



## Preserving a Piece of History

After The Summer of Love and the late 1960's Counter Culture mantra of "Peace, Love and Happiness" had died off in the wake of a dark economic and social downturn, a group of community citizens organized a festival to reclaim their neighborhood. In 1978 on the corner of Haight and Ashbury, with the guidance and support of Harvey Milk, the Haight-Ashbury Street Fair was born. Thousands of people gathered to support the community, the neighborhood and each other. Shortly after, new retail businesses began to occupy formerly boarded up storefronts, local art projects and murals emerged, along with after school programs for the children and musical presentations.

The Haight-Ashbury Street Fair (HASF) is a 501(c)(3) non-profit community ran organization. Continuing the annual festival now for over four decades, the Haight-Ashbury has successfully kept the tradition alive. Along with carrying forward the spirit and essence of the Love Generation's ideals, HASF also works with the community to promote local artists, musicians and merchants, along with assisting other community-based outreach programs. The HASF has become more than just an annual street fair. Throughout the year there is continued support, events and activities free to the community under the same premise of a fun, safe and free gathering.

The yearly HASF has become one of the most anticipated open-air festivals of the San Francisco Summer Events Season. The street fair has grown to occupy five blocks of Haight Street and includes three stages that provide live music, The Children's Alley, which is a family friendly area that provides free services and entertainment for our youngest attendees, and a very popular Vending and Exhibition Zone, which includes a local HASF Artwalk section. HASF relies on sponsors like you to keep the tradition alive, and to preserve this important piece of San Francisco history.

# Sponsorship Opportunities

HASF offers an amazing opportunity for any company to reach out and develop new audiences, promote products or services, and interact with a large demographic while maintaining a positive public image for supporting an organization that is committed and recognized on a local and state level to the community. The event's popularity draws public and media interests on local, national and international levels. In 2017, The Los Angeles Times proclaimed the 40<sup>th</sup> Annual Haight-Ashbury Street Fair as the top "Summer of Love" event in San Francisco.

## **Tier I : Corporate & Marketing Booth**

The corporate and marketing booth spaces are a 10' x 10' area and located in The Vending Zone, which stretches for five blocks on Haight between Stanyan Street and Masonic Avenue. Multiple booth spaces, up to three for a combined area of 10' x 30', are available for commercial, exhibition or informational activities. Note that space is subject to availability and terms of use.

### **Benefit:**

- ~ Corporate booth space(s)
- ~ Logo on the Haight-Ashbury Street Fair poster

### **Rate:**

\$900 ~ 10x10 booth area



## **Tier II : Children's Alley Sponsor**

The Children's Alley is a dedicated area of the fair for family entertainment and services from interactive activities, music and games to the use of the Changing Tent; a spot for private toddler business. These activities and events align with the fair by being provided free of charge.

### **Benefits:**

- ~ Corporate booth space(s)
- ~ Logo on the Haight-Ashbury Street Fair poster
- ~ Website presence for one year
- ~ Backstage passes and staff shirt
- ~ Logo on Children's Alley Stage Banner with naming rights to the stage for the day
- ~ Announcements on Children's Alley Stage throughout the day
- ~ Media presence on press releases

### **Rate:**

\$12,000 ~ Children's Alley Sponsor



## **Tier III : Stage Sponsor**

The heart and soul of the Haight-Ashbury Street Fair is the free musical entertainment and talent. In years' past there have been musical performances by Jefferson Airplane, Metallica, 4 Non Blondes, Primus and more, which performed on the Stanyan Stage, while the Masonic Stage showcases the best of the Bay Area talent and music scene.

### **Benefits:**

- ~ Corporate booth space(s)
- ~ Logo on the Haight-Ashbury Street Fair poster
- ~ Website presence for one year
- ~ Backstage passes and staff shirts
- ~ Logo on Sponsored Stage Banner
- ~ Announcements on Sponsored Stage throughout the day
- ~ Media presence on press releases

### **Rate:**

\$13,000 ~ Masonic Stage \*

\$18,000 ~ Stanyan Stage \*

\* Co-Stage Sponsorships are negotiable



## **Tier IV : Event Sponsor**

Being one of the premier street fairs in the San Francisco Bay Area, which generates universal attention and interest along with six-digit attendance levels without advertising, this provides sponsors a large audience that would not otherwise be reached. There are a variety of publicity and outreach windows of opportunity to conduct a successful marketing campaign, to receive public acknowledgement for doing good and to support multiple outreach programs.

### **Benefits:**

- ~ Corporate booth space(s)
- ~ Logo on the Haight-Ashbury Street Fair poster
- ~ Website presence and link to your website for one year
- ~ Backstage passes and staff shirts
- ~ Logo on All Stage Banners
- ~ Announcements on All Stages throughout the day
- ~ Media presence on press releases
- ~ Logo on staff shirts

### **Rate:**

\$35,000 ~ HASF Event Sponsor \*

\* Co-Sponsorships are negotiable

## **Tier V : Custom Sponsor**

Work with a HASF to create the sponsorship package that works for you. Customize your amount and benefits received to achieve your marketing goals.



HASF is a 501(c)(3) non-profit organization dedicated to promoting & celebrating the cultural & historical legacies of the Haight-Ashbury

## **SPONSORSHIP APPLICATION**

|                       |        |           |
|-----------------------|--------|-----------|
| Company Name:         |        |           |
| Address:              |        |           |
| City:                 | State: | Zip Code: |
| Company Website:      |        |           |
| Contact Person:       |        |           |
| Contact Phone:        |        |           |
| E-mail:               |        |           |
| Sponsorship Interest: |        |           |

\* Submit sponsor application to: [BuzzPresents@Gmail.com](mailto:BuzzPresents@Gmail.com)

\*The application for sponsorship must be received in a timely manner to insure maximum benefits

\* All sponsors receive appropriate tax deductible documentation

