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			PEAK DATES	ESTIMATED ATTENDANCE (ACROSS ALL VENUES)
			Friday, February 6, 2026	10,000
			Saturday, February 7, 2026	17,000
			Sunday, February 8, 2026	10,000
			Friday, February 13, 2026	7,200
			Saturday, February 14, 2026	7,200
			Sunday, February 15, 2026	9,070
			Saturday, February 21, 2026	8,270
			Sunday, February 22, 2026	8,679
			Monday, March 16, 2026	20,000
			Tuesday, March 17, 2026	20,000
			Wednesday, March 18, 2026	20,000
			Thursday, March 19, 2026	20,000
			Saturday, March 28, 2026	10,125
			**NVIDIA GTC 2025 Conference attendees expecting similar or larger attendance than GTC 2025. Expected attendance to be 20,000+ on flow. Attendees on their own for all dinners.***	

EVENT	VENUE	PUBLIC OR PRIVATE EVENT	START DATE	END DATE	SHOWINGS	ESTIMATED ATTENDANCE PER SHOW	NOTES ON PROGRAM (Includes Demographics + Visitors)
<a href="#">The Wiz</a>	Center for the Performing Arts	Public Event	Tuesday, January 27, 2026	Sunday, February 1, 2026	01/27/2026; 7:30pm 01/28/2026; 7:30pm 01/29/2026; 7:30pm 01/30/2026; 7:30pm 01/31/2026; 2:00pm 01/31/2026; 7:30pm 02/01/2026; 1:00pm 02/01/2026; 6:30pm	1,936	
<a href="#">Rich Mafia - Aleman &amp; Gera Mx</a>	San Jose Civic	Public Event	Tuesday, February 3, 2026	Tuesday, February 3, 2026	02/03/2025; 8:00pm	1,200	
<a href="#">Max Amini Live</a>	Center for the Performing Arts	Public Event	Saturday, February 7, 2026	Saturday, February 7, 2026	02/07/2026; 8:00pm	2,050	
<a href="#">Air Supply</a>	San Jose Civic	Public Event	Friday, February 13, 2026	Friday, February 13, 2026	02/13/2026; 8:00pm	2,100	
<a href="#">Genesis Gaming 2026</a>	San Jose McEnery Convention Center	Public Event	Friday, February 13, 2026	Sunday, February 15, 2026	2/13/2026 to 2/15/2026	7,200	60% Male, 40% Female 60% Local, 40% Out Of Town Concessions available for attendees, Attendees on their own for all meals Reoccurring Client
<a href="#">The Drowsy Chaperone</a>	Montgomery Theater	Public Event	Friday, February 13, 2026	Sunday, February 22, 2026	02/13/2026; 7:00pm 02/14/2026; 2:00pm 02/14/2026; 7:00pm 02/15/2026; 1:00pm 02/15/2026; 6:00pm 02/20/2026; 7:00pm 02/21/2026; 2:00pm 02/21/2026; 7:00pm 02/22/2026; 1:00pm	270	
<a href="#">2026 ZaiGeZaiGu Chinese New Year Gala</a>	Center for the Performing Arts	Public Event	Saturday, February 14, 2026	Saturday, February 14, 2026	02/14/2026; 7:00pm	1,600	
<a href="#">Cavalleria Rusticana   Pagliacci</a>	California Theatre	Public Event	Sunday, February 15, 2026	Sunday, March 1, 2026	02/15/2026; 2:00pm 02/20/2026; 7:30pm 02/22/2026; 2:00pm 02/27/2026; 7:30pm 03/01/2026; 2:00pm	TBD	
<a href="#">DevNetwork Developer Week</a>	San Jose McEnery Convention Center	Private Event	Wednesday, February 18, 2026	Friday, February 20, 2026	N/A	2,000	70% Male, 30% Female 60% Out of Town, 40% Local All Meals Provided to Attendees New Client
<a href="#">Samay Raina</a>	Center for the Performing Arts	Public Event	Saturday, February 21, 2026	Saturday, February 21, 2026	02/21/2026; 7:30pm	2,000	
<a href="#">OSJ - Gala: La Dolce Vita</a>	California Theatre	Public Event	Saturday, February 21, 2026	Saturday, February 21, 2026	02/21/2026; 7:30pm	TBD	
