



MEDIA KIT

DISCOVER SANTA CLARA®

Looking to share the Discover Santa Clara® story? We've curated a comprehensive press kit filled with essential resources to support your coverage needs. Whether you're crafting a feature or exploring the competitive spark that makes Santa Clara unique, this is a great place to start.

Have questions? Feel free to contact us at DSCPR@maddenmedia.com.

DISCOVER
SANTA
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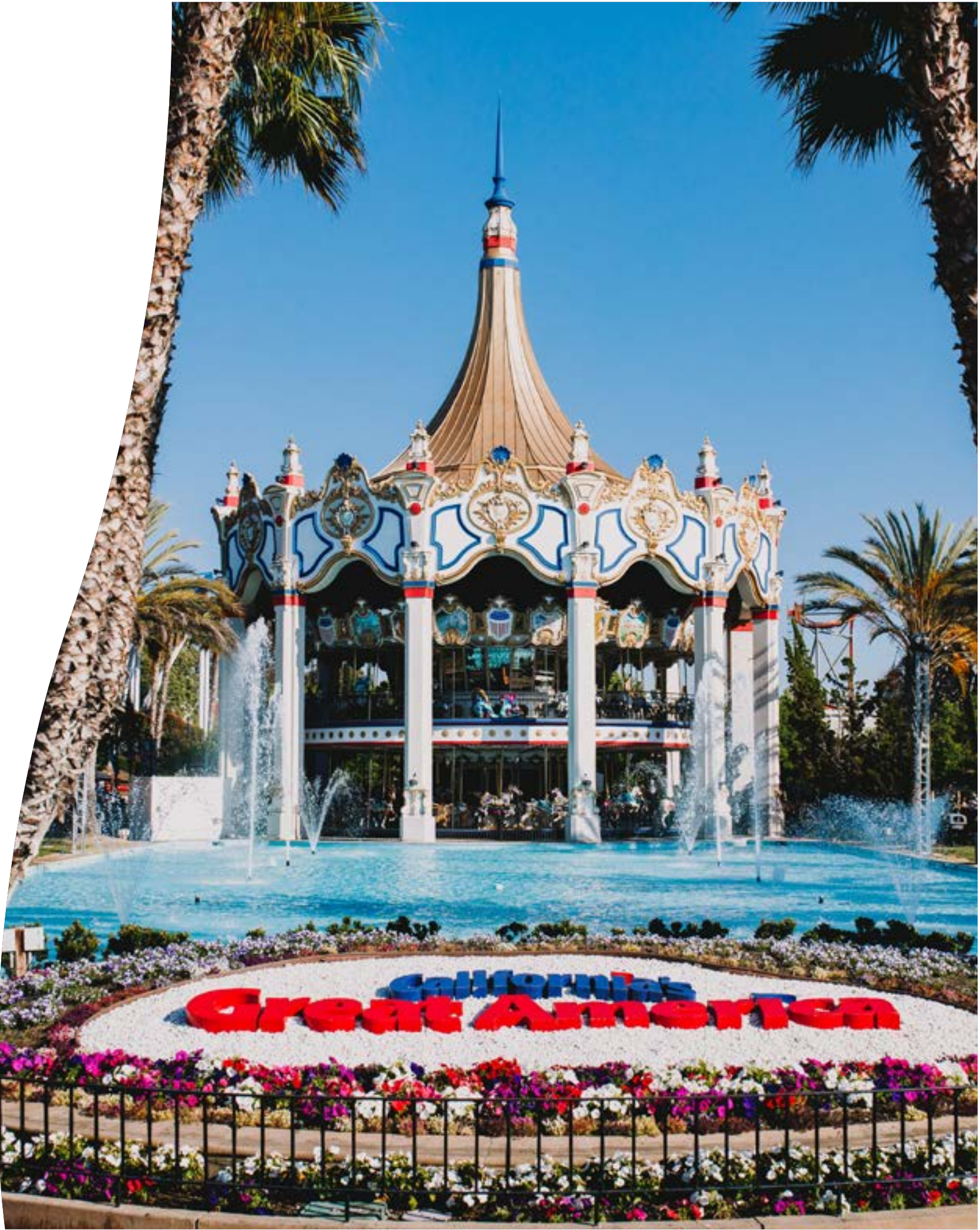
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BACKGROUND

The City of Santa Clara, California is located in Northern California in the heart of Silicon Valley. Nestled in the southern part of the San Francisco Bay Area, Santa Clara is approximately 45 miles south of San Francisco and adjacent to cities such as San Jose, Sunnyvale, and Cupertino.

