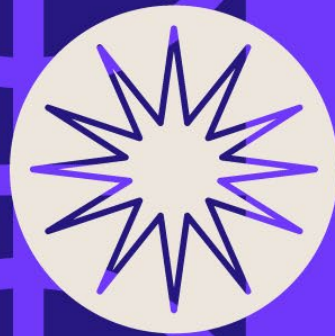


Here for the game.

SJ
2026



SJ26.SANJOSE.ORG

**SAN
JOSE 2026**

Major Events
Status Report

City Council
November 18, 2025
Item 8.3

Tommy O'Hare, 2026 Sports and Special Events Director, City Manager's Office
Kerry Adams-Hapner, Director of Cultural Affairs, City Manager's Office of Economic
Development and Cultural Affairs
Ray Riordan, Director, City Manager's Office of Emergency Management
John Poch, Executive Director, San José Sports Authority

○ Street Pole Banners

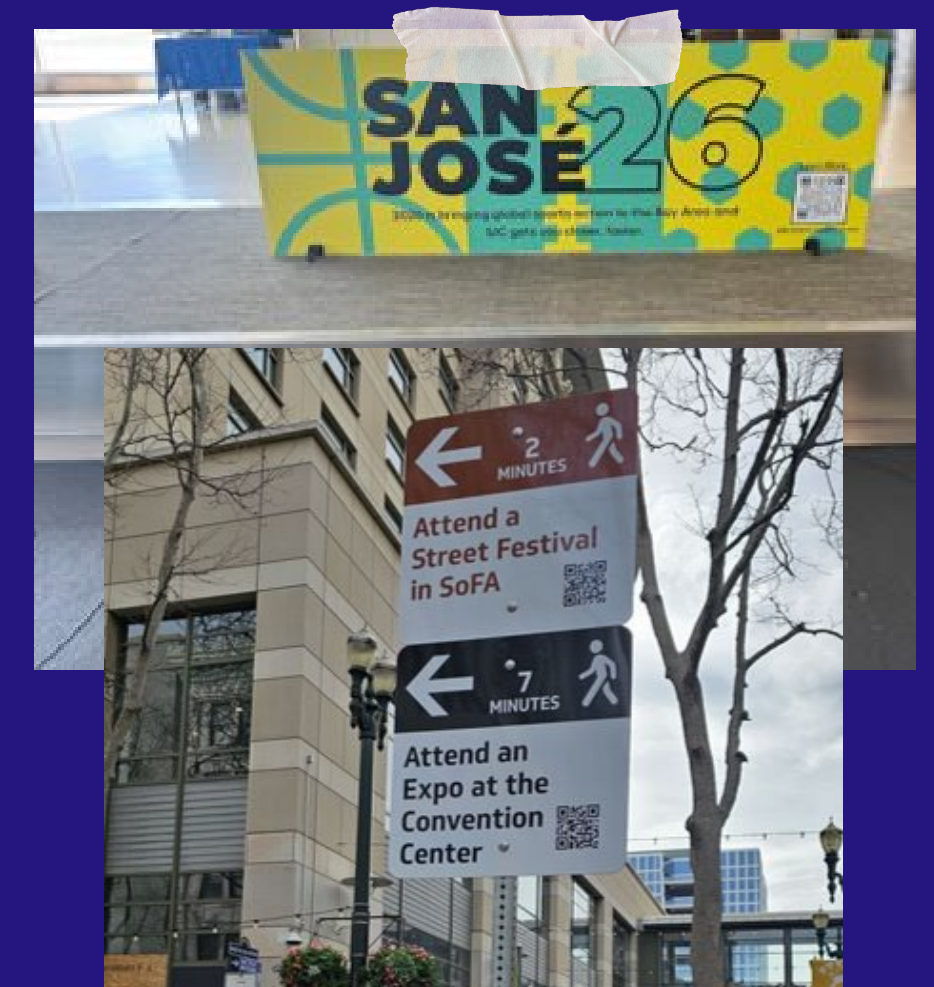
- NWSL and SJ26 are up
- Super Bowl, NCAA, and World Cup Banners to follow

○ Paid Media Campaign

- Running and focused on World Cup hotel rooms
- Super Bowl campaign will start in Jan.

