2018 CALTRAIN HOLIDAY TRAIN
presented by Silicon Valley Community Foundation

Saturday, Dec. 1 and Sunday, Dec. 2, 2018

Media 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 Dan Lieberman at LiebermanD@samtrans.com.

2018 Caltrain Holiday Train

holiday-train.org
MEDIA SPONSORSHIP

The Caltrain Holiday Train offers you an opportunity for name/brand association with a high-profile community event that has traditionally attracted thousands of families from San Francisco to Santa Clara. This is a fantastic opportunity to reach this audience and increase the viewership or listenership of your organization.

MEDIA SPONSORSHIP BENEFITS

• Logo on the Holiday Train website
• Recognition in two press releases
• Name only in one edition of Caltrain Connection newsletter distributed onboard train (7,500 copies)
• Logo on Holiday Train brochure
• Logo on stage car signage
• Name on the Holiday Train poster displayed at Caltrain stops, shuttles and participating businesses
• Recognition on social media (Twitter and Facebook)
MEDIA SPONSORS WILL PROVIDE THE FOLLOWING

Print Media

• [Number, size and date] ads promoting event (Caltrain to provide copy)
  • Ex: 4x quarter-page ads to appear weekly in November 2018
  • Size specifications and deadline at contract signing
• Event listing on media outlet’s website (Caltrain to provide copy)
• Tear sheets provided post-event

Broadcast Media

• [Number, size and date] Public service announcements to be broadcast [date and time] promoting the Caltrain Holiday Train (Caltrain to provide copy)
  • Ex: 10x PSAs to be broadcast during AM Drive Time during November 2018
• On-air announcements on Friday, Nov. 30, promoting Caltrain Holiday Train
• On-air announcements on weekend of event promoting Caltrain Holiday Train
• Event listing on media outlet’s website (Caltrain to provide copy)
• Street team presence at one station for one night of event
• Recordings of announcements, as well as air dates and times, provided post-event

Estimated value of both in-kind print and broadcast media gifts: $20,000

Your generous media sponsorship will help continue the wonderful tradition of the Caltrain Holiday Train and the spirit of giving to the Bay Area Peninsula.
HOW TO BECOME A SPONSOR

To participate as a sponsor, please contact Dan Lieberman at LiebermanD@samtrans.com

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.

2440 W. El Camino Real, Suite 300 • Mountain View, CA 94040
650.450.5400 • info@siliconvalleycf.org

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