



Sponsorship Opportunities

November 22, 2025 - January 4, 2026 | 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 22 - November 28

Polar Play Days Opening Week

December 20 - January 4

Innovations on Ice: Sock Skating Rink

❄️ Attendance

50,000 visitors attended Polar Play Days in each of the first two years, and we expect to increase in year three. 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

❄️ Featured Activities

- Molecular Meals
- Cozy Crafternoons
- Snowstorm in a Jar
- Holi-Dough Circuits
- IMAX Films
- Sock Skating Rink
- Holiday Laser Shows
- ...and more!



The Tech Interactive

201 S. Market St., San Jose, CA 95113

1-408-294-8324 | thetech.org |

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

	Polar Pal	Arctic Explorer	Polar Pioneer	Arctic Ambassador <i>PRESENTING</i>
Logo placement on "Innovations on Ice" skating rink (60" x 30" dasherboard)				
Logo placement on event website and promotional materials				
Mention in press releases and media coverage				
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				
	\$250	\$750	\$2,500	\$7,500

Support this event today!

Contact Natalie Alvarez-Taylor, VP of Engagement & Experiences at nataylor@thetech.org or Mina Lawson, Stewardship Coordinator at mlawson@thetech.org.

Fill out the online sponsor form at:
thetech.org/supportppd



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