2026 San José Major Events Status Report

City Council
August 26, 2026
Item 8.1

Rosalynn Hughey, Deputy City Manager
Tommy O'Hare, 2026 Sports and Special Events Director, City Manager's Office
Kerry Adams-Hapner, Director, Office of Cultural Affairs, OEDCA
John Poch, Executive Director, San José Sports Authority

SJ26 City Staff Team

- City Manager’s Office, 2026 Sports & Special Events Director
- City Manager’s Office of Economic Development & Cultural Affairs
- Office Emergency Management
- Police
- Fire
- Airport
- Planning, Building, and Code Enforcement
- Public Works
- Parks, Recreation & Neighborhood Services
- Transportation
- Housing
- City Attorney’s Office

SJ26 Partners Coordination Group

- Bay Area Host Committee
- San José Sports Authority
- San José Sharks
- San José Earthquakes
- San José State University
- San José Chamber of Commerce
- San José Downtown Association
- SAP Center
- SV Creates
- Team San José
- Urban Vibrancy Institute

SJ26 Strategic **Plan**

Three Objectives:

- Build strong civic pride
- Maximize Local Economic Impact, While Creating Lasting Community Value
- Position the City as a premier destination for large-scale national and international events

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



Big Rocks: Drives Awareness, Users, Revenue

- Major Block Party Style Events w/Watch Parties and Concerts
- Digital Wayfinding Solutions
- Super Graphics
- Fly, Stay, Play Campaign
- Outreach Programs
- SJ26 Sponsorship Program

Layering In San José Culture & Technology

SAN JOSE'S HISTORIC 2026

1st time Super Bowl and World Cup, Hosted in the same location

2026 SUPER BOWL

- Potentially hosting Opening Media Day
- NFC or AFC Team Staying at the Downtown San José Marriott
- NFC or AFC Team to practice at San José State

NCAA WEST REGIONAL

- Sweet Sixteen and Elite Eight (3 games total) at SAP Center
- NCAA HQ, Media, Officials and Teams all staying in San José
- Youth Basketball Tournament at the San José Convention Center

FIFA WORLD CUP

- FIFA HQ - San José Signia
- Team Hotels - San José Marriott & San José Hilton
- Team Practice Venue at PayPal Park



WE'RE GOING BIG

13 Concerts with National Headliners (Recent Concerts: Fischer & Steve Aoki)

- **Super Bowl: Santa Clara St. in front of City Hall**
  - Feb 6, 7, 8
- **NCAA March Madness: Sharks Way (San Pedro Square to SAP Center)**
  - Mar 26, 27, and 28
- **FIFA World Cup: Throughout San Jose**
  - Jun 12, 13, 16, 19, 22, 25, Jul 1



13 AFTER-DARK SPECTACLES

Blending Sports with San José Culture, Featuring Sponsor Brands

Super Bowl 60: Feb 6, 7, 8
NCAA March Madness: Mar 26, 27, and 28
FIFA World Cup: Jun 12, 13, 16, 19, 22, 25, Jul 1

100+ WATCH PARTIES

Creating Community within Our Diverse City

- Super Bowl Sunday: Santa Clara St. in front of City Hall
- NCAA: All Regional Games: Sharks Way (San Pedro Square to SAP Center)
- FIFA: Every World Cup Match: Throughout San José

Neighborhood Activation Opportunities

- Partnership with Community Strong Strategies and Director's Alliance San José – 12 neighborhood business districts across the City
  - Block Parties
  - Soccer Clinics
  - Concerts/Performances
  - Local Food Vendors
  - Community Booth
  - Family Activities
- Mexican Heritage Plaza
- Viva Parks Events
- SJ26 Game Changers







Branding & Marketing

In partnership with Team San Jose, Sports Authority, Airport and other City staff:

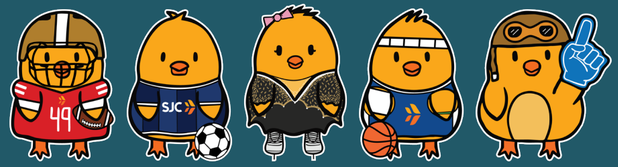
- Brand Design – launch this week
- “Fly, Stay, and Play” Campaign
- Microsite – what to do, where to go, where to eat, etc. Interactive calendar allows users to personalize their SJ26 experience

POPULOUS®

VISIT SAN JOSÉ CALIFORNIA

2026 Big Sports. Simple Airport.

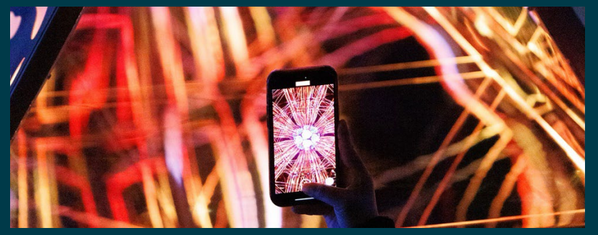
SJC SAN JOSE MINETA INTERNATIONAL AIRPORT



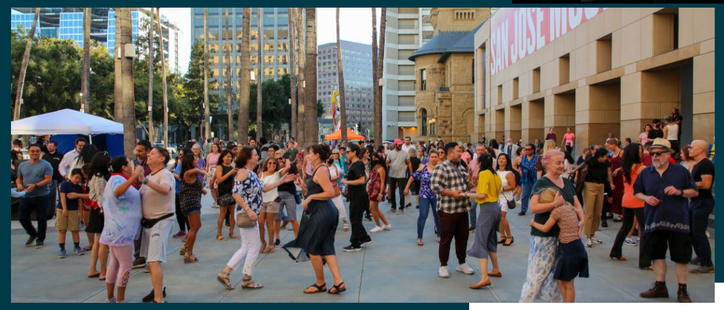
Art Installations and Activations

- City Hall Exhibit featuring sports-themed artwork by local artists – January thru July 2026
- Elizabeth Turk Projects' *Invisible Skies* – City Hall Plaza, January 31, 2026
- WeCreate408 curated to emphasize creativity and sports
- Make Music Day – June 21, 2026
- CityDance – genres curated based on FIFA competing teams
- Sonic Runway – performances with music genres and themes curated to participating teams
- Temporary Public Art and Projection Mapping – partnership with SJSU











Arts and Culture Marketing Opportunities

Calendar for events and programming

- www.sanjose.org/industry
- Will be used to pitch to media and promoted on social media/communications

The Arts Will Play in 2026 Cooperative Marketing Campaign via Visit San José

- 10 to 15 local organizations will receive a promotional campaign with an estimated worth of $10,000 to $15,000
- Application closes August 29





