

The Willow Glen Neighborhood Association presents

# **Willow Glen Founder's Day**

## **75<sup>TH</sup> ANNIVERSARY**

**CELEBRATION & PARADE**



*“Celebrating Historic Willow Glen”*

**Sunday, September 8, 2002**

**San Jose, California**

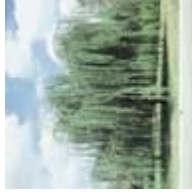
The Willow Glen Neighborhood Association *presents*

## **Willow Glen Founder's Day**

### **75<sup>TH</sup> ANNIVERSARY CELEBRATION & PARADE**

**YOU'RE INVITED** to join us as we celebrate the founding of Willow Glen on Sunday, September 8, 2002.

This annual festival celebrates the history, cultural heritage and present day uniqueness of the neighborhoods, homes and community of Willow Glen. This one-day event will draw over 5,000 people from



Willow Glen, its surrounding communities and the greater Bay Area to enjoy family-oriented activities, entertainment, historic exhibits, a parade and a classic car show.



maintaining its small town feel and commitment to the beautification of the neighborhoods, historic homes and public lands within.

The Willow Glen Founder's Day Celebration & Parade is a unique opportunity for businesses, local clubs, community organizations and individuals to show their support for one of Northern California's most historic, culturally significant and well-preserved neighborhoods.

### **INTRODUCTION**

This year's celebration marks the 75<sup>th</sup> anniversary of the founding and brief independence of Willow Glen from 1927 to 1936, when it was incorporated and welcomed as an integral neighborhood within the City of San Jose. Willow Glen is a community nestled in the southwest corner of San Jose and boasts some of the most beautiful historic homes in the San Francisco Bay Area. This charming neighborhood has embraced its heritage by

### **EVENT DETAILS**

**DATE:** Sunday, September 8, 2002

**TIME:** 10:00am – 5:00pm

**LOCATION:**

**Parade** – Lincoln Avenue, between Coe and Minnesota (est. 1 mile)  
**Celebration** – Willow Glen Elementary School, corner of Lincoln and Minnesota  
**Classic Car Show** – Washington Mutual, corner of Lincoln and Minnesota

**EST. ATTENDEES:** 5,000

**ORGANIZERS:**

Willow Glen Neighborhood Association, (408) 294-9462  
[www.wgna.net](http://www.wgna.net)



Songman Entertainment & Events, (408) 972-1204  
[www.songmanentertainment.com](http://www.songmanentertainment.com)

**ADVERTISING PARTNERS:**

Willow Glen Resident  
Willow Glen Times  
The Metro  
El Mensajero  
San Jose Mercury News



**EVENT THEME: Celebrate Historic Willow Glen** – with a vision to expand awareness of the uniqueness of Willow Glen, its history, cultural heritage, and to encourage schools and community groups to develop programs that expand on this theme.

**ENTERTAINMENT & ACTIVITIES:**

Silent Auction/Raffle  
Story Telling  
Kid's Contests  
Local Talent  
Period Craftsmen  
Cultural Exhibits  
Historic Exhibits  
Sports Celebrities  
Local Fire Stations  
Historic Walking Tours



**DESCRIPTION:** To kick-off the celebration this year, the traditional parade will start at 10am and travel down Lincoln Ave. to the Willow Glen Elementary School grounds and Washington Mutual.

Upon arriving at the school grounds event attendees will enjoy arts, crafts and food vendors, celebrity booths, live music and other roving entertainment. Children's activities will be provided, and historical exhibits and walking tours will be conducted throughout the day.

New to the celebration this year will be the addition of the **Classic Car Show**. This will draw classic car enthusiasts and owners from around the greater Bay Area. A community stage at the school grounds will showcase talent from local school and community groups. A second main stage will showcase popular Bay Area musicians and bands.

BBQ  
Live Music  
Local Artists  
Face Painters  
Roving Actors  
Jugglers  
Pony Rides  
Bouncy Tent  
Arts & Crafts  
Fundraising  
Parade  
Classic Car Show

## SPONSORSHIP OPPORTUNITIES

- Presenting Sponsor \$6,000
- Parade Sponsor \$5,000 - **SOLD**
- Car Show Sponsor \$5,000 - **SOLD**
- Main Stage Sponsor \$2,000 - **SOLD**
- Community Stage Spon. \$1,000 - **SOLD**
- Sports Celebrity Booth \$1,000 – **SOLD**
- Story Telling Sponsor \$1,000+
- Silver Sponsor(s) \$1,000+
- Bronze Sponsor(s) \$500+



**PRESENTING SPONSOR** – This is a unique opportunity to support the community of Willow Glen, its residents and its many small businesses. The presenting sponsor will receive its logo and corporate identification marks on all Founder's Day advertising (newspaper, radio, Web), signage, event program, merchandise, public relations materials (e.g. press releases, promotional kit) and on the dedicated Founder's Day Web site.