<a href="#">SJMADE Friend Fest 2026</a>	San Jose McEnery Convention Center	Public Event	Saturday, February 21, 2026	Sunday, February 22, 2026	N/A	6,000	100% Local 50% Male, 50% Women Concessions Available Attendees on their own for all meals Reoccurring Client
<a href="#">Our Hearts, Our Home CPAA Spring Festival</a>	Center for the Performing Arts	Public Event	Sunday, February 22, 2026	Sunday, February 22, 2026	02/22/2026; 7:00pm	TBD	
<a href="#">Pandora y Flans</a>	San Jose Civic	Public Event	Sunday, February 22, 2026	Sunday, February 22, 2026	02/22/2026; 8:00pm	2,400	
<a href="#">SPIE Advanced Lithography 2026</a>	San Jose McEnery Convention Center	Private Event	Monday, February 23, 2026	Thursday, February 26, 2026	N/A	3,385	75% Male / 25% Female 65% Local / 45% Out-Of-Town Breakfast, Lunch & Dinner Provided for All Attendees  Reoccurring Client
<a href="#">The Enigmatic Voice - SSJ</a>	California Theatre	Public Event	Saturday, March 7, 2026	Sunday, March 8, 2026	03/07/2026; 7:30pm 03/08/2026; 2:30pm	TBD	
<a href="#">25th Annual Putnam County Spelling Bee</a>	Montgomery Theater	Public Event	Friday, February 27, 2026	Sunday, March 8, 2026	02/27/2026; 7:00pm 02/28/2026; 2:00pm 02/28/2026; 7:00pm 03/01/2026; 1:00pm 03/01/2026; 6:00pm 03/06/2026; 7:00pm 03/07/2026; 2:00pm 03/07/2026; 7:00pm 03/08/2026; 1:00pm	TBD	
<a href="#">ACDA 2026 Western Regional Conference</a>	San Jose McEnery Convention Center	Private Event	Wednesday, March 4, 2026	Saturday, March 7, 2026	N/A	600	TBD 100% Out of Town Breakfast, Lunch & Dinner Provided
<a href="#">Book of Mormon</a>	Center for the Performing Arts	Public Event	Friday, March 6, 2026	Sunday, March 8, 2026	03/06/2026; 7:30pm 03/07/2026; 2:00pm 03/07/2026; 7:30pm 03/08/2026; 1:00pm 03/08/2026; 6:00pm	2,350	
<a href="#">Paw Patrol</a>	San Jose Civic	Public Event	Saturday, March 7, 2026	Sunday, March 8, 2026	03/07/2026; 10:00am 03/07/2026; 2:00pm 03/08/2026; 10:00am 03/08/2026; 2:00pm	1,250	
<a href="#">Santa Clara Valley Science and Engineering Fair Association, SCVSEFA</a>	San Jose McEnery Convention Center	Public Event	Tuesday, March 10, 2026	Tuesday, March 10, 2026	N/A	3,000	50% Male, 50% Female 100% Local Lunch Provided, Attendees on their own for all other meals
<a href="#">Motown In Your Town</a>	Montgomery Theater	Public Event	Wednesday, March 11, 2026	Wednesday, March 11, 2026	03/11/2026; 7:00pm	300	
<a href="#">SEW Present Dynamite &amp; Collision</a>	San Jose Civic	Public Event	Wednesday, March 11, 2026	Wednesday, March 11, 2026	03/11/2026; 4:30pm	TBD	
<a href="#">NVIDIA GTC 2026</a>	San Jose McEnery Convention Center	Private Event	Monday, March 16, 2026	Thursday, March 19, 2026	N/A	20,000	TBD Attendees on their own for Dinners
<a href="#">Durand Jones &amp; The Indications</a>	San Jose Civic	Public Event	Friday, March 20, 2026	Friday, March 20, 2026	03/20/2026; 8:00pm	TBD	
<a href="#">Ole 60</a>	San Jose Civic	Public Event	Saturday, March 21, 2026	Saturday, March 21, 2026	03/21/2026; 8:15pm	TBD	
<a href="#">Kennedy: Bobby's Last Crusade</a>	Montgomery Theater	Public Event	Saturday, March 21, 2026	Saturday, March 21, 2026	03/21/2026; 7:30pm	150	