SJ26 SPORTS MERCHANDISE & VISITORS CENTER

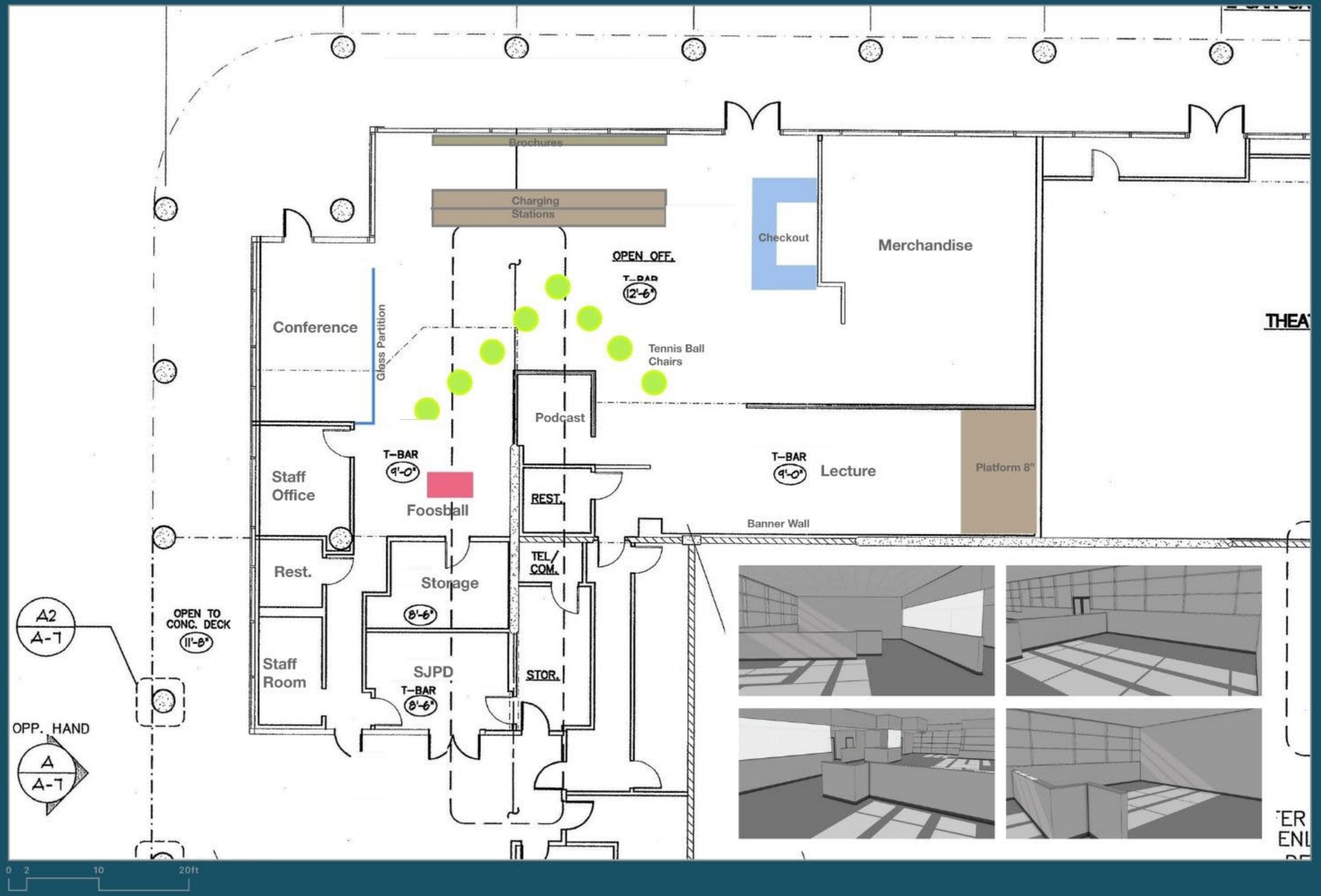
- **SJ26 Sports Merchandise Super Store**
  - Selling licensed apparel for our San Jose and South Bay Teams
  - **Selling SJ26 Branded Merchandise**

- **Boost Local Businesses**
  - The visitor's center will partner with the San Jose Downtown Association, Chamber of Commerce and Visit San Jose

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

SPORTS MERCHANDISE & VISITORS CENTER

- Enhanced Visitor Experience
- A well-equipped center with amenities to include centralized information for everything San Jose



2025 LINEUP

Apr

May

Jun

Jun - Jul

Oct

Nov

Dec

USA

Club Internacional de Fútbol Miami MMXX x Quakes San Jose

Dwight Clark 87 Legacy Series

Slam San Jose!

2025 Championship Series Tour

Concacaf Gold Cup

Rock 'n' Roll Running Series San Jose

Bay Area 2025 NWSL Championship presented by Google Pixel

San Jose Sports Hall of Fame

FIFA

Team Draw Watch Party

FIFA World Cup 26 Watch Party

2026 LINEUP

Feb



Mar



May





REACH
YOUTH SCHOLARSHIP

Jun - Jul





Jul





Aug



Oct





Nov



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