

SILICON VALLEY CHANGED MUSIC.

**Give Silicon Valley its music story.
Inspire what comes next.**

SAN JOSE ROCKS

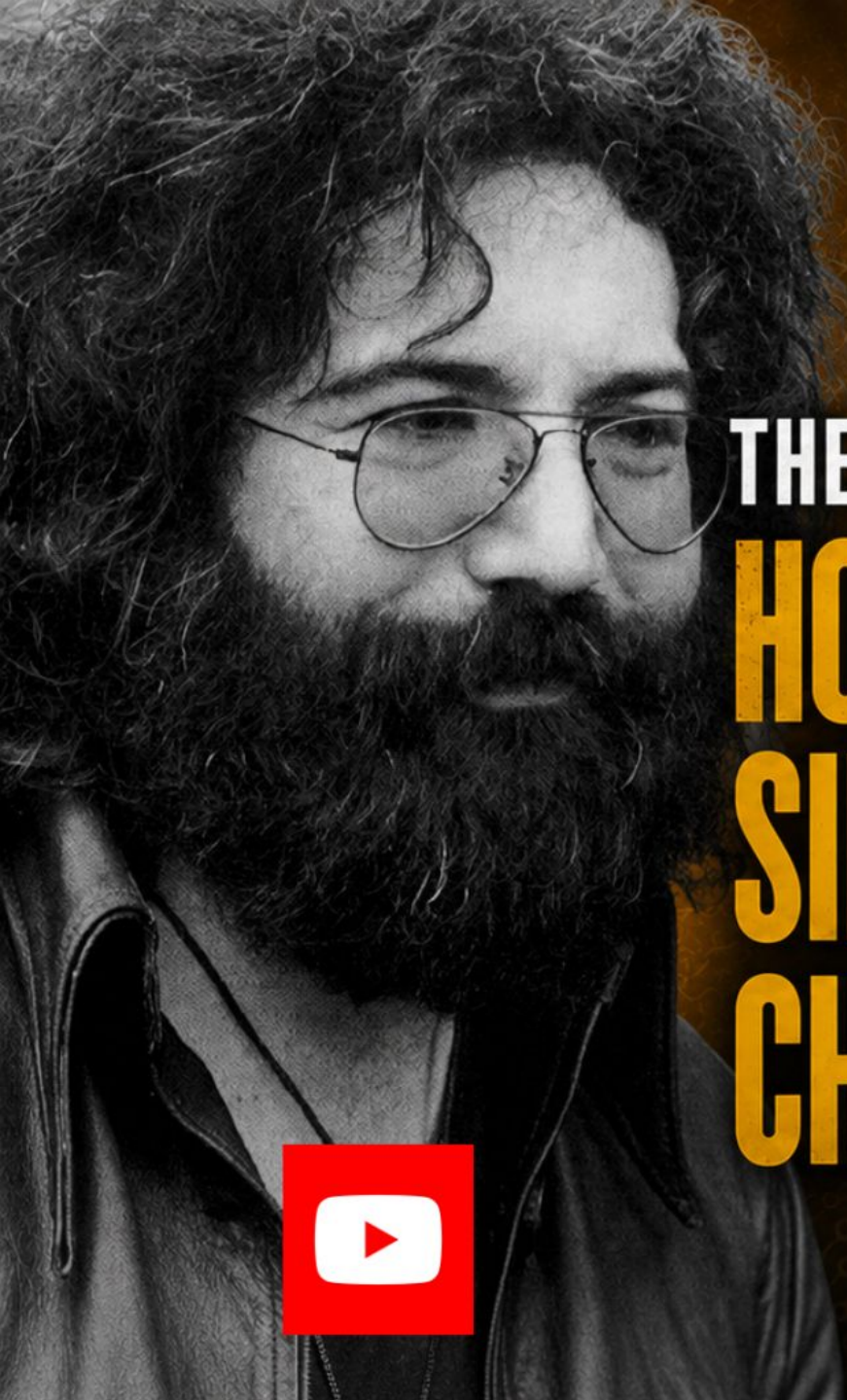
WELCOME TO SAN JOSE ROCKS

San Jose Rocks' mission is to collect, curate, and celebrate the region's rich and often overlooked musical legacy, connecting fans, innovators, and educators across generations and genres, and inspiring the future of sound.

