

# 2026 SAN JOSÉ

## Major Events Status Report

City Council  
August 26, 2026  
Item 8.1

1

Rosalynn Hughey, Deputy City Manager  
Tommy O'Hare, 2026 Sports and Special Events Director, City Manager's Office  
Kerry Adams-Hapner, Director, Office of Cultural Affairs, OEDCA  
John Poch, Executive Director, San José Sports Authority

# SJ26 City Staff Team

- City Manager's Office, 2026 Sports & Special Events Director
- City Manager's Office of Economic Development & Cultural Affairs
- Office Emergency Management
- Police
- Fire
- Airport
- Planning, Building, and Code Enforcement
- Public Works
- Parks, Recreation & Neighborhood Services
- Transportation
- Housing
- City Attorney's Office



# SJ26 Partners Coordination Group

- Bay Area Host Committee
- San José Sports Authority
- San José Sharks
- San José Earthquakes
- San José State University
- San José Chamber of Commerce
- San José Downtown Association
- SAP Center
- SV Creates
- Team San José
- Urban Vibrancy Institute



# SJ26 Strategic Plan

## Three Objectives:



Build strong civic pride



Maximize Local Economic Impact,  
While Creating Lasting Community  
Value



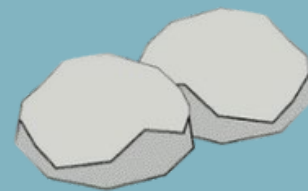
Position the City as a premier  
destination for large-scale national  
and international events

## Work Streams:

1. Branding
2. Marketing
3. Sponsorship
4. Event/Programming
5. Policy Work
6. Public Rights-of-Way  
Management
7. Public Safety/Emergency  
Operations



If the big rocks don't go in first,



**BIG ROCKS**

Highest priority projects and tasks.



**LITTLE ROCKS**

Urgent or important priority projects and tasks.



**SAND**

Unimportant projects and tasks.

they aren't going to fit in later.

— Stephen R. Covey

## Big Rocks: Drives Awareness, Users, Revenue

- Major Block Party Style Events w/Watch Parties and Concerts
- Digital Wayfinding Solutions
- Super Graphics
- Fly, Stay, Play Campaign
- Outreach Programs
- SJ26 Sponsorship Program

Layering In San José Culture & Technology

# SAN JOSE'S HISTORIC 2026

1st time Super Bowl and World Cup, Hosted in the same location



## 2026 SUPER BOWL

- Potentially hosting Opening Media Day
- NFC or AFC Team Staying at the Downtown San José Marriott
- NFC or AFC Team to practice at San José State



## NCAA WEST REGIONAL

- Sweet Sixteen and Elite Eight (3 games total) at SAP Center
- NCAA HQ, Media, Officials and Teams all staying in San José
- Youth Basketball Tournament at the San José Convention Center



## FIFA WORLD CUP

- FIFA HQ - San José Signia
- Team Hotels - San José Marriott & San José Hilton
- Team Practice Venue at PayPal Park



The image is a composite. The top half shows the exterior of the SAP Center at night, with the 'SAP center' logo prominently displayed on a large sign. The bottom half shows a live concert performance on a stage, with several musicians silhouetted against a backdrop of bright, warm stage lights. A large crowd of spectators is visible in the foreground, their heads and shoulders creating a dense sea of people.

**SAP** center

# WE'RE GOING BIG

**13 Concerts with National Headliners  
(Recent Concerts: Fischer & Steve Aoki)**

- **Super Bowl: Santa Clara St. in front of City Hall**
  - Feb 6, 7, 8
- **NCAA March Madness: Sharks Way (San Pedro Square to SAP Center)**
  - Mar 26, 27, and 28
- **FIFA World Cup: Throughout San Jose**
  - Jun 12, 13, 16, 19, 22, 25, Jul 1

A night photograph of a city skyline. In the foreground, there are several tall buildings with lit windows. A large, glowing light display in the shape of the number '2016' is visible in the dark sky above the city. The lights are blue and white, forming a grid-like pattern within the digits.

# 13 AFTER-DARK SPECTACLES

**Blending Sports with San José Culture,  
Featuring Sponsor Brands**

**Super Bowl 60: Feb 6, 7, 8**

**NCAA March Madness: Mar 26, 27, and 28**

**FIFA World Cup: Jun 12, 13, 16, 19, 22, 25, Jul 1**



The SAP center logo is displayed on a large, illuminated sign above a basketball court. The sign features the word "SAP" in white on a blue background, followed by the word "center" in white. Below the sign, a large screen shows a basketball game in progress, with two players, one in a white jersey and one in a red jersey, competing for the ball. The background of the image is a large, modern building with a glass facade, identified as the SAP Center. The scene is set at dusk, with a crowd of people in the foreground, many wearing blue and red jerseys, cheering and raising their arms. A street lamp is visible on the left side of the image.

