



## 2018 Haight-Ashbury Street Fair Sponsorship Opportunities

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The “Summer of Love” celebration continues & the Haight-Ashbury Street Fair (HASF) is seeking Sponsors that want to have an active presence at the June 2018 event. This award winning open-air festival provides Sponsors with marketing opportunities that will widely promote their brand, products & services through various levels of participation as described in this packet.

Since 1978, HASF has been showcasing the Haight-Ashbury & its cultural, musical & historical contributions to popular American culture. HASF is one of the most popular festivals during the San Francisco Summer Event Season & has been awarded four “Certificate of Honor” from the San Francisco Board of Supervisors since 2007.

Our event offers an excellent occasion for a Sponsor to reach out & develop new audiences; promote products or services; & illustrates a commitment to supporting free civic events in San Francisco. The event’s popularity draws public & media interests not only from the Bay Area but also nationally & internationally. In 2017, The Los Angeles Times proclaimed the 40<sup>th</sup> Annual HASF as the top “Summer of Love” event in San Francisco.

## **SPONSORSHIP LEVELS**

HASF offers a variety of Sponsorship Levels that can accommodate your marketing outreach goals while simultaneously securing your imprint within the Haight-Ashbury District. The outreach & marketing opportunities for our Sponsors throughout the day are prodigious and plentiful.

### **Level 1: Corporate/Marketing Booth:**

The simplest way to participate in the street fair is to become a Corporate Booth Vendor. Booth spaces come in 10' x 10' areas and are in The Vending Zone which encompasses seven blocks of Haight Street from Masonic Avenue to Stanyan Street. Multiple booth spaces (max: 10'x30') are available for commercial, exhibition or informational activities and subject to space availability and terms of usage.

**RATE:** \$900 per 10' x 10' area.

### **Level 2: Stage Sponsorship:**

The heart & soul of the Haight-Ashbury Street Fair is its free musical entertainment. The Stanyan Stage is the main stage that features established bands & performers. The Masonic Stage showcases the best of the Bay Area alternative music scene.

**RATE:** Stanyan Stage - \$18,000\*

**RATE:** Masonic Stage - \$12,000\*

\* - Co-Stage Sponsorships are negotiable.

### **Level 3: Children's Alley Sponsorship:**

The Children's Alley (aka: The Alley) is a dedicated area for Family entertainment & services during the HASF. At the Alley, families can enjoy games, music, interactive activities & the use of the Changing Tent, a spot for private toddler business. All activities & services are free of charge.

**RATE:** \$7,500

**Level 4: Event Sponsor:**

The HASF is one of the premier street fairs in the San Francisco Bay Area that generates universal attention and interest. This festival presents the Sponsor with a variety of publicity and outreach windows to conduct successful marketing campaigns & receive public acknowledgement as a Supporter of free civic events.

**RATE: \$40,000\***

\* - Co-Sponsorships are negotiable.

**Benefits:**

| <u>Benefits</u>                  | <u>Level</u><br><u>1</u> | <u>Level</u><br><u>2</u> | <u>Level</u><br><u>3</u> | <u>Level</u><br><u>4</u> |
|----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <u>Website Exposure</u>          | ✓                        | ✓                        | ✓                        | ✓                        |
| <u>Event Day PSA</u>             | ✓                        | ✓                        | ✓                        | ✓                        |
| <u>Stage Sponsorship Credits</u> |                          | ✓                        | ✓                        | ✓                        |
| <u>Backstage Passes</u>          |                          | ✓                        | ✓                        | ✓                        |
| <u>2017 HASF Staff T-Shirts</u>  |                          | ✓                        | ✓                        | ✓                        |

**Application Procedure:**

Applications will require a written proposal that states level of interest, promotional campaign considerations & beneficial expectations.

Proposals must be submitted in a timely manner to ensure a successful & mutually beneficial result.

Proposals are subject to the review & approval by the HASF Board. The Board reserves the right to determine final arrangements on all matters pertaining to sponsorships, financial terms & HASF branding rights & operations.

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

**SPONSORSHIP APPLICATION**

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

City State Zip Code

**Company Website:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Mobile Number:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**HASF Contact:** \_\_\_\_\_

**Level of Interest:**

|                                               |  |
|-----------------------------------------------|--|
| <u>Level 1 – Corporate/Marketing Booth</u>    |  |
| <u>Level 2 – Stage Sponsorship</u>            |  |
| <u>Level 3 – Children’s Alley Sponsorship</u> |  |
| <u>Level 4 – HASF Event Sponsorship</u>       |  |

**Submit Application & Proposal to:**

**HASF – Sponsorship  
P.O. Box 170578  
San Francisco, CA 94117**