○ Wayfinding

- New signs being installed
- Sidewalk stencils coming in Jan.
- Interactive Map being added to SJ26.org



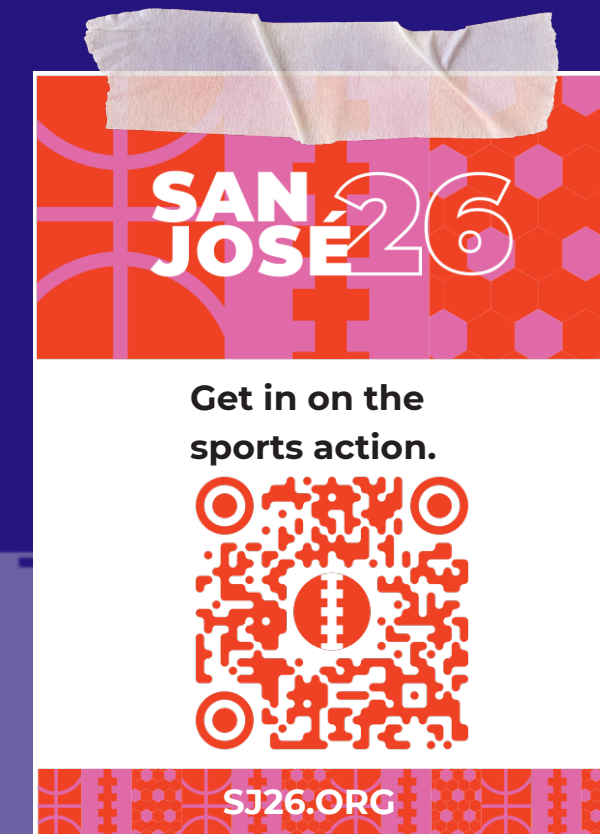
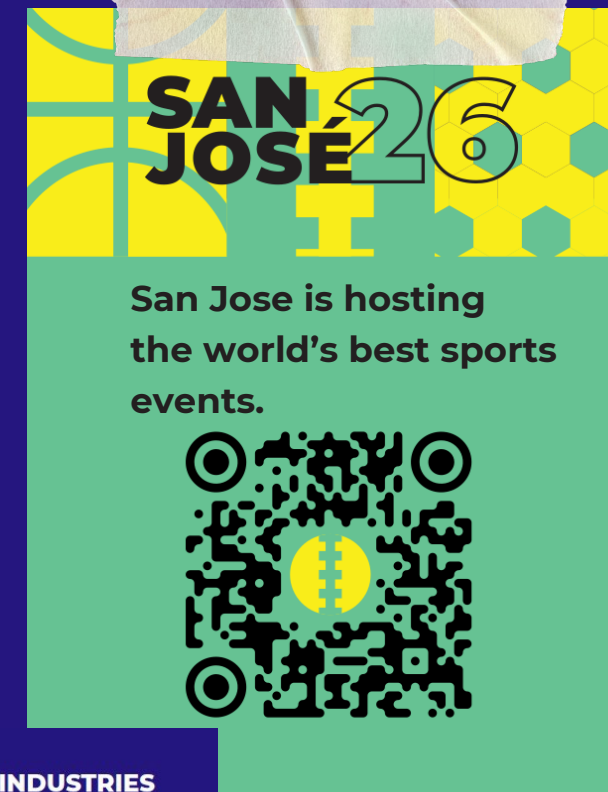
LOCAL BUSINESS PREPARATIONS

- **Team San José**

- SJ26 Table Toppers + Flyers
- Industry Email Newsletter with business opportunities
- Creative Industries & Business Hospitality BASH held Nov. 13

- **SJDA + Neighborhood Business Partners + OEDCA**

- Business Toolkit
- Webinars
- Eastside Small Business Town Hall, Dec. 8
- Door to Door Outreach
- Premium Hospitality Marketing