Santa Clara is a midsize city packing big-city assets. Known for its legacy of innovation and bold thinking, Santa Clara invites global thinkers, trailblazers, and risk-takers to delve into a dynamic blend of culture, history, and high-energy attractions—like Levi’s® Stadium and California’s Great America. Home to several Fortune 500 headquarters like NVIDIA and Intel, Santa Clara is rooted in cutting-edge innovation. Paired with premier shopping, diverse culinary adventures, and unbeatable access to Northern California, the city offers a vibrant atmosphere charged with optimism, ambition and competitive energy.

Santa Clara offers unmatched accessibility with three airports located within 45 minutes, including San José Mineta International Airport (SJC), San Francisco International Airport (SFO), and Oakland International Airport (OAK). The city is served by regional transit systems via Amtrak, Santa Clara Valley Transportation Authority (VTA), Altamont Corridor Express (ACE), Caltrain, and accessible via rideshare.



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OVERVIEW VIDEO

Get to know the City of Santa Clara.



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FAST FACTS: ABOUT THE
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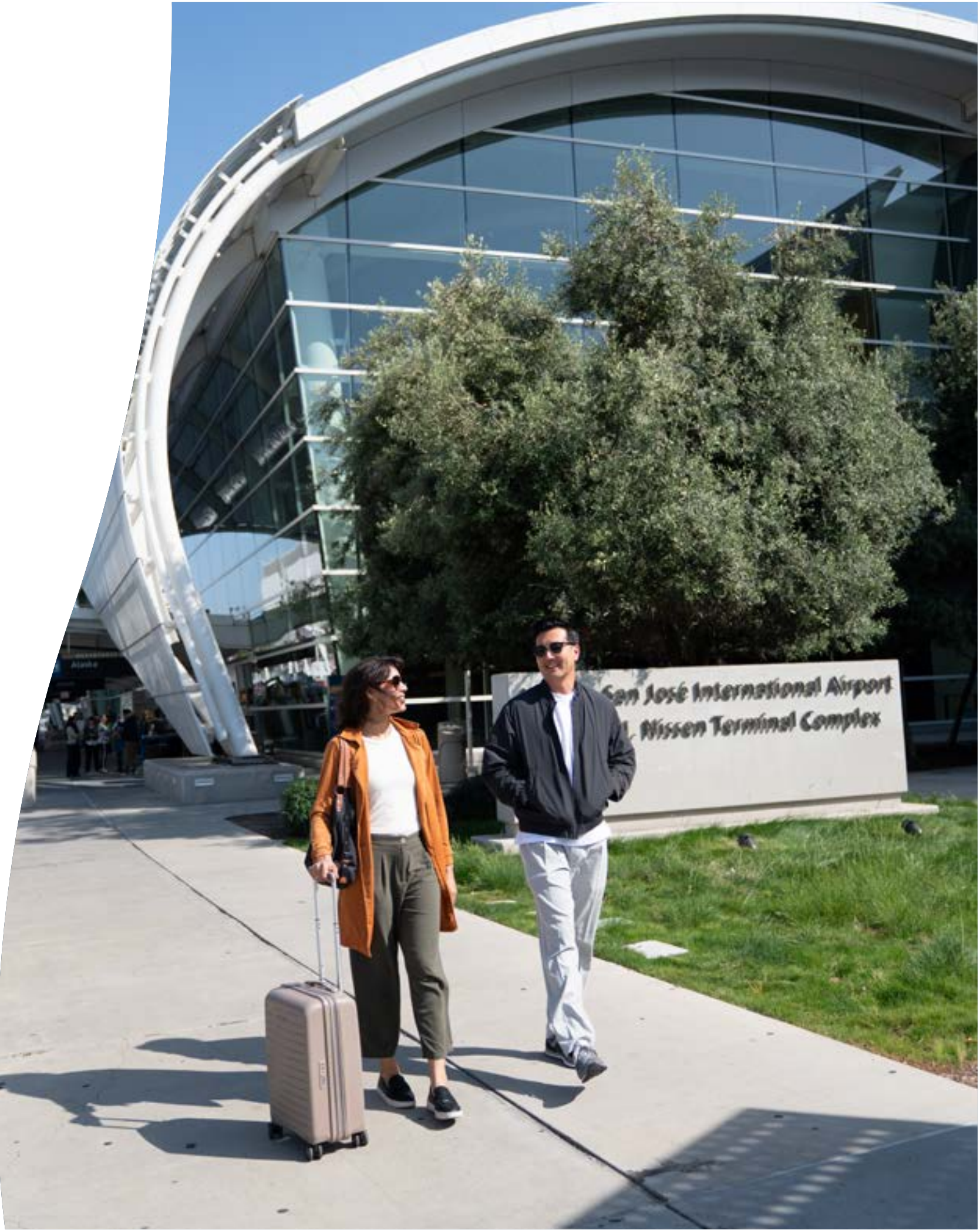
GETTING HERE:

With three international airports within a 45-minute drive and convenient ground transportation, getting to Santa Clara is seamless.

- By Air:
 - San José Mineta Intl. Airport (SJC) – 6 Miles
 - San Francisco International Airport (SFO) – 31 Miles
 - Oakland International Airport (OAK) – 32 Miles
- By Land:
 - Amtrak
 - Santa Clara Valley Transportation Authority (VTA)
 - Altamont Corridor Express (ACE)
 - Caltrain
 - Rideshare

QUICK FACTS:

- Location: Heart of Silicon Valley, in Santa Clara, California
- Population: 130,000+ people
- Demographics: A vibrant, multicultural community – 45.9% Asian, 32% Caucasian, and 15.8% Hispanic or Latino
- Tech Hub: Headquarters of major tech companies, including NVIDIA, Intel, and Advanced Micro Devices (AMD)
- Levi’s® Stadium: Home of the San Francisco 49ers
- Home to: Santa Clara University — the oldest institution of higher education in California
- Closest Airport: Just minutes from San José Mineta International Airport



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DID YOU KNOW:

- Santa Clara takes its name from Mission Santa Clara de Asís, founded on January 12, 1777, by Spanish Franciscans and named in honor of Saint Clare of Assisi, the first woman to have a California mission dedicated to her. This mission lent its name to both the city and county of Santa Clara. Today, the mission stands at the heart of Santa Clara University.
- Santa Clara is home to California’s oldest operating university, Santa Clara University, founded in 1851. The university is ranked among the top 15% of U.S. higher education institutions by U.S. News & World Report.
- Santa Clara has always been a hub of innovation. In the late 1800s, it flourished as an agricultural center known as “The Valley of Heart’s Delight,” famed for its lush orchards. With the arrival of the Transcontinental Railroad, the city became the fruit basket of the nation—laying the foundation for the pioneering spirit that still defines Santa Clara today.
- Known as the “Gateway to Silicon Valley’, Santa Clara is home to some of the U.S.’s top tech giants, including NVIDIA, Intel, Advanced Micro Devices (AMD), Applied Materials, Agilent, and more. The Intel Museum, located at Intel’s headquarters in Santa Clara, showcases the history of computing and has free admission!
- Santa Clara has more patents per capita than most places in the country, thanks to its prime location in Silicon Valley.
- California’s Great America in Santa Clara is home to one of the tallest and fastest wooden roller coasters on the West Coast, Gold Striker.
- Levi’s® Stadium has a ‘Green Roof’ and one of the largest solar-paneled installations in any NFL stadium.
- Santa Clara has strong ties to the Olympic Games, anchored by the renowned Santa Clara Swim Club—recognized for producing more International Swimming Hall of Fame inductees than any other club in the world. The club has trained dozens of Olympians and medalists.

