Individual Sponsorship Opportunities

The Caltrain Holiday Train presented by Silicon Valley Community Foundation (SVCF) will fire up its engine for the 16th year this December to delight Bay Area families with glittering lights and holiday giving. This festive tradition brings holiday treats, entertainment and characters including Frosty the Snowman, Rudolph and Santa’s elves to eight stations between San Francisco and Santa Clara.

Caltrain and SVCF also partner with local organizations to collect toys at each station for underserved children in our communities. Last year, the event brought together over 35,000 Bay Area residents and collected over 3,000 toys.

By sponsoring the Holiday Train, you will reach thousands of locals and demonstrate your commitment to communities across the Bay Area. This year we have reshaped our sponsorship levels to enhance your community impact. We hope you will consider collaborating with Caltrain and SVCF to spread holiday cheer and continue this beloved community event.

If you are interested in learning more about Holiday Train sponsorship, please contact your SVCF philanthropy advisor.
FREIGHT SPONSOR - $10,000
• All Locomotive Sponsor benefits
  • Upgrade to four VIP seats on the Holiday Train. Tickets may be donated to Stanford Children's Health patient or family member.
• Sponsor name recognition in SVCF November e-newsletter
• Logo/name on power car signage
• Opportunity to place a booth at station (sponsor will need to provide booth/table)
• Recognition in post on Holiday Train event Facebook page
• Logo/name displayed on Holiday Train website, homepage

RAILWAY SPONSOR - $2,500
• Logo/name on the Holiday Train website, sponsor page
• Logo/name on Holiday Train brochure
• Opportunity to host an on-site toy drive in collaboration with Holiday Train at sponsor location
• Sponsor recognition in one edition of Caltrain Connection newsletter distributed onboard train
• Logo/name on Holiday Train e-blast (San Francisco, San Mateo and Santa Clara schools, libraries, and recreational centers)
• Sponsor recognition in press releases

LOCOMOTIVE SPONSOR - $5,000
• All Railway Sponsor benefits
• Two VIP seats on the Holiday Train. Tickets may be donated to Stanford Children's Health patient or family member.
• Logo/name on Holiday Train poster
• Verbal recognition at press event
• Sponsor recognition in a dedicated social media post by SVCF and Caltrain
• Logo/name on the power car signage as Locomotive Sponsor
• Name recognition in SVCF magazine, spring edition

COMMUNITY SPONSOR - $1,000
• Sponsor a Stanford Children's Health patient and family member or caregiver to ride the Holiday Train. Patient will receive an exclusive opportunity to ride the Holiday Train down the peninsula with Santa and other holiday characters.
• Logo/name on Holiday Train website, sponsor page
• Opportunity to host an on-site toy drive in collaboration with the Holiday Train

FRIENDS OF HOLIDAY TRAIN - $500
• Logo/name on Holiday Train website, sponsor page
• Opportunity to host an on-site toy drive in collaboration with the Holiday Train
## SUMMARY OF BENEFITS

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>Freight Sponsor</th>
<th>Locomotive Sponsor</th>
<th>Railway Sponsor</th>
<th>Community Sponsor</th>
<th>Friends of Holiday Train</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor amount</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
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<tr>
<td>Number of VIP seats on the Holiday Train</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Logo/name featured on homepage of website</td>
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<tr>
<td>Recognition on Holiday Train poster</td>
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<tr>
<td>Logo/name on the power car signage</td>
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<tr>
<td>Sponsor recognition in social media posts</td>
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<tr>
<td>Verbal recognition at press event</td>
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<td>Sponsor recognition in press releases</td>
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<tr>
<td>Logo/name in Holiday Train email blast</td>
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<tr>
<td>Name in one edition of Caltrain Connection newsletter</td>
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<tr>
<td>Logo/name on Holiday Train brochure</td>
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<tr>
<td>Sponsor a Stanford Children's Health patient to ride the train</td>
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<tr>
<td>Logo/name on Holiday Train website sponsor page</td>
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<tr>
<td>Opportunity to host on-site toy drive</td>
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</table>
HOW TO BECOME A SPONSOR

If you are interested in learning more, please contact your SVCF philanthropy advisor.

For more information and a look at last year’s event, please visit holiday-train.org.

Sponsorship Commitment Deadline: Oct. 8, 2018
Sponsorship Materials Deadline: Oct. 12, 2018

holiday-train.org

About Caltrain

Owned and operated by the Peninsula Corridor Joint Powers Board, Caltrain provides commuter rail service from San Francisco to San Jose, with limited commute service to Gilroy. Caltrain enjoyed more than five years of consecutive monthly ridership increases, surpassing more than 65,000 average weekday riders earlier this year. While the Joint Powers Board assumed operating responsibilities for the service in 1992, the railroad celebrated 150 years of continuous passenger service in 2014. Planning for the next 150 years of Peninsula rail service, Caltrain is on pace to electrify the system, reduce diesel emissions by 97 percent by 2040 and add more service to more stations.

About Silicon Valley Community Foundation

Silicon Valley Community Foundation advances innovative philanthropic solutions to challenging problems. We engage donors and corporations from Silicon Valley, across the country and around the globe to make our region and world better for all. Our passion for helping people and organizations achieve their philanthropic dreams has created a global philanthropic enterprise committed to the belief that possibilities start here. Learn more at siliconvalleycf.org.

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