

Here for the game.



SJ26.SANJOSE.ORG

SAN JOSE 26

Major Events Status Report

Community and Economic Development Committee
October 27, 2025
Item (d)2

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

SAN JOSÉ 26 Strategic Plan

Objectives:

- Host a series of unique experiences for residents and visitors that **positions** the City and Downtown as premier sports and entertainment destinations
- Maximize local economic impact of tourism and event spending, while creating lasting value for the community

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

SAN JOSE 26 Branding



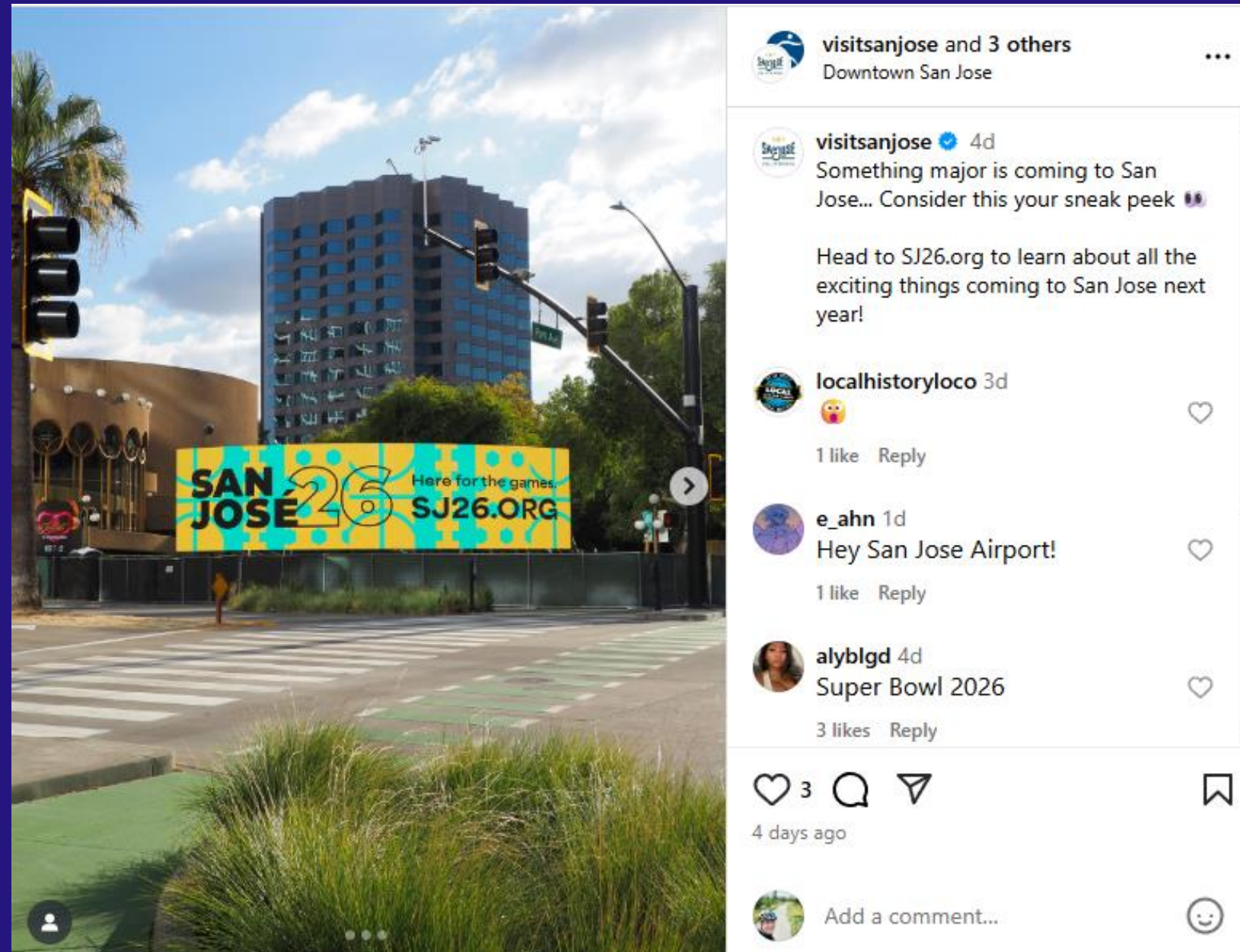
SJ26 Logo Pins



SJ26 QR Code Pins



Marketing Activations



2026
Big Sports. Simple Airport.

SJC
SAN JOSE
MINETA
INTERNATIONAL
AIRPORT



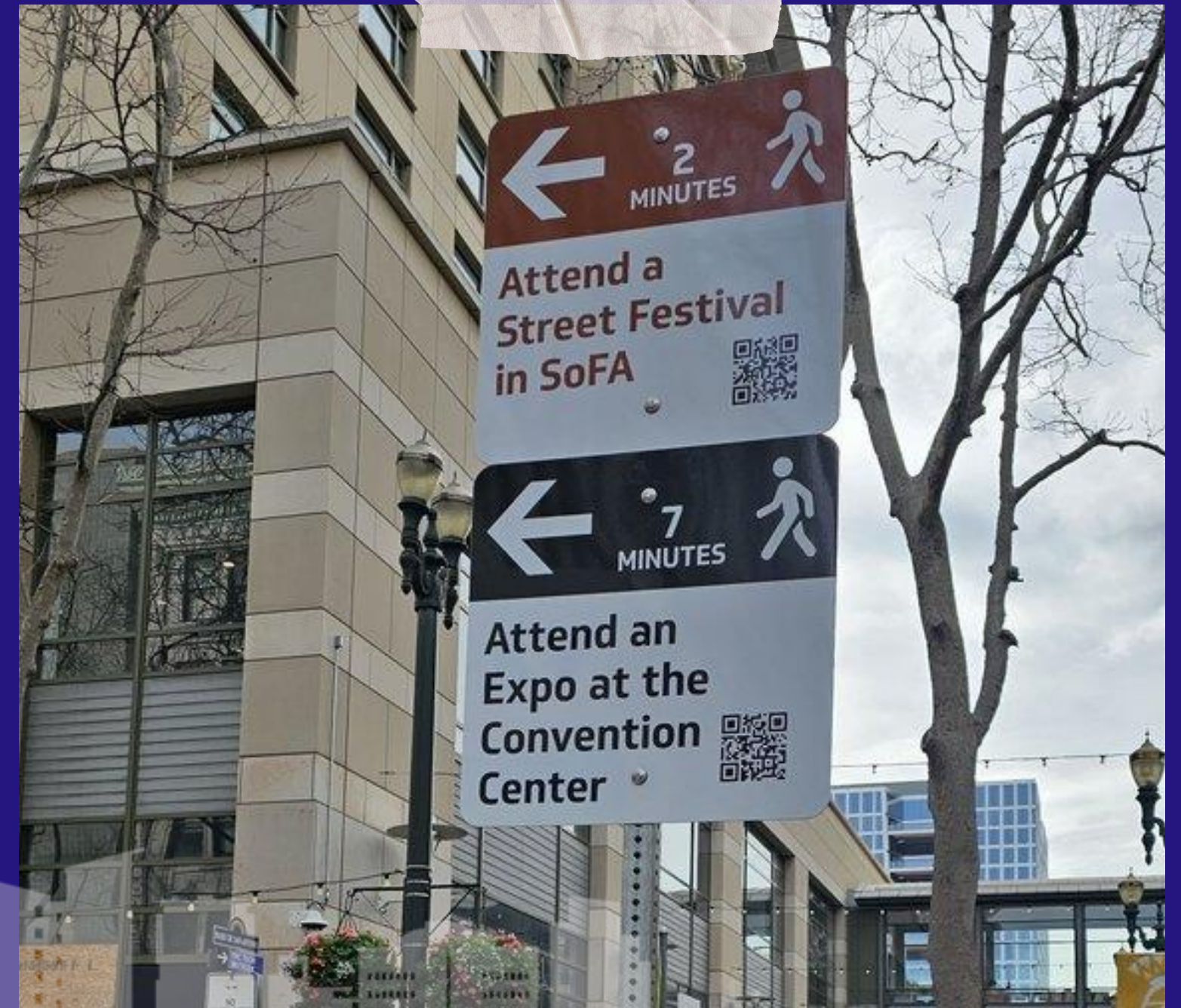
STREET POLE BANNERS

- Branding
 - SJ26
 - Possibly split w/ NWSL, NFL, NCAA, and FIFA
- Timeline
 - Aug: Street Pole Banners Reserved
 - Sept: Design and Printing
 - November: Install
- Budget
 - Print + install
 - 200 banners, 100 locations