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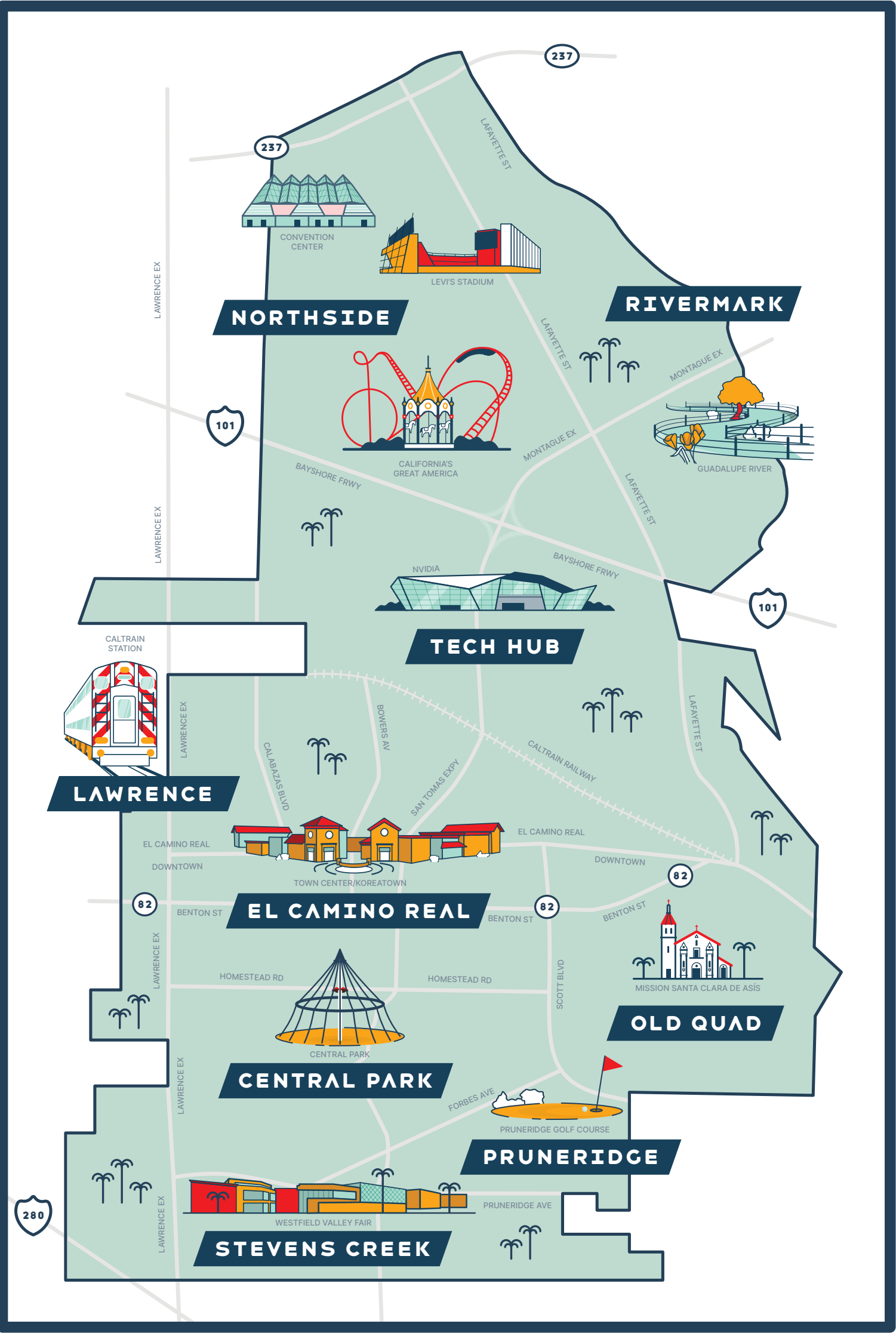
