

OCT
21 - 23

 **Report**

CITY² FEST⁰ 25

SAN ANTONIO



From draft picks
to development:

HOW THE SPURS SHAPE SAN ANTONIO

SPONSOR GUIDE

Join us for CityFest 2025—an engaging and dynamic three-day event that will bring together the brightest minds, most influential leaders and rising stars of our city. This year, we will take on the hottest topic in Bexar County – the proposed downtown San Antonio Spurs Arena and Entertainment District, or Project Marvel.

In our must-see keynote, Spurs owner Peter Holt and legendary NBA player and Spur Sean Elliot will take the main stage for our annual luncheon to talk about the Spurs' impact on our community through the years, followed by Mayor Gina Ortiz Jones and Bexar County Judge Peter Sakai, who will unpack the financial and community implications of what could be San Antonio's deal of the century.

During the week, we will have a panel discussion with leaders who will shape what's next for San Antonio's East Side if the Spurs move back downtown, including the Frost Bank Center and the San Antonio Stock Show and Rodeo. We'll also spend time with Hemisfair-area business owners to better understand the impact the proposed project will have on their businesses and the surrounding neighborhoods, followed by a fun and free happy hour.

As a sponsor, your support for CityFest not only helps make this event possible but also demonstrates your company's commitment to the growth and development of San Antonio. By aligning your brand, you'll enjoy increased visibility, networking opportunities with the city's top leaders, and the chance to contribute to the ongoing conversations that drive our community forward. Your sponsorship will be instrumental in ensuring the success of the San Antonio Report's civic engagement outreach – fostering a more informed and engaged San Antonio. (Due to the changing nature of this news story, more details will be announced this month.)



If you want to know what is happening in our city, you should attend the San Antonio Report's CityFest. This year is especially interesting with discussions around Project Marvel. Don't miss it!



- JUDGE NELSON WOLFF



\$30,000 - PRESENTING SPONSOR

- **Acknowledgement and logo recognition** as a festival Presenting Sponsor on all CityFest marketing materials and communications including but not limited to press releases event website, social media, newsletters and dedicated festival emails
- **Prominent online logo recognition** on the festival website and scheduling page
- **Inclusion of company branding** on marketing materials during all CityFest-related events
- **Two (2) tables of ten (10)** for the keynote luncheon on Tuesday, October 21, 2025
- **Six (6) VIP tickets** to all VIP sponsor events
- **Event introduction** by your company's selected representative at one panel of your choice
- **Opportunity to provide virtual** or in-person introduction
- **Sponsorship of all programming** to include special verbal and logo recognition of sponsorship during the program
- **Verbal recognition** during the opening and closing remarks of each festival day
- **Exclusive sponsorship of one (1) program** during the festival to include a special introduction opportunity by a company representative
- **Two (2) sponsor spotlight features** in the San Antonio Report weekly events newsletter
- **One (1) sponsored article** on the San Antonio Report website
- **Six (6) social media ads** for one (1) year. Sponsor's choice of Facebook and/or X
- **First right of refusal** for the 2026 CityFest Presenting sponsorship



\$15,000 - CHANGEMAKER SPONSOR

- **Acknowledgement and logo recognition** as a festival Changemaker on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts
- **Prominent online logo recognition** on the festival website and scheduling page
- **Inclusion of company branding** on marketing materials during all CityFest-related events
- **One (1) table of ten (10)** for the keynote luncheon on Tuesday, October 21, 2025
- **Four (4) VIP tickets** to all VIP sponsor events
- **Sponsorship of all programming** to include special verbal and logo recognition of sponsorship during the program
- **Verbal recognition** during the opening and closing remarks of each festival day
- **Two (2) sponsor spotlight features** in the San Antonio Report weekly events newsletter
- **One (1) sponsored article** on the San Antonio Report website
- **Four (4) social media ads** for one (1) year. Sponsor's choice of Facebook and/or X



CityFest brings you face-to-face with city and community leaders to discuss top issues driving San Antonio forward. You might show up for one topic, but chances are you'll walk away thinking about something unexpected or even see an issue in a whole new way.

- ANAMARIA SUESCUN-FAST • CEO, TALK STRATEGY



\$10,000 - ENGAGEMENT SPONSOR

- **Acknowledgement and logo recognition** as a festival Engagement Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts
- **One (1) tables of ten (10)** for the keynote luncheon on Tuesday, October 21, 2025
- **Three (3) VIP tickets** to all VIP sponsor events
- **One (1) sponsor spotlight feature** in the San Antonio Report weekly events newsletter
- **Two (2) social media ads** for one (1) year. Sponsor's choice of Facebook and/or X
- **Sponsorship of one (1) program** during the festival to include verbal and logo recognition of sponsorship during the program

\$5,000 - INNOVATION SPONSOR

- **Acknowledgement and logo recognition** as a festival Innovation Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts
- **One (1) tables of ten (10)** for the keynote luncheon on Tuesday, October 21, 2025
- **Two (2) VIP tickets** to all VIP sponsor events
- **One (1) sponsor spotlight feature** in the San Antonio Report weekly events newsletter
- **One (1) social media ad** for one (1) year. Sponsor's choice of Facebook and/or X



