

STORY ROAD NIGHT MARKET



Sponsorship Packages

Event Overview

Story Road Night Market is located in San Jose, the city with the largest Vietnamese population outside of Vietnam. This vibrant event series offers a unique cultural experience, street food concepts, vendor market, live music stage, beer garden and pop up plaza. The event series plans to attract an estimated 20,000 visitors. The event faces Story Road from the parking lot of Grand Century Mall, adjacent to Vietnam Town.

Dates and Location (Fridays and Saturdays)

June 28-29, July 26-27 & September 6-7

Grand Century Mall (parking lot)

1111 Story Road, San Jose, CA 95122

Production Team & Partners

The Story Road Night Market is produced by *Moveable Feast* and *Filco Events*, whose staff dedicated to the event has over 100 combined years of event experience. Our nonprofit partner is the *Levitt Foundation*, which is dedicated to strengthening the social fabric of America through free live music concerts. This event is financially supported by *City of San Jose District 7 Councilmember Bien Doan*.

Key Statistics

- **Attendance:** The event series plans to attract an estimated 20,000 visitors over six nights.
- **Location Traffic:** The average daily traffic on Story Road is 30,827 vehicles. (Source: City of San Jose Traffic Counts, 2005)
- **Community Impact:** Positioned in a culturally rich neighborhood with strong community ties.

Sponsorship Opportunities

Join us in bringing this exciting event to life while gaining unparalleled access to engage with a diverse and vibrant audience. Our sponsorship packages are designed to provide maximum visibility and interaction with attendees, offering a tailored approach to meet your marketing objectives.

Gold Package - \$10,000

Visibility:

- Primary logo placement on event marketing materials and advertisements (print, online, and some social media).
- Featured logo on the event's main entrance banner.

Engagement:

- Prime booth space at all six event dates for promotional activities.
- Opportunity to host a reception during one night of the market.

Silver Package - \$5,000

Visibility:

- Secondary logo placement on event marketing materials and advertisements (print, online, some social media).
- Logo placement on the event's main entrance banner.

Engagement:

- Booth space at all six event dates for promotional activities.

Bronze Package - \$2,500

Visibility:

- Logo on event website and social media mentions.
- Logo placement on the event's main entrance banner.

Engagement:

- Shared booth space at all six event dates for promotional activities.

Custom Sponsorship Opportunities

We are happy to tailor sponsorship packages to better align with your specific marketing goals and budget. Custom options can include:

- Title or exclusive sponsorship.
- Product giveaways.
- Sponsored performances or attractions.
- Exclusive branding of specific areas within the market (e.g., stages, seating areas).

Demographic Reach

The Story Road Night Market provides a unique opportunity to engage with a large, diverse demographic, including:

- Local residents from the San Jose area and surrounding regions.
- A significant number of families, young professionals, students, and seniors.

- A culturally rich community with a strong appreciation for local and international cuisine, arts, and performances.

Why Sponsor?

- Access to a Large, Engaged Audience: With an estimated 20,000 visitors over three events, sponsors have an unparalleled opportunity to increase brand visibility and interact directly with consumers.
- Cultural Engagement: Align your brand with a culturally significant event in the heart of one of the largest Vietnamese communities outside of Vietnam.
- Community Support: Demonstrate your organization's commitment to supporting cultural diversity and community events.

Sponsorship Application

Please [submit an application here](#) (select "sponsor/political entity") or <https://www.mvbl.co/storyroad-participationform> and you will be contacted by our sponsorship team.

Please schedule a call with Thomas Ryan Sebastian at <https://calend.ly/mvbl> if you have any questions about our sponsorship packages. You can also reach Ryan at ryan@mvbl.co or 408.425.3136.