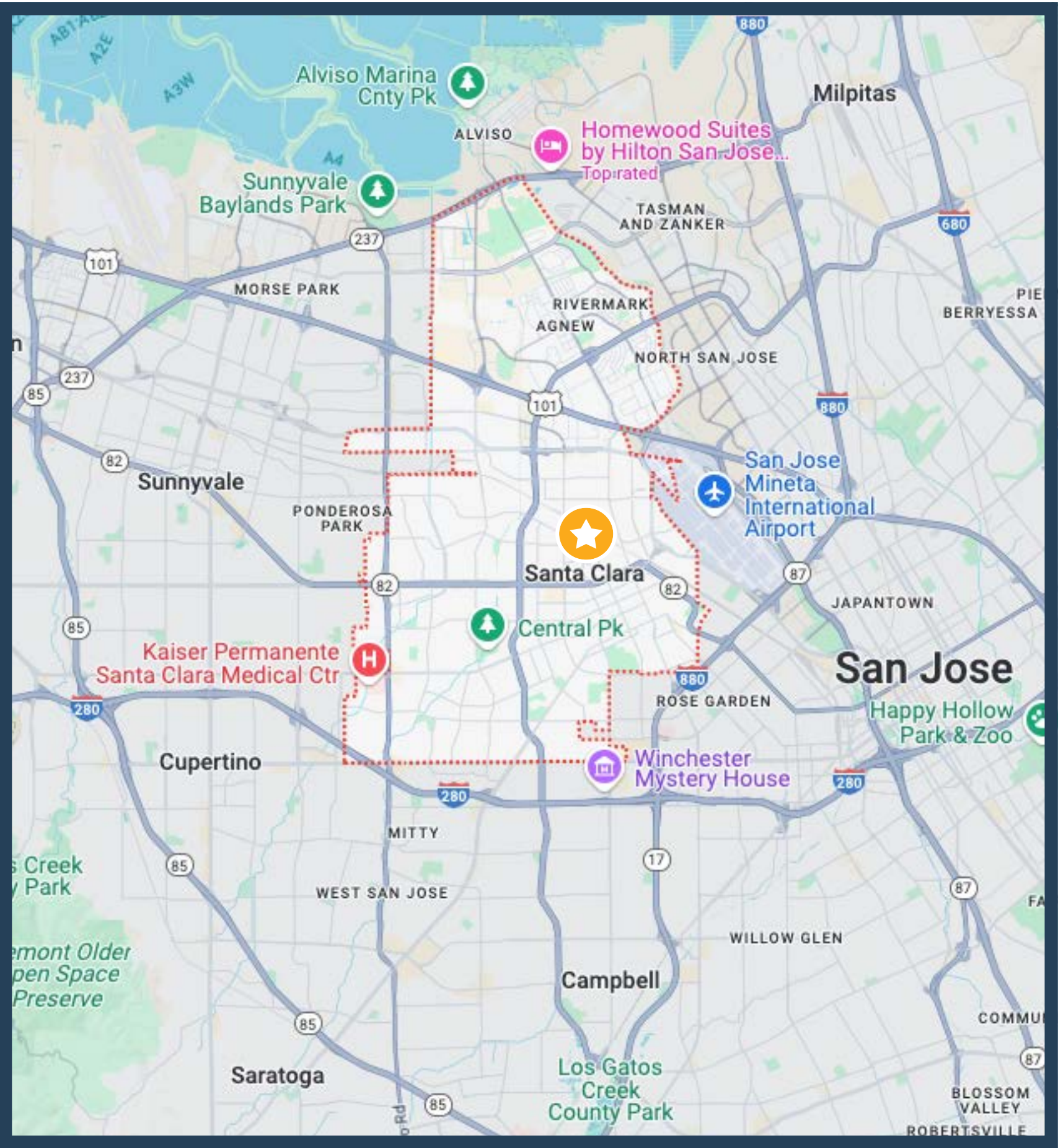
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SANTA CLARA MAP & NEIGHBORHOODS