\$3,000 - CITY BUILDER SPONSOR

- **Acknowledgement and logo recognition** as a festival City Builder Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts
- **One (1) tables of ten (10)** for the keynote luncheon on Tuesday, October 21, 2025

IN-KIND SPONSOR

- **Acknowledgement and logo recognition** as a festival In-Kind and/or Media Sponsor on all CityFest marketing materials and communications including but not limited to press releases, event website, social media, newsletters and e-blasts
- **Limited festival registrations** for free programming for all company employees

IMPORTANT DEADLINES

- Sponsor logos are due immediately upon sponsorship agreement. Please send a high resolution file of your logo to events@sareport.org in an EPS, JPG or PNG format
- All VIP names are to be submitted to events@sareport.org by EOD Friday, October 3, 2025.
- All luncheon names are to be submitted to events@sareport.org by EOD Friday, October 10, 2025.
- All digital commercial files are due EOD Friday, October 10, 2025.



If you are interested in sponsoring the 2025 San Antonio CityFest, please complete the form below and return to our Events Team at events@sareport.org

SELECT	SPONSOR LEVEL	COST
	Presenting Sponsor	\$30,000
	Changemaker	\$15,000
	Engagement Sponsor	\$10,000
	Innovation Sponsor	\$5,000
	City-Builder Sponsor	\$3,000
	In-Kind Sponsor	In-Kind
	Media Sponsor	Media Trade

Organization Name

Contact Person

Mailing Address

Email

Phone

Billing Contact

Email

Phone

Unless previously discussed, all sponsorship payments are due prior to the start of CityFest (October 21, 2025)

*Please make checks payable to San Antonio Report and mail to:
San Antonio Report • 711 Navarro St, #535 • San Antonio, TX 78205*

SPONSOR ADVERTISING SPECIFICATIONS

- Sponsor spotlight: Copy up to 250 words // Graphic (600x800 pixels) // URL Link
- Social media posts (Facebook & X):
 - Copy (280 character limit) // Graphic (1600x900) pixels recommended, jpg, png) Tags, hashtags or links
- Sponsored article requirements: Sponsored article guidelines found [HERE](#)
- Event sponsored ads must be used within a 6-month publishing window, unless otherwise stated



The San Antonio Report began as the Rivard Report in 2012 and has grown into a thriving all-digital nonprofit news publication with a staff of dedicated journalists and non profit professionals. We've been serving the San Antonio area with high-quality, nonpartisan journalism every day for 13 years. Our work, which includes daily news reports, in-depth coverage into all facets of life in San Antonio and a year-round calendar of civic engagement events, is local and free for anyone to read and share.

I eagerly anticipate CityFest every year to understand what's driving the pulse of our City.

- MIKE FLORES • CHANCELLOR,
ALAMO COLLEGES DISTRICT

As a reader-supported nonprofit newsroom we are able to publish without fear or favor and without any obligation to outside owners or interests. We commit to earning the time and trust of our community by providing useful and informative news, insights and perspectives you won't find anywhere else, always aiming to spur interest and action in San Antonio communities.

We work with civically minded businesses, nonprofits and community groups to help them reach their marketing goals and business objectives, and offer digital advertising and sponsorship opportunities. To discuss partnership opportunities with the San Antonio Report, please contact us at business@sareport.org.

Still deciding how you're going to make positive impact on San Antonio? Then you need to be in on the conversation at CityFest. It's THE place where you discover the doors of opportunity - and the keys to unlock them.

- ANDI RODRIGUEZ • DOWNTOWNER AND SIX-TIME CITYFEST ATTENDEE



Main Event (Sponsored by City of San Antonio)

Tuesday, October 21

11:30 a.m. - 1:15 p.m.

📍 Tobin Performing Arts Center

From Draft Picks to Development – How the San Antonio Spurs Shape Our Community

Our **keynote luncheon** will feature a can't-miss sit-down interview plus a panel discussion with the most important local voices on the planned downtown Spurs arena.



Spurs Owner
Peter Holt



NBA Legend
Sean Elliott

Part 1:
The Legacy &
Future of the
Spurs



Mayor Gina
Ortiz Jones



County Judge
Peter Sakai

Part 2:
What's next for a
downtown Spurs
Arena Project?

Free Events

Wednesday, October 22

5:30 p.m. 📍 Frost Bank Center

What's next for the East Side?
Join us for a robust discussion
about future plans for San
Antonio's Eastside

Thursday, October 23

5:00 p.m. 📍 Magik Theatre

More than a game: How small
businesses bring San Antonio's
sports and entertainment
district to life

Thursday, October 23

6:00 p.m. 📍 Magik Theatre

Join us for Happy Hour
as we wind down
CityFest



For more info, email: events@sareport.org



PRESENTING SPONSOR



VENUE SPONSOR



EVENT UNDERWRITERS



CHANGEMAKER SPONSORS



ENGAGEMENT SPONSORS



INNOVATION SPONSORS



CITY BUILDER SPONSORS

