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			PEAK DATES		ESTIMATED ATTENDANCE (ACROSS ALL VENUES)	
			Saturday, January 17, 2026		10,675	
			Sunday, January 18, 2026		11,275	
			Wednesday, January 21, 2026		5,000	
			Thursday, January 22, 2026		5,000	
			Friday, January 23, 2026		5,000	
			Monday, February 2, 2026		5,000	
			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		7,200	
			Saturday, February 21, 2026		6,000	
			Sunday, February 22, 2026		7,900	

EVENT	VENUE	PUBLIC OR PRIVATE EVENT	START DATE	END DATE	SHOWINGS	ESTIMATED ATTENDANCE PER SHOW	NOTES ON PROGRAM (Includes Demographics + Visitors)
A Beautiful Noise	Center for the Performing Arts	Public Event	Tuesday, December 30, 2025	Sunday, January 4, 2026	12/30/2025; 7:30pm 12/31/2025; 7:30pm 01/01/2026; 7:30pm 01/02/2026; 7:30pm 01/03/2026; 2:00pm 01/03/2026; 7:30pm 01/04/2026; 1:00pm 01/04/2026; 6:30pm	2,088	
Slakey Bryant Dealer Meeting	San Jose McEnery Convention Center	Public Event	Wednesday, January 7, 2026	Friday, January 9, 2026	N/A	900	80% Male / 20% Female 80% Local / 20% Out-Of-Town Thursday, January 8th - Lunch and Evening Reception at the SJCC Friday, January 9th - Breakfast, Lunch, and Evening Reception at the SJCC Reoccurring Client
ONEW	San Jose Civic	Public Event	Friday, January 9, 2026	Friday, January 9, 2026	01/09/2026; 7:30pm	1,100	
Kathy Griffin	California Theatre	Public Event	Saturday, January 10, 2026	Saturday, January 10, 2026	01/10/2026; 7:30pm	750	
Xavi	San Jose Civic	Public Event	Wednesday, January 14, 2026	Wednesday, January 14, 2026	01/14/2026; 8:00pm	2,000	
Wanda Sykes	Center for the Performing Arts	Public Event	Friday, January 16, 2026	Friday, January 16, 2026	01/16/2026; 8:00pm	1,600	
Valerie - A Tribute to Amy Winehouse	Montgomery Theater	Public Event	Saturday, January 17, 2026	Saturday, January 17, 2026	01/17/2026; 8:00pm	250	
Jim Jefferies	San Jose Civic	Public Event	Saturday, January 17, 2026	Saturday, January 17, 2026	01/17/2026; 7:00pm	1,100	
Further Confusion 2026	San Jose McEnery Convention Center	Public Event	Saturday, January 17, 2026	Sunday, January 18, 2026	N/A	3,325	60% Male / 40% Female 30% Local / 70% Out of Town Reoccurring Client Attendees on Their Own for All Meals
The American Masterpiece Championships 2026	San Jose McEnery Convention Center	Public Event	Saturday, January 17, 2026	Sunday, January 18, 2026	N/A	6,000	90% Female / 10% Male 70% Out of Town / 30% Local Reoccurring Attendees on Their Own for All Meals
Anjelah Johnson-Reyes	San Jose Civic	Public Event	Sunday, January 18, 2026	Sunday, January 18, 2026	01/18/2026; 5:00pm 01/18/2026; 8:00pm	1,950	
Team Kickoff Meeting and Power of ONE - Jan 2026	San Jose McEnery Convention Center	Private Event	Wednesday, January 21, 2026	Friday, January 23, 2026	N/A	5,000	50% Male / 50% Female 100% Local Thursday, January 22 - Breakfast, Lunch and Early evening Reception at the SJCC Friday, January 23 - Breakfast, Lunch, and Early Evening Reception at the SJCC New Client
Dog Man The Musical	San Jose Civic	Public Event	Saturday, January 24, 2026	Sunday, January 25, 2026	01/24/2026; 3:00pm 01/25/2026; 12:00pm	1,100	
Hopelessly Romantic	California Theatre	Public Event	Saturday, January 24, 2026	Sunday, January 25, 2026	01/24/2026; 7:30pm 01/25/2026; 2:30pm	TBD	
The Wiz	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	1,925	
Hellenic Music Ensemble	San Jose Civic	Public Event	Wednesday, January 28, 2026	Wednesday, January 28, 2026	01/28/2026; 7:00pm	1,400	
ServiceNow Employee Kickoff 2026	San Jose McEnery Convention Center	Private Event	Thursday, January 29, 2026	Thursday, January 29, 2026	1/29/2026	2,000	70 % Male, 30 % Female. Breakfast and Lunch being provided. Dinner Attendees on their own New Client
Rich Mafia - Aleman & Gera Mx	San Jose Civic	Public Event	Tuesday, February 3, 2026	Tuesday, February 3, 2026	02/03/2025; 8:00pm	1,500	
Max Amini Live	Center for the Performing Arts	Public Event	Saturday, February 7, 2026	Saturday, February 7, 2026	02/07/2026; 8:00pm	2,000	
Air Supply	San Jose Civic	Public Event	Friday, February 13, 2026	Friday, February 13, 2026	02/13/2026; 8:00pm	1,400	
Genesis Gaming 2026	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. Concessions available for attendees, Attendees on their own for all meals Reoccurring Client
The Drowsy Chaperone	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 02/15/2025; 6:00pm 02/20/2026; 7:00pm 02/21/2026; 2:00pm 02/21/2026; 7:00pm 02/22/2026; 1:00pm	TBD	
Cavalleria Rusticana I Pagliacci	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	
DevNetwork Developer Week	San Jose McEnery Convention Center	Private Event	Wednesday, February 18, 2026	Friday, February 20, 2026	TBD	2,000	TBD Client New
Samay Raina	Center for the Performing Arts	Public Event	Saturday, February 21, 2026	Saturday, February 21, 2026	02/21/2026; 7:30pm	TBD	
OSJ - Gala: La Dolce Vita	California Theatre	Public Event	Saturday, February 21, 2026	Saturday, February 21, 2026	02/21/2026; 7:30pm	TBD	
SJMADE Friend Fest 2026	San Jose McEnery Convention Center	Public Event	Saturday, February 21, 2026	Sunday, February 22, 2026	N/A	6,000	TBD Reoccurring Client
Our Hearts, Our Home CPAA Spring Festival	Center for the Performing Arts	Public Event	Sunday, February 22, 2026	Sunday, February 22, 2026	02/22/2026; 7:00pm	TBD	
Pandora y Flans	San Jose Civic	Public Event	Sunday, February 22, 2026	Sunday, February 22, 2026	02/22/2026; 8:00pm	1,900	
SPIE Advanced Lithography 2026	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 and Lunch Provided 2/23 - 2/26 Attendees on their own for Dinner Reoccurring Client
25th Annual Putnam County Spelling Bee	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	

Event	Host Organization Partner	Public or Private Event	Start Date	End Date
Invisible Skies San José	Office of Culutral Affairs	Public Event	Saturday, January 31, 2026	Saturday, January 31, 2026
Opening Night	NFL	Public Event	Monday, February 2, 2026	Monday, February 2, 2026
Opening Night Concert	SJSA	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
Super Row Weekend & Big Game Tailgate	Santana Row	Public Event	Thursday, February 5, 2026	Sunday, February 8, 2026
The Big Game After-Dark Spectacles	SJSA	Public Event	Friday, February 6, 2026	Friday, February 6, 2026
The Big Game Concert	SJSA	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
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