio's Tricentennial. This inimitable opportunity to honor the city's past, celebrate the city's present, and define the city's future only happens once.**

**Don't miss your opportunity to be involved.**

*For more information, or to inquire about sponsorship opportunities that align with your organization's mission and marketing goals, please contact:*

**Tricentennial Commission**

Centro de Artes

101 S. Santa Rosa Ave.

San Antonio, TX 78207

**(210) 207-2300**

**SanAntonio300.org**

**#SA300**