Explore Santa Clara and its vibrant neighborhoods.



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DIRECT FLIGHTS

Santa Clara is just six miles from the San José Mineta Intl. Airport (SJC). With over 40 non-stop domestic and international flights including the East Coast, Mexico and Asia, SJC connects the heart of Silicon Valley with the world.



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UPCOMING EVENTS

- Santa Clara’s [event calendar](#) is packed with bold experiences for all. To stay in-the-know on upcoming events, sign up for our newsletter [here](#).
- In 2026, Santa Clara is making history as the first city ever to host both the Super Bowl and the FIFA World Cup™ in the same year. This unprecedented moment cements Santa Clara’s place on the global stage—where world-class infrastructure, unbeatable access, and a legacy of innovation converge to deliver experiences unlike anywhere else.

WEBSITE & SOCIAL MEDIA

Curious about what Santa Clara has to offer? Explore our destination website and social media channels.

 DISCOVERSANTACLARA.ORG

 FACEBOOK

 INSTAGRAM

 LINKEDIN



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GET INSPIRED

There are countless stories waiting to be told in Santa Clara—each one as dynamic and unique as the city itself. Here are just a few to spark your imagination. With a quick email, we’ll connect you with the right contacts, sources, and insider insights to help you bring Santa Clara’s story to life.

BIG TIME ENTERTAINMENT

Santa Clara is the ultimate destination for bold experiences, unforgettable performances, and electrifying international matchups, including America’s biggest sporting event, [Super Bowl LX](#), and the global spectacle of [FIFA World Cup 2026™](#).

From exceptional performances at Levi’s® Stadium and vibrant local festivals to high-profile trade shows and industry-leading conventions at the Santa Clara Convention Center, Santa Clara delivers when it counts. Levi’s® Stadium has welcomed some of the biggest names in entertainment, including Taylor Swift (when the city was dubbed the “Swiftie Capital of the U.S.”), Beyoncé, the Rolling Stones, Ed Sheeran, Luke Combs, and more. Discover where the entertainment begins.

- [Levi’s® Stadium](#)
- [Santa Clara Convention Center](#)
- [Mission City Center for Performing Arts](#)
- [Annual Santa Clara Art & Wine Festival](#)
- [Santa Clara Concerts in the Park](#)
- [Santa Clara’s Parade of Champions](#)
- [RedZone Rally at California’s Great America](#)