WAYFINDING

- **Wayfinding Signs**
 - In partnership with Downtown Association and Team San José
- **Sidewalk Stencils**
- **Transit Banners**
- **Stitching Districts**
- **SJ26.org**



SAN JOSÉ 26 **SPORTS MERCHANDISE & VISITORS CENTER**

93 E. San Carlos Street

- **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**

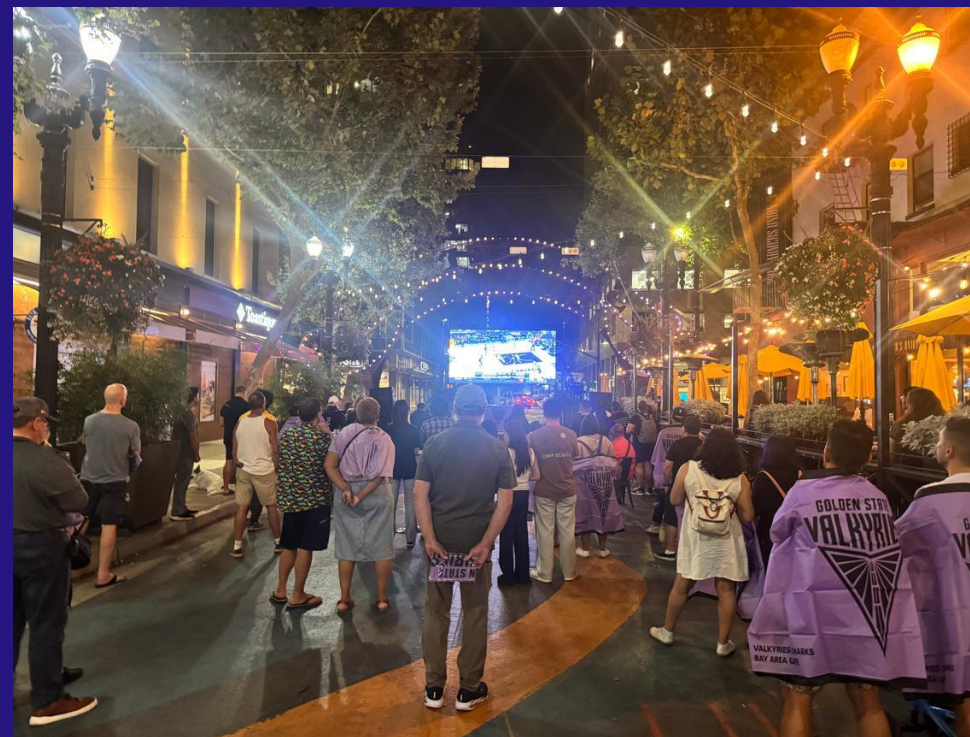
- Amenities for visitors will include charging stations, and wi-fi, to help improve the overall experience



