



# Union Street Festival

2022

**Become a Sponsor!**

Join the fun

**Saturday & Sunday, June 4th & 5th**

10AM to 6PM, San Francisco, California

## Who we are

---

Since its inaugural year in 1976, Union Street Festival has kicked off weekend festival season in San Francisco. This year you will be able to browse art & craft vendors, find your new favorite beer, wine or cocktail in the beverage garden, enjoy live music from the main stage, check out kids activities or one of the amazing acts performing throughout the five city blocks!

The Festival is hosted by the Union Street Association, a non-profit organization formed by local business owners and merchants of the area to preserve and improve the commercial and residential environment in San Francisco's historic Cow Hollow district. Proceeds from the Festival are reinvested in community programs and projects such as beautification, after-school programs, and more.

---

# DEMOGRAPHICS

## Who We Speak To

---

Since the 1950's, Union Street has been one of San Francisco's Top visitor destinations - because of its wonderful mix of specialty shops, services and restaurants in an "only in S.F." historic Victorian setting, drawing not only locals but also visitors from around the world.

Today's Union Street and its surrounding Cow Hollow neighborhood, named among the top 5 best neighborhoods in the nation for young adults to live, also caters to the younger generation with gyms, cycle shops, yoga and spas and an abundance of beauty, health and fitness venues, boutiques, sports bars and coffee shops.

Experience local San Francisco in a Victorian in setting with today's youthful vibe and vitality.

## Promotion & Marketing

The Union Street Festival is marketed throughout the Bay Area and on the internet including social media. Publicity and promotion will consist of extensive multi-media campaigns of T.V., print, radio and on-line, as well as posters, postcards and fliers distributed throughout the Bay Area prior to the event.

**The following is a list of previous supporters who share the same target audience as the festival.**

### PRINT

- The San Francisco Chronicle
- SF Station
- SF Magazine
- 7x7 Magazine
- Marina Times
- Pacific Sun
- Via Magazine
- SF Examiner

### ONLINE

- Instagram
- Facebook
- Festival website
- Event listing websites

### RADIO

- KCBS
- Alice 97.3
- Live105
- KBLX

### TELEVISION

- KOFY TV20
- View from the Bay
- ABC 7
- KRON 4

# SPONSOR BENEFITS

## WHY SPONSOR

---

- Access to one of the most sought after demographic niches in the country. This is an exceptional opportunity to reach the sophisticated Bay Area market.
- Reach a large audience with repeated impressions. Your company name and/or logo will appear on the official event poster and in all promotional materials, including the official festival website.
- Take advantage of the unique opportunity to engage with people. Event attendees are a captive, receptive audience with time to look, listen and hear about your products and services.
- Develop new business contacts. The event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Demonstrate, sample or test market your product. Receive instant responses about your products and services from attendees.
- Show your company's commitment to the arts and local community. The event offers a great way for you to show your commitment to Bay Area residents.
- Help promote community outreach. The event provides a unique opportunity for the community of San Francisco to come together. The community has a long tradition of supporting its benefactors.

# SPONSOR PACKAGES

## Main Stage Sponsor | \$50,000

---

- Category exclusivity
  - First Right of refusal for 2023
  - Fifty linear feet of activation space
  - Company name & logo incorporated on Main Stage
  - Speaking opportunity for 2 minutes on Main Stage
  - Exclusively branded social media posts 10x
  - Prominent logo placement on poster & all press materials
- 

## Producer | \$25,000

- Company logo prominently displayed in all print advertising, posters/postcards
- Branded social media posts 10x
- Your logo on banners placed around event site, including Main Stage
- Thirty linear feet of activation space

## Promoter | \$10,000

---

- Company logo prominently displayed in all print advertising, posters/postcards
- Branded social media posts 5x
- Your logo on banners placed around event site, including Main Stage
- Twenty linear feet of activation space

# SPONSOR PACKAGES

## **Director | \$5,000**

---

- Company logo on posters/postcards
  - Your logo on banners placed around event site, including Main Stage
  - Ten linear feet of activation space
- 

## **Enthuslast | \$2,500**

- Company logo on posters/postcards
- Ten linear feet of activation space

## **Supporter | \$1,500**

- Company listing on posters/postcards
- Ten linear feet of activation space

# BECOME A SPONSOR

**Join the Fun!**

Please contact [sffestivals@gmail.com](mailto:sffestivals@gmail.com) or call 510-282-2374 to sponsor today.