**SAP center**

# 100+ WATCH PARTIES

## Creating Community within Our Diverse City

- Super Bowl Sunday: Santa Clara St. in front of City Hall
- NCAA: All Regional Games: Sharks Way (San Pedro Square to SAP Center)
- FIFA: Every World Cup Match: Throughout San José



# Neighborhood Activation Opportunities

- Partnership with Community Strong Strategies and Director's Alliance San José – 12 neighborhood business districts across the City
  - Block Parties
  - Soccer Clinics
  - Concerts/Performances
  - Local Food Vendors
  - Community Booth
  - Family Activities
- Mexican Heritage Plaza
- Viva Parks Events
- SJ26 Game Changers



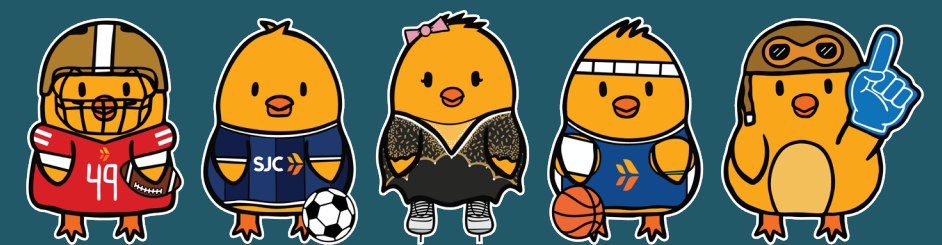


# Branding & Marketing

In partnership with Team San Jose, Sports Authority, Airport and other City staff:

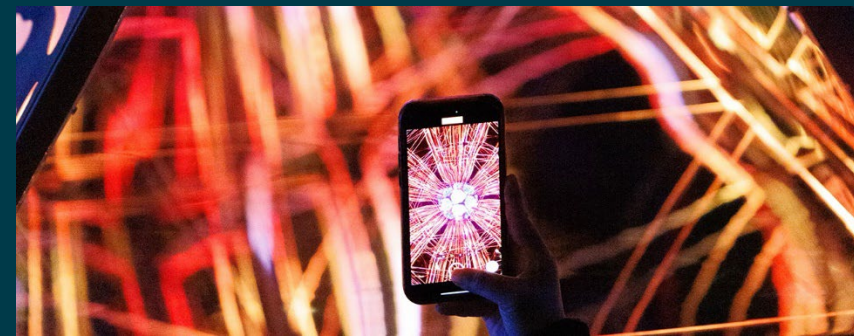
- Brand Design – launch this week
- “Fly, Stay, and Play” Campaign
- Microsite – what to do, where to go, where to eat, etc. Interactive calendar allows users to personalize their SJ26 experience

POPULOUS®



# Art Installations and Activations

- City Hall Exhibit featuring sports-themed artwork by local artists – January thru July 2026
- Elizabeth Turk Projects' *Invisible Skies* – City Hall Plaza, January 31, 2026
- WeCreate408 curated to emphasize creativity and sports
- Make Music Day – June 21, 2026
- CityDance – genres curated based on FIFA competing teams
- Sonic Runway – performances with music genres and themes curated to participating teams
- Temporary Public Art and Projection Mapping – partnership with SJSU





# Arts and Culture Marketing Opportunities

## Calendar for events and programming

- [www.sanjose.org/industry](http://www.sanjose.org/industry)
- Will be used to pitch to media and promoted on social media/communications

## The Arts Will Play in 2026 Cooperative Marketing Campaign via Visit San José

- 10 to 15 local organizations will receive a promotional campaign with an estimated worth of \$10,000 to \$15,000
- Application closes August 29