WHAT WE'RE LEARNING

Valkyrie's First Playoff Game

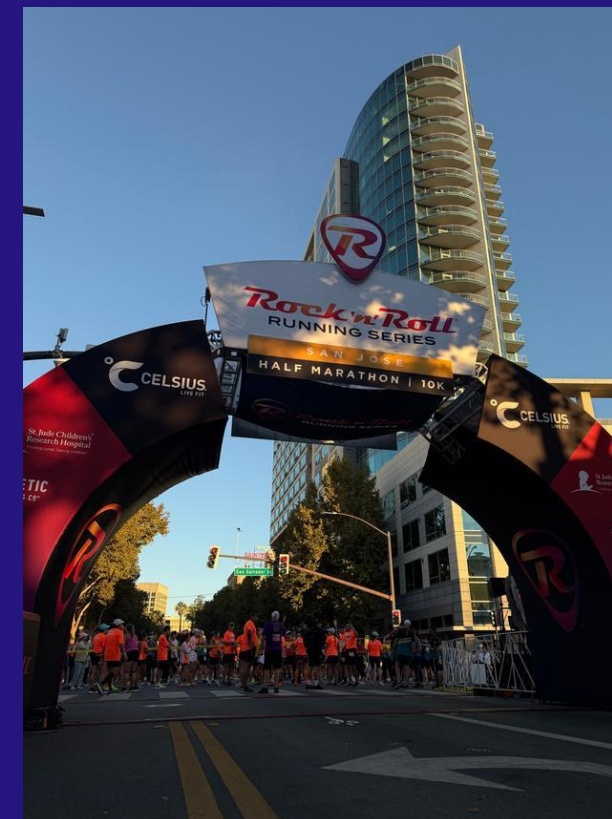
- Wednesday, September 17, 2025
- Flexed marketing muscle across owned and earned channels
- Hosted Watch Party in San Pedro Square



WHAT WE'RE LEARNING

San José Rock 'N' Roll

- October 4 & 5, 2025
- Bands and performances all along the route throughout the race
- Held a festival with a band, drinks, and more after the 10k and half marathon on Sunday





WHAT WE'RE LEARNING

San José Sharks Pre-game Festival & Unveiling of Sharks Way

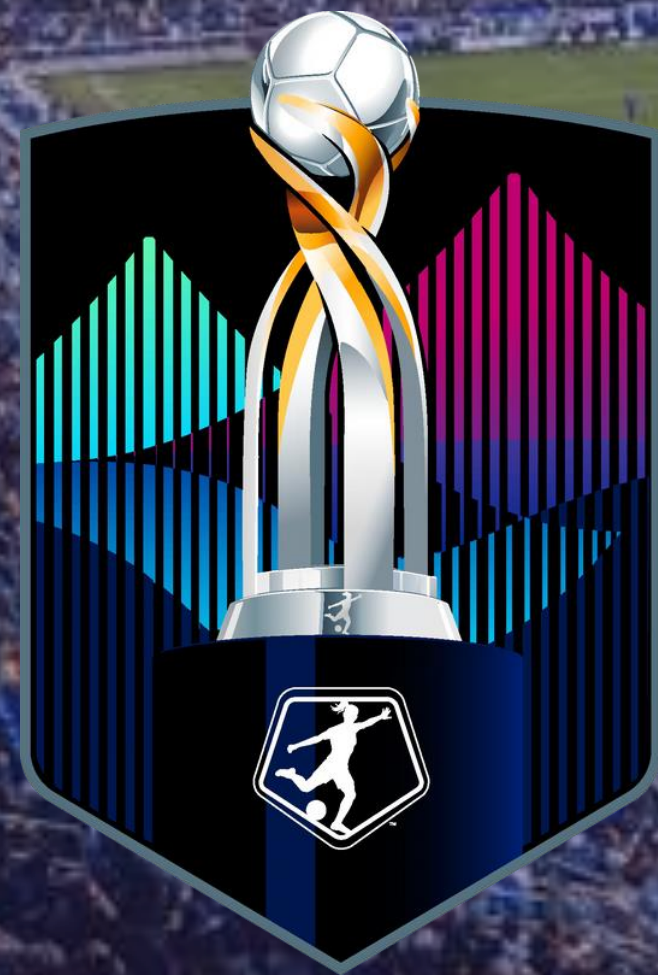


- Unveiling of Sharks Way
- Announcement of the 25-year partnership between the City of San José and the San José Sharks
- Tabling for NWSL Championship Week



COMING UP

2025 NWSL CHAMPIONSHIP WEEK



NWSL
CHAMPIONSHIP
BAY AREA
2025 PRESENTED BY
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)

NEIGHBORHOOD PROGRAMMING

Bay Area Sports Legends in San José:

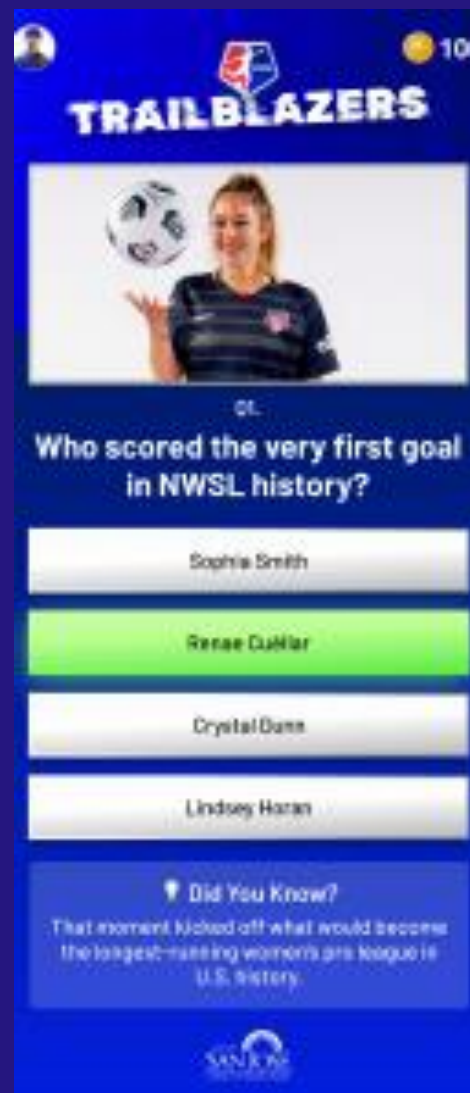
- Inspiring the next generation of leaders
- Building excitement for SJ26
- Trying to layer into existing programs with San Sports Teams
- Speaking to schools, Boys & Girls Clubs, etc.
- In person and over Zoom