The presenting sponsor's logo will be the most prominent sponsor name on all promotions and will secure the lead presentation, i.e. "The Neighborhood Association of Willow Glen and (sponsor) are proud to present the Willow Glen Founder's Day Celebration & Parade".

The presenting sponsor will also receive:

- a prominent position in the parade
- 15 VIP food & beverage tickets
- one (1) 10'x10' booth
- promotion throughout schools, libraries, community centers and other public organizations

- one (1) free full page ad in the Willow Glen Neighborhood Association newsletter
- opportunity to present on the main stage, 2-3 minutes
- link to corporate Web site
- opportunity to provide a corporate gift to vendors, attendees or other constituent

Donation: \$6,000

**PARADE SPONSOR** - The parade sponsor will receive its logo and corporate identification marks on all parade signage, posters, flyers, and promotions. This will include a 2<sup>nd</sup> tier sponsorship level on all Founder's Day advertising (newspaper, radio, Web), signage, event program, merchandise, public relations materials (e.g. press releases, promotional kit) and on the dedicated Founder's Day Web site.

The parade sponsor will also receive:

- a prominent position in parade
- 10 VIP food & beverage tickets
- one (1) 10'x10' booth
- one (1) free 1/2 page ad in the Willow Glen Neighborhood Association newsletter
- link to corporate Web site

Donation: \$5,000

**CLASSIC CAR SHOW SPONSOR** – The classic car show will display classic cars from the 1920's-1960's, include a 'best of show' prize and other awards. The classic car show sponsor will receive its logo and corporate identification marks on all car show signage, posters, flyers, and promotions. This will include a - *cont.*

2<sup>nd</sup> tier sponsorship level on all Founder's Day advertising (newspaper, radio, Web), signage, event program, merchandise, public relations materials (e.g. press releases, promotional kit) and on the dedicated Founder's Day Web site.

The classic car show sponsor will also receive:

- a prominent position in parade
- 10 VIP food & beverage tickets
- one (1) 10'x10' booth
- opportunity to sell corporate merchandise and beverages
- one (1) free 1/2 page ad in the Willow Glen Neighborhood Association newsletter
- link to corporate Web site

Donation: \$5,000



**COMMUNITY STAGE SPONSOR** – The community stage sponsor will receive their logo and/or corporate identification marks on select Founder's Day posters, advertising, event program, flyers and on the dedicated Founder's Day Web site. The community stage sponsor will also receive recognition on banners, signage and programs promoting the community stage, and through recognition and thank you letters to the community, schools and community organizations.

The community stage sponsor will also receive:

- 5 VIP food & beverage tickets
- opportunity to present on the community stage, 2-3 minutes
- one (1) 10'x10' booth
- one (1) free 1/4 page ad in the Willow Glen Neighborhood Association newsletter

Donation: \$1,000



**MAIN STAGE SPONSOR** – The main stage sponsor will receive their logo and/or corporate identification marks on all Founder's Day posters, advertising, event program, flyers and on the dedicated Founder's Day Web site. The main stage sponsor will also receive recognition on banners, signage and programs promoting the main stage, and through recognition and thank you letters to the community, schools and community organizations.

The main stage sponsor will also receive:

- 10 VIP food & beverage tickets
- opportunity to present on the main stage, 2-3 minutes
- one (1) 10'x10' booth
- one (1) free 1/2 page ad in the Willow Glen Neighborhood Association newsletter
- link to corporate Web site

Donation: \$2,000

**SPORTS CELEBRITY BOOTH SPONSOR** – The sports celebrity booth sponsor will receive their logo and/or corporate identification marks on select Founder's Day posters, advertising, event program, flyers and on the dedicated Founder's Day Web site. They will also receive one (1) 10'x20' booth for autographs and photographs, and through recognition and thank you letters to the community, schools and community organizations. This sponsor is *encouraged* to present gift packs to athletes.

Donation: \$1,000

**SILVER SPONSOR(S)** – Silver sponsors will receive their logo and/or corporate identification marks on select Founder’s Day posters, advertising, event program, flyers and on the dedicated Founder’s Day Web site. Individuals will receive recognition on event program, the dedicated Founder’s Day Web site, and through recognition and thank you letters to the community, schools and other community organizations.

Silver sponsors will also receive:

- 5 VIP food & beverage tickets
- one (1) 10’x10’ booth
- one (1) free 1/8 page ad in the Willow Glen Neighborhood Association newsletter

Donation: \$1,000+

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**BRONZE SPONSOR(S)** - Bronze sponsors will receive their logo and/or corporate identification marks on select Founder’s Day advertising, the event program, flyers and on the dedicated Founder’s Day Web site. Individuals will receive recognition on event program, the dedicated Founder’s Day Web site, and through recognition and thank you letters to the community, schools and other community organizations.