SJ26 table toppers + flyers

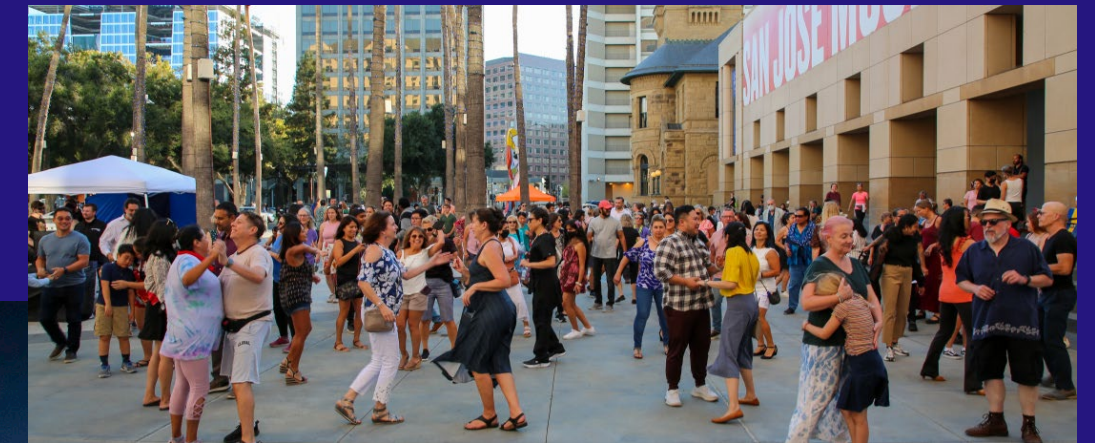
NEIGHBORHOOD PROGRAMMING

Bay Area Sports Legends in San José:

- Inspiring the next generation of leaders
- Building excitement for SJ26
- Working to layer into existing programs with San Jose Sports Teams
- Speaking to schools, Boys & Girls Clubs, etc.
- In person and over Zoom
- Companion mobile app will launch in Jan.

ART INSTALLATIONS & NEIGHBORHOOD ACTIVATIONS

- **City Hall Exhibit** featuring sports-themed artwork by local artists: January – July 2026
- **Elizabeth Turk Projects' Invisible Skies** – City Hall Plaza, January 31, 2026
- **SJSU CADRE** program art project and projection mapping
- **CityDance** – genres curated based on FIFA competing teams
- **Partnership with Directors Alliance** for activations in neighborhood business districts: soccer clinics, concert series, watch parties





Putting Our Best Face Forward and Keeping Everyone Safe

- **Public Right-of-Way Management:**

Inter-departmental Working Group – assessments, mapping, proactive infrastructure improvements and support to sheltered residents.

- **Public Safety:**

Office of Emergency Management, Police, Fire engagement with NFL, FIFA, and Federal Bureau of Investigations. Planning and coordination with federal, state, county, VTA, Human Trafficking Task Forces, and private companies. Extended series of trainings and exercises.

Valkyrie's First Playoff Game, Sept. 17

- Hosted Watch Party in San Pedro Square

San José Rock 'n' Roll, Oct. 4-5

- Bands, Performances, Festival

Sharks Season Opener & Festival, Oct. 9

- Unveiling of Sharks Way



HAPPENING THIS WEEK

2025 NWSL CHAMPIONSHIP WEEK



NWSL CHAMPIONSHIP BAY AREA

PRESENTED BY
2025 Google Pixel

- Nov. 19 - NWSL Awards Show @ Montgomery Theater
- Nov. 20 - NWSL Media Day @ San José Civic
- Nov. 21 - NWSL Skills Contest @ San José State
- Nov. 22- NWSL Fan Fest @ Creekside Socials
- Nov. 22 - NWSL Championship Game @ PayPal Park (Kickoff at 5pm)



SPORTS MERCHANDISE & VISITORS CENTER

93 E. San Carlos Street

- **Public Opening Dec. 15, 2025**
- **SJ26 Sports Merchandise Super Store**
 - Selling licensed apparel for our San José and South Bay Teams
 - Selling SJ26 Branded Merchandise
- **Boost Local Businesses**
 - The visitor's center will partner with the San José Downtown Association, Chamber of Commerce and Visit San José
- **Power Up Zone**
 - Amenities for visitors will include charging stations, and wi-fi, to help improve the overall experience





SAN JOSE FANFESTS

- **Concerts with National Headlining Artists**

Feb. 2, 6, and 7, March 26, 27, 28 and June 13, 16, 19, 22, 25 and July 1

- **100+ Watch Parties**

Dec. 5, Feb. 8, March 26, 27, 28, 29, and June 11 to July 19

- **Drone Shows**

Feb. 2 and 6, March 26, and 5 during the World Cup

- **Projection Mapping**

Feb. 2, 6, 7, 8; March 26, 27, 28 and June 13, 16, 19, 22, 25 and July 1



2025 EVENTS

Apr

May

Jun

Jun - Jul

Oct

Nov

Dec



X



Concacaf
**GOLD
CUP**



**NWSL
CHAMPIONSHIP**
PRESENTED BY
Google Pixel



Team
Draw
Watch
Party



**SAN
JOSE 26**

2026 EVENTS

Feb

Mar

May

Jun - Jul

Jul

Aug

Oct

Nov



REACH
YOUTH SCHOLARSHIP



SAN JOSE 26

Here for the game.

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