<a href="#">Foreigner - Orchestra Tour</a>	San Jose Civic	Public Event	Sunday, March 22, 2026	Sunday, March 22, 2026	03/22/2026; 8:00pm	2,000	
<a href="#">The Wonder of Elvis - starring Greg Miller</a>	Montgomery Theater	Public Event	Sunday, March 22, 2026	Sunday, March 22, 2026	03/22/2026; 3:00pm	150	
<a href="#">Kumar Sanu and Sadhana Sargam Live</a>	San Jose Civic	Public Event	Saturday, March 28, 2026	Saturday, March 28, 2026	03/28/2026; 8:00pm	TBD	
<a href="#">Ultimate Tribute to Heart featuring Heartless</a>	Montgomery Theater	Public Event	Saturday, March 28, 2026	Saturday, March 28, 2026	03/28/2026; 7:30pm	125	
<a href="#">Public Dance March 2026</a>	San Jose McEnery Convention Center	Public Event	Saturday, March 28, 2026	Saturday, March 28, 2026	N/A	10,000	TBD
<a href="#">Hollywood Spectacular - Out of this World</a>	California Theatre	Public Event	Saturday, March 28, 2026	Sunday, March 29, 2026	03/28/2026; 7:30pm 03/29/2026; 2:30pm	TBD	
<a href="#">Beetlejuice</a>	Center for the Performing Arts	Public Event	Tuesday, March 31, 2026	Sunday, April 5, 2026	03/31/2026; 7:30pm 04/01/2026; 7:30pm 04/02/2026; 7:30pm 04/03/2026; 7:30pm 04/04/2026; 2:00pm 04/04/2026; 7:30pm 04/05/2026; 1:00pm 04/05/2026; 6:30pm	1,925	

Event	Host Organization Partner	Public or Private Event	Start Date	End Date
Opening Night	NFL	Public Event	Monday, February 2, 2026	Monday, February 2, 2026
Opening Night After-Dark Spectacles	SJSA	Public Event	Monday, February 2, 2026	Monday, February 2, 2026
Big Game Block Party	Creekside Social	Public Event	Wednesday, February 4, 2026	Thursday, February 5, 2026
Super Row Weekend & Big Game Tailgate	Santana Row	Public Event	Thursday, February 5, 2026	Sunday, February 8, 2026
Endzone Experience	San Jose Civic	Public Event	Thursday, February 5, 2026	Saturday, February 7, 2026
The Big Game After-Dark Spectacles	SJSA	Public Event	Friday, February 6, 2026	Friday, February 6, 2026
San Pedro Superfest	SJSA	Public Event	Friday, February 6, 2026	Sunday, February 8, 2026
2 Chainz & DaBaby Performing Live!	Pete Be Center	Public Event	Friday, February 6, 2026	Friday, February 6, 2026
The Big Game Concert	SJSA	Public Event	Friday, February 6, 2026	Friday, February 6, 2026
San Jose State of the City	Office of Mayor Matt Mahan	Public Event	Saturday, February 7, 2026	Saturday, February 7, 2026
The Big Game Concert	SJSA	Public Event	Saturday, February 7, 2026	Saturday, February 7, 2026
Natalie Nunn Performing Live!	Pete Be Center	Public Event	Saturday, February 7, 2026	Saturday, February 7, 2026
Ying Yang Twins Performing Live!	Pete Be Center	Public Event	Saturday, February 7, 2026	Saturday, February 7, 2026
The Big Game Watch Party	SJSA	Public Event	Sunday, February 8, 2026	Sunday, February 8, 2026
The Big Game	NFL	Public Event	Sunday, February 8, 2026	Sunday, February 8, 2026
The Big Game Post Game Party	Hayes Mansion	Public Event	Sunday, February 8, 2026	Sunday, February 8, 2026
Big Game Brunch at Palm & Ember	Hayes Mansion	Public Event	Sunday, February 8, 2026	Sunday, February 8, 2026
Big Game Watch Party at Splash	Splash Video Dance Bar	Public Event	Sunday, February 8, 2026	Sunday, February 8, 2026
College Basketball Tournament Concert	SJSA	Public Event	Thursday, March 26, 2026	Thursday, March 26, 2026
