



## **2019 Haight-Ashbury Street Fair<sup>®</sup>** **Sponsorship Opportunities**

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For over four decades, the Haight-Ashbury Street Fair (HASF) has been producing the annual festival that celebrates the cultural & historical legacies that continue to emanate from The Haight. Plans for our 43<sup>rd</sup> festival (June 2019) are now underway & HASF is on the quest to secure sponsorship proposals that will enable us to present our best street fair yet as well as providing innovative ideas for the future.

The yearly HASF has become one of the most anticipated open-air festivals of the San Francisco Summer Events Season. The street fair occupies five blocks of Haight Street (from Masonic Avenue to Stanyan Street). This event hosts two stages for live entertainment; a family area (The Children's Alley) & a retail & exhibition area on Haight Street.

HASF offers Sponsors an excellent opportunity for outreach campaigns; promote products or services; & demonstrate public support for community-based 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 San Francisco Bay Area. 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 five 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 - \$15,000\***

**\* - 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 1</u>	<u>Level 2</u>	<u>Level 3</u>	<u>Level 4</u>
<u>Website Exposure</u>	✓	✓	✓	✓
<u>Event Day PSA's</u>	✓	✓	✓	✓
<u>Stage Sponsorship Credits</u>		✓	✓	✓
<u>Backstage Passes</u>		✓	✓	✓
<u>2019 HASF Staff T-Shirts</u>		✓	✓	✓

**Application Procedure:**

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

Proposals must be submitted in a timely manner for Board review & to ensure successful results.

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 legacies of the Haight-Ashbury.

**SPONSORSHIP APPLICATION**

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

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

\_\_\_\_\_

City State Zip Code

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

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

Contact Mobile #: \_\_\_\_\_

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 to: [robmleon@sbcglobal.net](mailto:robmleon@sbcglobal.net)**