Bronze sponsors will also receive:

- 5 VIP food & beverage tickets

Donation: \$500+, or services in kind

**FRIENDS & NEIGHBORS** – Individuals and businesses will receive recognition on event program, the dedicated Founder’s Day Web site, and through recognition and thank you letters to the community, schools and other community organizations.

\$ - any amount



Corporate/Individual Supporter Application Form

**Willow Glen Founder's Day  
75<sup>th</sup> Anniversary Celebration & Parade  
September 8, 2002**

- YES, OUR COMPANY/I WOULD LIKE TO BE A SPONSOR  
\* \* \*
- PRESENTING SPONSOR: Cash contribution valued at \$6,000+
- PARADE SPONSOR: Cash contribution valued at \$5,000, but less than \$6,000
- CLASSIC CAR SHOW SPONSOR: Cash contribution valued at \$5,000, but less than \$6,000
- MAIN STAGE SPONSOR: Cash contribution valued at \$2,000, but less than \$3,500
- COMMUNITY STAGE SPONSOR: Cash contribution valued at \$1,000, but less than \$2,000
- SPORTS CELEBRITY BOOTH SPONSOR: Cash contribution valued at \$1,000, but less than \$2,000
- STORY TELLING SPONSOR: Cash contribution valued at \$1,000, but less than \$2,000
- SILVER SPONSOR: Cash contribution valued at \$1,000, but less than \$2,000
- BRONZE SPONSOR: Cash or services in-kind contribution valued at \$500, but less than \$1,000
- I am enclosing check # \_\_\_\_\_ for \$ \_\_\_\_\_
- Please contact me to discuss the sponsorship packages in more detail.



Company \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Tel. (    ) \_\_\_\_\_

Fax (    ) \_\_\_\_\_

Email \_\_\_\_\_

Street Address \_\_\_\_\_

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_

**Please make checks payable and mail to:**

WGNA-Founder's Day  
P.O. Box 7706  
San Jose, CA 95150-7706

We also accept  
payments via **PayPal**.  
Please send your cash or  
credit card donations to:  
foundersday@wgna.net

Telephone: 408-294-WGNA (9462)

Fax: 408-294-6613

Email: foundersday@wgna.net

URL: www.wgna.net

Authorized Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

## WILLOW GLEN NEIGHBORHOOD ASSOCIATION

The Willow Glen Neighborhood Association (WGNA) was formed in 1973 by concerned citizens of Willow Glen who volunteered to represent citizens on issues of neighborhood enhancement and preservation. WGNA focuses its efforts on matters such as land use, planning, traffic, safety, open space, parks, and recreation.

WGNA has worked over the years for an informed and active electorate, sound planning, and responsive government which will serve the residents of Willow Glen and neighborhoods throughout San Jose. Current and recent programs include:

### Neighborhood preservation:

- graffiti paint-outs;
- street tree workshops;
- crime prevention.

### Community awareness:

- candidate debates and town hall meetings;
- flood and earthquake preparedness;
- information on arranging block parties and "Christmas Tree Lanes";
- following the Group Homes discussion;
- newsletters, flyers, special mailings, and an internet web site (<http://www.wgna.net>).

### Area enhancements:

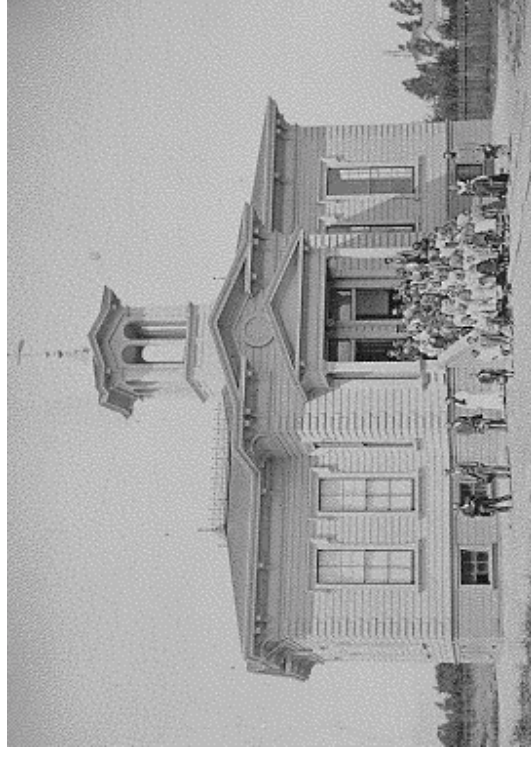
- tree planting/habitat restoration along the Los Gatos Creek
- beautification program (street art)
- landscaping of the Meridian Ave. median strip, gateway to Willow Glen.



### Involvement in government:

- monitoring planning issues and their impact on traffic, parking, schools, libraries, recreational resources, etc.
- tracking local and regional issues before city hall and the county
- working with local representatives and staff on issues of concern; and

WGNA has about 600 active members. Roughly a third are individual memberships, and two-thirds are households.



Willow Glen Elementary School, circa 1878