We celebrate:

- Legendary artists from Silicon Valley
- Pioneering breakthroughs in music and audio technology
- The fans, creators, and educators who captured the past and are shaping what comes next
- The students and future innovators who will find their path through the stories only Silicon Valley can tell





THE UNTOLD STORY HOW SAN JOSE & SILICON VALLEY CHANGED MUSIC



NVIDIA



Who Knew?

Legendary Artists with Roots to the San Jose Area

Rock & Folk Icons

Count Five
Creedence Clearwater Revival
The Doobie Brothers
Grateful Dead
Jefferson Airplane
Joan Baez
Lindsey Buckingham
Los Tigres del Norte
People!
Smash Mouth
Smothers Brothers
Stevie Nicks
Syndicate of Sound

Modern Voices

Rancid
Sno Tha Product

Cultural Anchors

Irene Dalis
Ivie Anderson
Jon Nakamatsu
San Jose Taiko
Yehudi Menuhin
Jon Nakamatsu

Blues & Jazz

Chris Cain
Tommy Castro
Tony Lindsay

These artists shaped the sound of generations with roots in Silicon Valley.



CREEDENCE
CLEARWATER
REVIVAL



The
Brothers
Doobie

SMASHMOUTH

FLEETWOOD MAC

THE
KINGSTON TRIO

Los Tigres
Del Norte



RANCID

Count
V

SYNDICATE
OF
SOUND

PEOPLE!

TRAPT

STEVE
NICKS



dredg



PENTATONIX

LINDSEY
BUCKINGHAM



CHOCOLATE
WATCH BAND

Chris CAIN

TOMMY
CASTRO

Who Knew?

Innovations that Changed the World

- World's first radio broadcasting station
- First DJ - Sybil Herrold
- Multitrack recording - Ampex
- First Hard Drive: IBM
- Noise reduction - Dolby Labs
- Modern bass amp - Gallien-Krueger
- Chip technology – Curtis Electromusic, NVIDIA, Cirrus Logic, Analog Devices
- Video Games – Atari, Electronic Arts
- Mobile music revolution – Apple: iTunes, iPod

Technologies used to capture, share and play music all started in Silicon Valley.





AMPEX



NETFLIX



OPCODE

SEQUENTIAL



zoom



Near Term Goal of San Jose Rocks: Bring the Stories to Life

Develop and promote the hundreds of curated stories connecting the cities across Silicon Valley to the artists, innovations, and moments that shaped the world's soundtrack. Every part of the music world is here — artists, composers, producers, promoters, radio pioneers, recording studios, retailers, venues, and the colleges that launched them all.

- Multimedia narratives — text, photo, video, and audio
- Dynamic, interactive timelines spanning 1909 to the present
- Exclusive access to rare artifacts, photographs, and multimedia exhibits
- Intuitively organized and searchable by artist, genre, role, innovation, location, or era
- Living, GPS-triggered, Silicon Valley Music Trail - activated through the San Jose Rocks mobile app
- Content available on website and social media channels for worldwide access

This foundation powers everything we do.



