2026 SAN JOSÉ Major Events Status Report

Community and Economic Development Committee

June 16, 2025

Item d(2)

Tommy O'Hare
2026 Sports and Special Events Director
City Manager's Office

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

2026 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 measured by Key Results:

- 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 Managemetn
7. Public Safety/Emergency Operations

SJ26

CELEBRATING, GROWING, & INVESTING

BUILDING CIVIC PRIDE

GROWING SAN JOSE'S ECONOMY

ESTABLISHING THE DOWNTOWN SILICON VALLEY

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

SJ26
SAN JOSE'S HISTORIC 2026

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

2026 SUPER BOWL

- Hosting Opening Media Day at SAP Center in San José
- NFC or AFC Team Staying at the Downtown San José Marriott
- NFC or AFC Team to practice at San José State

NCAA WEST REGIONAE

- 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

IFA WORLD CUP

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

WE'RE GOING BIG

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

- **Super Bowl**
- **NCAA March Madness**
- **FIFA World Cup**

13 DRONE SHOWS
Blending Sports with San José Culture, Featuring Sponsor Brands
Super Bowl 60
NCAA March Madness
FIFA World Cup

107 WATCH PARTIES

In the heart of San Pedro Square

- Super Bowl Sunday
- FIFA: Every World Cup Match
- NCAA: All Regional Games

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SJ HOUSE

Intersection of Innovation and Culture

- Hosted at Blanco Urban Venue
- Premium Hospitality In Downtown San José
- Exclusive Space for Entertainment & Meetings
- Premium Food & Beverage
- Sponsored Product Features

Art Installations and Activations

- 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
- City Hall Exhibit featuring sports-themed artwork by local artists – January thru July 2026

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Arts and Culture Marketing Opportunities

Calendar for events and programming

- www.sanjose.org/industry
- Will be used to pitch to media and promoted on social media/communications

Arts grants for "The Art of Play" coop marketing buys via Visit San Jose

- $10-15K grants to 10-15 events/orgs
- Will provide data analytics
- Guidelines under development, summer release
- Will include a grant workshop

Policy Work to Facilitate 2026 Major Events

Super Graphics Ordinance

- Approved by Council May 20, 2025
- Sponsorship program for City-owned properties

Entertainment Zone Ordinance

- Approved by Council May 20, 2025; effective July
- Zone locations: Alum Rock Avenue, Fountain Alley, Paseo de San Antonio, Post Street, St. John Street (soon to be designated “Little Italy Way” and “Sharks Way”), San Pedro Street, and SoFA

Major Events Zone Ordinance

- June 17, 2025, Council item

2025 LINEUP

Apr
May
Jun
Jun - Jul
Oct
Nov
USA
MIAMI
CLUB INTERNACIONAL DE FUTBOL
MMXX
X
QUAKES
SAN JOSE
DWIGHT CLARK
87
LEGACY SERIES
'26
ONE YEAR TO GO
COMMUNITY COUNTDOWN
SLAM JOSE!
PC
2025
CHAMPIONSHIP
SERIES TOUR
Concacaf
GOLD CUP
Rock 'n' Roll
RUNNING SERIES
SAN JOSE
NWSL
CHAMPIONSHIP
SAN JOSE
SPORTS
HALL OF
FAME

2026 LINEUP

Feb Mar May JunJul Jul Oct Nov

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