



Welcome to San José!

My office is launching an innovative public/private partnership that I'm calling "San José Gateways" and I want you to be a part of it!

Here's the idea:

- You identify a preferred natural gateway - example: highway off & on ramps - near your building or high traffic area, where we post an 8 sq. ft. (36"x36") sign that reads "Welcome to San José, Gateway Beautification brought to you by YOUR Company."
- Partnering with *The Downtown Streets Team*, who will clean and beautify the area with regularly-scheduled maintenance.

(The Downtown Streets Team is an innovative 501c3 that has transformed the lives of homeless clients by employing a "work-first" approach, getting homeless clients housing, job training, and vouchers in exchange for their willingness to work reliably.)

Sponsorships are needed to support the adoption and maintenance of this pilot project:

- **\$15,000 / year** - supports a six person team who will conduct weekly litter pick up, graffiti removal, watering and planting of approximately 30 trees and landscaping plants, and the placement your corporate logo on an acknowledgment sign at the location you select. We will promote the partnership over social media and send out a press release to local media about your support. Additionally, we will host a volunteer day where your employees can work alongside our team to beautify your gateway.

Goals of the pilot:

- Clean up and beautify the natural gateways in San José - you decide where!
- Employ folks wanting and willing to work.
- Showcase public/private partnership at work in San José.
- Instill pride in your workforce as they see their company acknowledged for their corporate citizenship.

San José companies who have already signed on: TiVo, Ernst & Young, Wells Fargo, Pinger, SunPower, Kaiser, Comcast, Adobe, AT&T, SuperMicro, Samsung, Boston Properties, Nexenta, and Signature Flight.

For more information on *Downtown Streets Team* visit: <http://streetsteam.org/>

Please contact Shannon Robinson with Downtown Streets Team @ office - 650.847.0523, or e-mail: Srobinson@StreetsTeam.org to initiate your sponsorship!

Sincerely,

Sam Liccardo,
Mayor,
City of San José