**Grateful Dead 60th Anniversary Plaque Dedication
Dec. 4, 2025 at San Jose City Hall**



Recent event: Grateful Dead 60th Anniversary Plaque at San Jose City Hall, December 2025

Local: County pauses on zoning changes. B1

Business: How disaster befell the once-admired Sierra Club. C9

Sports: Cal fires Wilcox after Big Game loss to Stanford. C1

Nation: Suits, anxiety after ICE actions. A4

The newspaper of Silicon Valley

The Mercury News

53.00 | MONDAY, NOVEMBER 24, 2025 | MERCURYNEWS.COM

BAY AREA PARENT: 'I'M DYING'

FOOD PANTRIES DIG IN TO HELP



Los Altos resident David Dineen, 52, says his 10-year-old son, Noah, has been diagnosed with a rare form of cancer. Dineen is seeking donations as the ongoing approach and demand continues to surge. **JANE YIN/A - STAFF PHOTOGRAPHER**

Busy locations are scrambling to keep up with demand as lapses in SNAP payments linger despite end of government shutdown.

HEALTH CARE INVESTIGATION

Kaiser security facing scrutiny



State team has been disbanded amid concerns about illegal searches, police records show.

By Justin Rodriguez
RODRIGUEZ@MERCURYNEWS.COM

OAKLAND — Kaiser Permanente disbanded an eight-person security team working from Oakland to San Francisco and alleged that its leader obtained information from a confidential law enforcement source to conduct a surveillance operation. The investigation, which began in 2021, was ended last month, according to a report from the San Francisco Chronicle. The report says that the investigation was ended because the state team was "unable to find evidence of wrongdoing." The report also says that the state team was "disbanded" because of "concerns about illegal searches and police records."

ALAMEDA COUNTY

Residents pay for aggressive legal posture

Strategy has resulted in millions of dollars in attorney fees, court costs.

By Chase Hunter
HUNTER@MERCURYNEWS.COM

A handful of litigation strategy in Alameda County has led to a costly legal posture, with millions of dollars in attorney fees and incurred substantial debt to the county, according to a report from the San Francisco Chronicle. The report says that the litigation strategy was "aggressive" and "costly." The report also says that the litigation strategy was "disastrous" and "wasteful."

MUSIC MEMORIES

San Jose stakes claim to Grateful Dead

City will place a plaque at site of iconic band's first concert.

By Jen Harrington
HARRINGTON@MERCURYNEWS.COM

The Grateful Dead will forever be associated with San Francisco, the hometown of the 1960s hippie movement in which the band played a pivotal role. But San Jose is staking its claim as the band's first official home. The city is planning to place a plaque at the site of the band's first concert, which took place on December 4, 1965, at the San Jose Civic Center. The plaque will be placed on the site of the band's first concert, which took place on December 4, 1965, at the San Jose Civic Center. The plaque will be placed on the site of the band's first concert, which took place on December 4, 1965, at the San Jose Civic Center.

LOCAL NEWS • News

San Jose City Hall goes psychedelic to honor Grateful Dead concert

The band's first gig under that name was in downtown San Jose on Dec. 4, 1965

SILICON VALLEY
BUSINESS JOURNAL

How the Grateful Dead's first show in San Jose helped spark Silicon Valley's rise

Generated news coverage with a global reach of >302M people.

San Francisco Chronicle

The Grateful Dead's real hometown? San Jose says it wasn't San Francisco

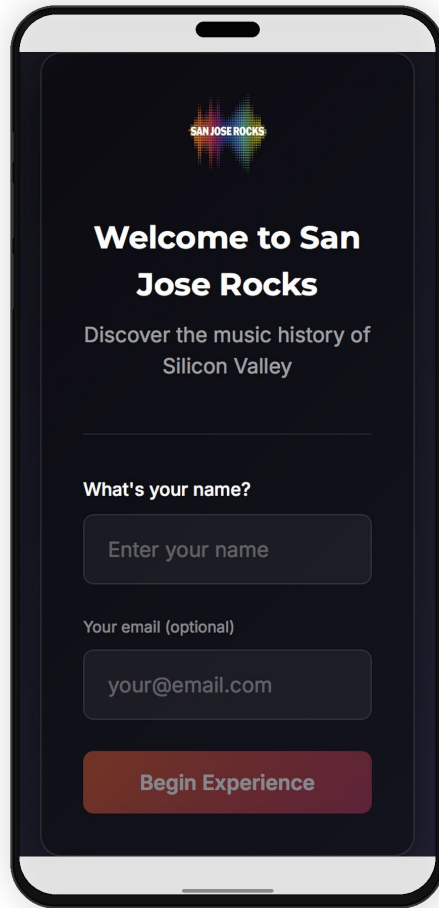
By Aidin Vaziri, Staff Writer
Nov 24, 2025