Sweet Sixteen Watch Parties	SJSA	Public Event	Thursday, March 26, 2026	Friday, March 27, 2026
Sweet Sixteen	NCAA	Public Event	Friday, March 27, 2026	Friday, March 27, 2026
College Basketball Tournament Concert	SJSA	Public Event	Friday, March 27, 2026	Friday, March 27, 2026
Elite Eight	NCAA	Public Event	Saturday, March 28, 2026	Saturday, March 28, 2026
College Basketball Tournament After Dark Spectacles	SJSA	Public Event	Saturday, March 28, 2026	Saturday, March 28, 2026
College Basketball Tournament Concert	SJSA	Public Event	Saturday, March 28, 2026	Saturday, March 28, 2026
Elite Eight Watch Parties	SJSA	Public Event	Saturday, March 28, 2026	Sunday, March 29, 2026
College Basketball Tournament Concert	SJSA	Public Event	Sunday, March 29, 2026	Sunday, March 29, 2026
Global Soccer Match Concert	SJSA	Public Event	Friday, June 12, 2026	Friday, June 12, 2026
Global Soccer Match 1 Watch Party	SJSA	Public Event	Friday, June 12, 2026	Friday, June 12, 2026
Global Soccer Match - After Dark Spectacles	SJSA	Public Event	Friday, June 12, 2026	Friday, June 12, 2026
Global Soccer Match Concert	SJSA	Public Event	Saturday, June 13, 2026	Saturday, June 13, 2026
Global Soccer Match Group Stage Watch Party	SJSA	Public Event	Saturday, June 13, 2026	Saturday, June 13, 2026
Global Soccer Match: Group Stage	FIFA	Public Event	Saturday, June 13, 2026	Saturday, June 13, 2026
Global Soccer Match Concert	SJSA	Public Event	Tuesday, June 16, 2026	Tuesday, June 16, 2026
Global Soccer Match Group Stage Watch Party	SJSA	Public Event	Monday, June 16, 0206	Monday, June 16, 0206
Global Soccer Match: Group Stage	FIFA	Public Event	Tuesday, June 16, 2026	Tuesday, June 16, 2026
Global Soccer Match Concert	SJSA	Public Event	Friday, June 19, 2026	Friday, June 19, 2026
Global Soccer Match 1 Watch Party	SJSA	Public Event	Friday, June 19, 2026	Friday, June 19, 2026
Global Soccer Match - After Dark Spectacles	SJSA	Public Event	Friday, June 19, 2026	Friday, June 19, 2026
Global Soccer Match: Group Stage	FIFA	Public Event	Friday, June 19, 2026	Friday, June 19, 2026
Global Soccer Match Concert	SJSA	Public Event	Monday, June 22, 2026	Monday, June 22, 2026
Global Soccer Match Group Stage Watch Party	SJSA	Public Event	Monday, June 22, 2026	Monday, June 22, 2026
Global Soccer Match: Group Stage	FIFA	Public Event	Monday, June 22, 2026	Monday, June 22, 2026
Global Soccer Match: Group Stage	FIFA	Public Event	Thursday, June 25, 2026	Thursday, June 25, 2026
Global Soccer Match Concert	SJSA	Public Event	Thursday, June 25, 2026	Thursday, June 25, 2026
Global Soccer Match - After Dark Spectacles	SJSA	Public Event	Thursday, June 25, 2026	Thursday, June 25, 2026
Global Soccer Match Group Stage Watch Party	SJSA	Public Event	Thursday, June 25, 2026	Thursday, June 25, 2026
Global Soccer Match Round of 32 Watch Party	SJSA	Public Event	Wednesday, July 1, 2026	Wednesday, July 1, 2026
Global Soccer Match Concert	SJSA	Public Event	Wednesday, July 1, 2026	Wednesday, July 1, 2026
Global Soccer Match : Round of 32	FIFA	Public Event	Wednesday, July 1, 2026	Wednesday, July 1, 2026
Global Soccer Match - After Dark Spectacles	SJSA	Public Event	Wednesday, July 1, 2026	Wednesday, July 1, 2026