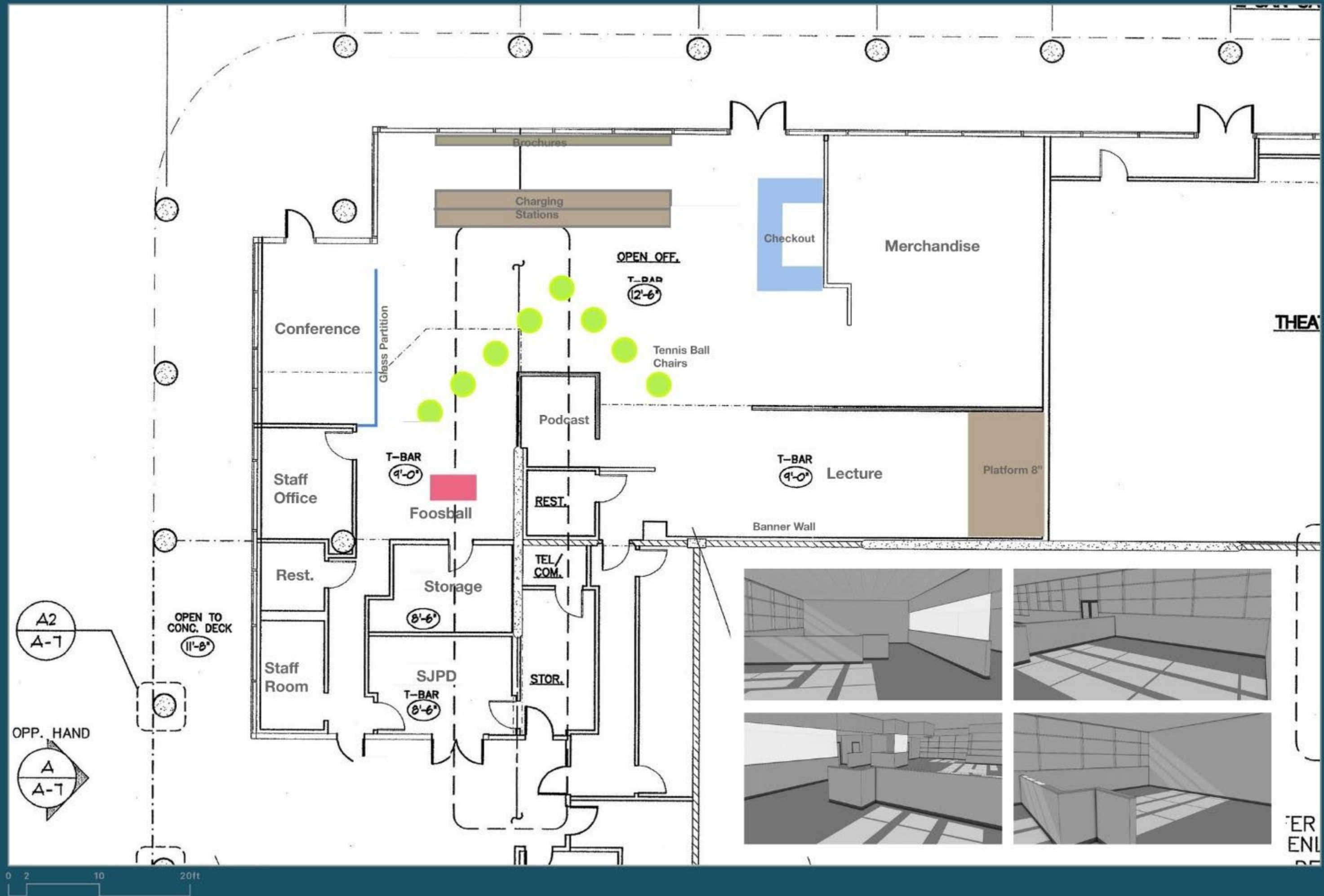
# SJ26 SPORTS MERCHANDISE & VISITORS CENTER

- **SJ26 Sports Merchandise Super Store**
  - Selling licensed apparel for our San Jose and South Bay Teams
  - Selling SJ26 Branded Merchandise
- **Boost Local Businesses**
  - The visitor's center will partner with the San Jose Downtown Association, Chamber of Commerce and Visit San Jose
- **Power Up Zone**
  - Amenities for visitors will include charging stations, and wi-fi, to help improve the overall experience



# SPORTS MERCHANDISE & VISITORS CENTER

- Enhanced Visitor Experience
- A well-equipped center with amenities to include centralized information for everything San Jose





# 2025 LINEUP

Apr

May

Jun

Jun - Jul

Oct

Nov

Dec



X



Concacaf  
**GOLD  
CUP**



**NWSL  
CHAMPIONSHIP**  
PRESENTED BY  
Google Pixel



Team Draw  
Watch Party





# 2026 LINEUP

Feb

Mar

May

Jun - Jul

Jul

Aug

Oct

Nov



REACH  
YOUTH SCHOLARSHIP





# 2026 SANTOSÉ

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