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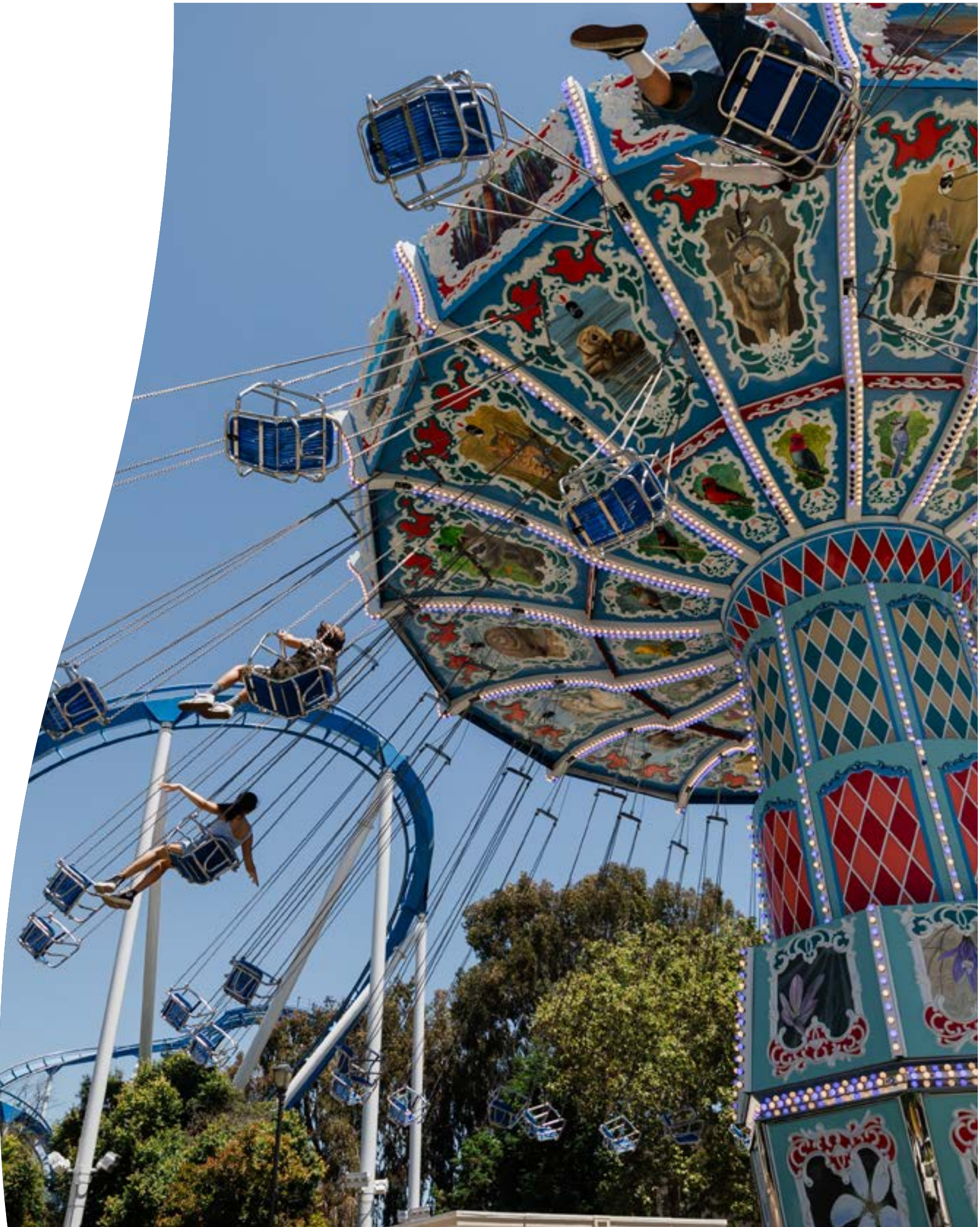
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FAMILY FUN,
SANTA CLARA STYLE

Santa Clara is full of family-friendly fun, with interactive experiences, exciting attractions, unique historical sites and top universities that create unforgettable memories for all ages—with a distinctly Santa Clara twist.

Whether it’s exploring interactive exhibits at the Intel Museum, seeking thrills at California’s Great America, or racing around the track at K1 Speed’s indoor go-kart facility, the city boasts fun and memorable experiences for the whole family. Must-see attractions and activities include:

- [California’s Great America](#)
- [Intel Museum](#)
- [K1 Speed](#)
- [Mission Santa Clara de Asís](#)
- [Santa Clara University](#)
- [Triton Museum of Art](#)
- [Santa Clara Central Park](#)
- [Magical Bridge Playground at Central Park](#)
- [Bowlero](#)
- [de Saisset Museum](#)
- [Santa Clara Farmers Market](#)
- [Clara’s Junction](#)
- [Young Art Lessons](#)
- [Santa Clara University Tours](#)



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FOOD & SHOPPING

Santa Clara has a vibrant shopping and eclectic culinary scene, where local gems meet upscale experiences. With over 280 independent eateries and shops, travelers can find something to satiate every palate.

Here, food is more than a meal—it’s an experience. The city is a melting pot of culinary delights, offering visitors a chance to explore diverse cultures through food. Plus, Santa Clara offers fantastic shopping experiences that blend luxury, style, and community, elevating the art of retail therapy. Explore a dynamic mix of dining and shopping destinations:

- [Santa Clara’s Koreatown on El Camino Real](#)
- [Birk’s](#)
- [Clara’s Junction](#)
- [Eataly Silicon Valley](#)
- [Puesto](#)
- [Pedro’s Restaurant and Cantina](#)
- [Portuguese Tasty Desserts](#)
- [Stan’s Donuts](#)
- [Rocko’s Ice Cream Tacos](#)
- [Rivermark Village](#)
- [Santa Clara Square Marketplace](#)
- [Santana Row](#)
- [Santa Clara Town Center](#)
- [Westfield Valley Fair](#)



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WHERE INNOVATION
MEETS SUSTAINABILITY

Known for its groundbreaking technological innovations, the City of Santa Clara is home to some of Silicon Valley’s most influential companies, including NVIDIA, Intel, Advanced Micro Devices (AMD), SoundHound, Agilent, and others that shape industries globally.