SAN JOSE
spotlight

EDITORIALS

Editorial: What a long strange trip it's been for San Jose

San Jose Rocks — The App Experience



A Living Platform for Silicon Valley's Music Story

- GPS-triggered audio and video stories activate as visitors explore the Silicon Valley Music Trail
- Covers all Santa Clara County cities and towns
- Connects Silicon Valley visitors to local businesses, venues, and cultural sites along the Trail
- Available on iOS and Android — free to download
- Stories grow continuously as new history is documented and shared
- Many stories anchored to a real-world location markers along the Silicon Valley Music Trail

Click on the screen. Visit the Grateful Dead example.

Interest is High for San Jose Rocks' Stories

Hotels, Hospitality, Schools, Civic Entities

- San Jose Rocks-themed packages, artifacts, and events
- Differentiation that drives tourist visits
- Drive local tourism
- Schools and universities: student engagement through real-world storytelling and published work

Restaurants, Bars & Entertainment

- Increased foot traffic through cross-promotion
- Increased visibility during conferences and events
- SV Music Trail targeted events, shows, and offerings
- Business districts

Musical Venues & Events

- Drive attendance with curated content
- In-show unique storytelling
- Themed focus for artist's fans

Content makes San Jose Rocks compelling for partners to differentiate their offerings.



How San Jose Rocks Gets Built: Founders

FOUNDERS *Individuals, Family Foundations, Companies | \$10,000 and above*

Your contribution brings Silicon Valley's musical history to life and puts those stories in front of visitors and the next generation of musicians, innovators, and cultural leaders.

- Honors the artists, venues, and defining moments that shaped Silicon Valley's music culture
- Recognition on website, social media, and in publicity
- Exclusive invitations to events celebrating the stories, artists, and innovations of Santa Clara Valley



How San Jose Rocks Gets Built: Landmark Sponsors

LANDMARK SPONSORS: *Hotels, Universities, Music Venues, Business Districts* / \$25,000 and above

Some locations carry history in their walls — they just need a platform to tell it. Landmark Partners connect the places where Silicon Valley's music culture happened.

- Acknowledgement on the app and digital platform experiences
- Placement of GPS-triggered story(ies) at your location
- A San Jose Rocks story crafted around your location's cultural connection
- Option to place a Silicon Valley Music Trail plaque on-site, connecting visitors to that story
- Collaborative promotion designed to support your sales and marketing goals



How San Jose Rocks Gets Built: Experience Sponsors

EXPERIENCE SPONSORS: *Museums, Restaurants, Retail, Major Events, Public Agencies*

Experience Partners make sure it reaches everyone. This partnership honors the artists, the innovators, and the moments that made this region a music capital, and carries those stories forward as inspiration for the next generation.

- Featured in app stories tied to your location(s)
- Activation presence at Silicon Valley Music Trail events
- Integration opportunities with Headliners and Landmark Partners
- Trade-based, hybrid, and custom partnership terms available



How San Jose Rocks Gets Built: Headliner Sponsorships

HEADLINER SPONSORSHIPS \$500,000+

Transformational partners have the opportunity to become visibly and permanently associated with building San Jose Rocks at scale.

A Headliner partnership can include:

- Flagship recognition across major San Jose Rocks touchpoints
- Custom-integrated storytelling and recognition opportunities
- Premier association with the digital platform and Silicon Valley Music Trail
- A bespoke partnership structured around your philanthropic, civic or brand goals



Thank you.

Contact: Dan Orloff, (408) 202-3188
Dan@sanjoserocks.org

SAN JOSE ROCKS