NEIGHBORHOOD PROGRAMMING

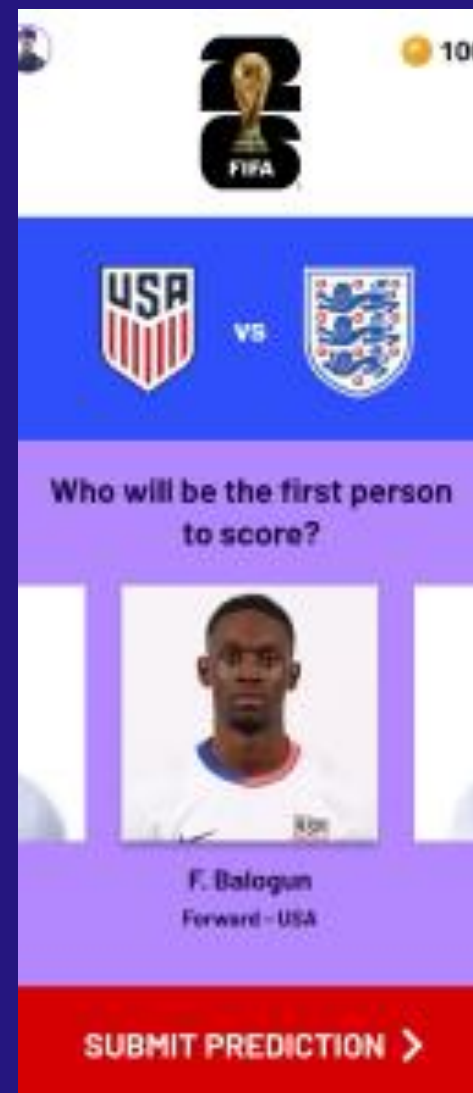
San José Gamechangers App

Gamification: Engage, Educate, Reward

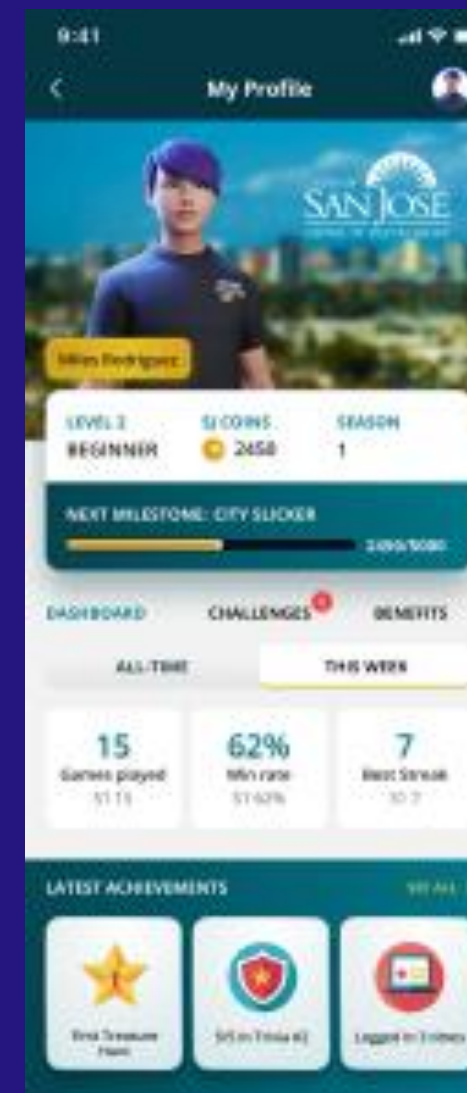
Quizzes



Predictions



Leveling



Rewards



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 Director's Alliance for activations in neighborhood business districts: soccer clinics, concert series, watch parties



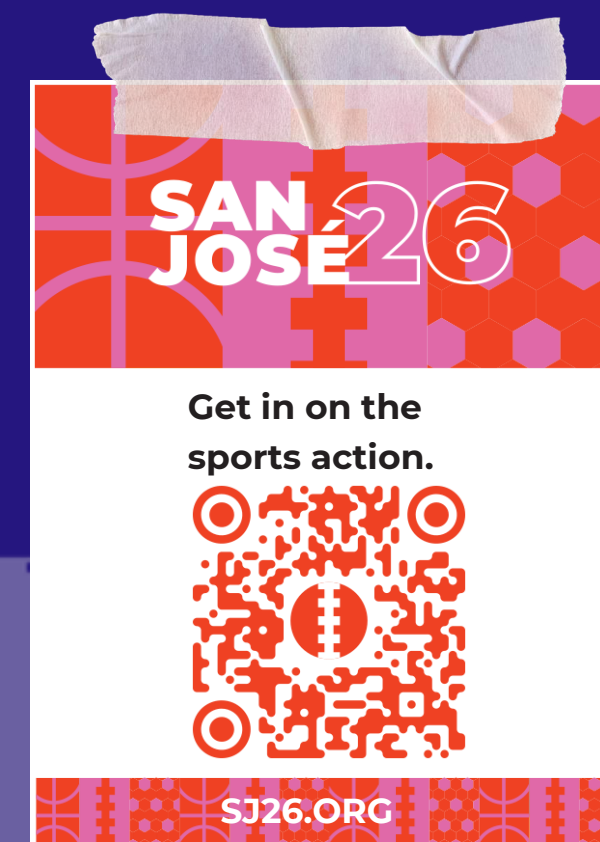
LOCAL BUSINESS PREPARATIONS

- **Team San José**

- SJ26 Table Toppers + Flyers
- Industry Email Newsletter of event related business opportunities
- Creative Industries & Business Hospitality Bash on Nov. 13

- **SJDA + The Chamber**

- Business Toolkit
- Webinars
- Door to Door Outreach
- Premium Hospitality Marketing



SJ26 table toppers
+ flyers



PUBLIC RIGHT-OF-WAY MANAGEMENT

- Inter-departmental Working Group established
- Assessments and mapping
- Proactive work on infrastructure improvements
- Proactive support to unsheltered residents

PUBLIC SAFETY

- Super Bowl and World Cup public safety planning and coordination meetings with federal, state, county, local government, and private companies
- Office of Emergency Management, Police and Fire Departments regularly engage with Federal Bureau of Investigations, NFL, and FIFA
- Human Trafficking Task Forces managed by Santa Clara County District Attorney's Office and Police Department. Airport training staff and vendors.
- Extended series of trainings and exercises to develop plans for large scale events; includes partners such as Valley Transportation Authority





SAN JOSE FANFESTS

- **Concerts with National Headlining Artists**

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

- **+ 100 Watch Partices**

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

- **Drone Shows**

Feb. 2 and 6, March 26 and 28, 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



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