Santa Clara brings sustainability, innovation, and convenience together in one bold, forward-thinking destination. From cutting-edge energy initiatives and world-class amenities to eco-conscious transit and event venues, Santa Clara offers visitors an experience that’s as responsible as it is rewarding. Here’s what makes Santa Clara a true innovation hub:

- Santa Clara is charging ahead, thanks to its own municipal electric utility, Silicon Valley Power (SVP). SVP delivers clean wind and solar energy across the city, delivering 100% carbon-free power to residential customers.
- Santa Clara offers immersive technology experiences, from hands-on exhibits at the [Intel Museum](#) to nearby attractions just a short drive away, including the [Googleplex Visitor Experience](#), the [Computer History Museum](#), and [Apple Park Visitor Center](#).
- [Levi’s® Stadium](#) was the first NFL stadium to achieve LEED Gold certification.
- Santa Clara has emerged as one of the nation’s biggest hubs for data centers and is currently home to 74 of them. From streaming video to ChatGPT requests, much of the information that passes through computers around the globe is powered by the rows of servers in data centers right here in Santa Clara.
- The Santa Clara Convention Center is a certified Santa Clara Green Power Champion, demonstrating a strong commitment to sustainability.
- Santa Clara makes it easy for visitors to travel sustainably while getting to where they need to go via Public Transit, Bike-Friendly Streets, and EV Charging Stations.



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MEET IN SANTA CLARA

Santa Clara is a smart, accessible choice for meetings and group events—appealing to both planners and attendees. We don’t just host events; we create meaningful and productive experiences that are welcoming, efficient, and easy to manage. We help you meet like you mean it.

Our venues offer a blend of unique local charm and essential amenities, combining the convenience of a larger city with the warmth and personal touch of a close-knit community. Top meetings & trade venues include:

- [Santa Clara Convention Center](#)
- [Leavey Center](#)
- [Triton Museum of Art](#)
- [Mission College](#)
- [Santa Clara Marriott](#)
- [Hyatt Regency Santa Clara](#)
- [Hilton Santa Clara](#)
- [AC Hotel Santa Clara](#)

Big ideas deserve bold settings. In Santa Clara, meetings go beyond the boardroom with unique breakout venues such as:

- [California’s Great America](#)
- [Levi’s® Stadium](#)



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PHOTOGRAPHY & VIDEOGRAPHY

Need photos or b-roll of Santa Clara? Reach out to us at DSCPR@maddenmedia.com, and we'd be happy to help.



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DISCOVER SANTA
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CONTACTS

Katelyn Riccardi

Director of Marketing, Discover Santa Clara®
5001 Great America Parkway
Santa Clara, California 95054

KRiccardi@DiscoverSantaClara.org

PR AGENCY PRESS
CONTACTS

Katie Rose Dwyre

Senior Account Executive, Madden Media
krdwyre@maddenmedia.com

Kaylie Trotman

Account Executive, Madden Media
ktrotman@maddenmedia.com



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DISCOVER SANTA CLARA® MEDIA SITE

Fast facts, recent press, story ideas, area contacts and more can be found on the destination’s media site [insert link to media site, once live].
If you need additional assistance, please email us at DSCPR@maddenmedia.com.

PRESS TRIP
REQUESTS

What better way to see and understand a destination than to visit it firsthand? We can help you plan your visit, making sure your time is well invested. For qualified journalists, we may also be able to arrange travel, accommodations and more. To get started, please fill out our [media assistance form](#).

