

# Sponsorship Opportunities

November 23, 2024 - January 5, 2025 | The Tech Interactive, Downtown San Jose

## ❄️ What is Polar Play Days?

Polar Play Days is the annual Winter Event at The Tech Interactive. The event features arctic science activities and experiences, IMAX educational movies, seasonal food & drinks and more!

## ❄️ Key Programming Dates

November 23 - December 1

**Polar Play Days Opening Week**

December 7-8

**Holiday Craft Weekend**

December 14-15

**The Science of Winter**

December 20 - January 5

**Innovations on Ice**

## ❄️ Attendance

50,000 visitors attended Polar Play Days in its first year, and we expect to increase in year two. The event attracts families seeking engaging and educational experiences for their children during the holiday season.

### Our Visitors Are

- 56% are aged 25-44
- 47% have a College Degree or higher
- 37% live in households with \$150K + Household Income
- 70.7% are racially or ethnically diverse
- Live in South Bay, San Jose and Silicon Valley



201 S. Market St., San Jose, CA 95113  
1-408-294-8324 | [thetech.org](http://thetech.org) | social media icons for Instagram, Facebook, and Twitter.

## Why Sponsor Polar Play Days?

### Enhanced Brand Visibility

Gain prominent exposure through logo placement on event materials, signage, and digital platforms, ensuring your brand is seen by the estimated 50,000 attendees and a wider online audience.

### Direct Audience Engagement

Connect directly with your target audience through dedicated booth space, allowing you to showcase your products/services, engage with attendees, and generate leads in a family-friendly environment.



















### Amplified Media Coverage

Benefit from media coverage including press releases, media mentions and social media shout-outs, providing valuable brand exposure and enhancing your reputation among the local community and beyond.

### Community Impact and Corporate Social Responsibility

Demonstrate your commitment to the community by aligning with a family-oriented educational event.

## Sponsor Levels

	Arctic Explorer	Polar Pioneer	Arctic Ambassador Presenting
Logo placement on event website and promotional materials			
Mention in press releases and media coverage			
Logo placement on "Innovations on Ice" skating rink (70" x 27" dasherboard)			
Promotion in email newsletters (sent to 20,000+ subscribers)			
Onsite Booth space (1 day)			
Premier logo placement on event signage, banners, and digital displays			
Company logo and mention in all advertisements			
Exclusive sponsorship of IMAX movies (pre-show commercial)			
Inclusion of Social Media posts and collaborations			
15 complimentary VIP passes to Polar Play Days			
	\$500	\$1,500	\$5,000

## Support this event today!

Contact Natalie Alvarez-Taylor, VP of Marketing & Sales at [nataylor@thetech.org](mailto:nataylor@thetech.org)

OR

Fill out the online form at:  
[thetech.org/supportppd](http://thetech.org/supportppd)