



# SUNDAY STREETS

## 2017 EXHIBITOR & SPONSOR INFO



Livable  
City 

A program of the 501(c)(3) non-profit Livable City

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# WHAT IS SUNDAY STREETS?

Sunday Streets is San Francisco's very own open streets program where we transform 1-4 miles of car-congested city streets into vibrant community spaces for all to enjoy. Bringing together neighborhood groups, businesses, and nonprofits, Sunday Streets provides nearly 100,000 San Franciscans and Bay Area residents with free recreational opportunities and temporary open space during 8 annual events held from March through October. Each Sunday Streets route is as unique as the neighborhoods it serves, offering the perfect platform for communities to celebrate their culture and for your organization to reach highly targeted audiences.

# FUN

## EVENT FORMAT

Each Sunday Streets has two activity hubs featuring themed areas for sponsor activation. Each hub is filled with a diverse mix of non-profits, community groups, and sponsors providing everything from free bike repair and pickup soccer to free blood pressure screening and health and wellness resources. With the support of adjacent activations like live music, bubble blowing, yoga, bicycling, hopscotch, interactive art, cultural performances and more, Sunday Streets can help your organization connect with residents in a fun, authentic community setting.

# ACTIVE

## LIVABLE CITY

Sunday Streets is a program of the 501(c)3 nonprofit Livable City. Livable City works to create a San Francisco of great streets and complete neighborhoods, where walking, bicycling, and transit are the best choices for most trips, where public spaces are beautiful, well-designed, and well-maintained, and where housing is more plentiful and more affordable. Livable City is dedicated to improving transportation, land use, open space, and environmental policies to make San Francisco a safer, healthier and more accessible city. Sunday Streets opens your streets for a day. Livable City works to open your streets every day.

# COMMUNITY

# REACH

Sunday Streets has established itself as a beloved San Franciscans institution by combining public health, physical fitness, community building and fun in a one-of-a-kind event format that serves neighborhoods across the city. There is no vending or sales along the route, which helps create the unique space where people can connect, be active and enjoy themselves in a safe and festive environment. Your involvement at Sunday Streets is an authentic way to show your investment in San Francisco, its health and its people while having meaningful interactions with 600-6,000 participants. In addition to a unique onsite engagement opportunity, Sunday Streets offers many of the benefits of traditional event sponsorship, including an average of five major news articles, segments on television and radio reports at each event, millions of impressions through social media, a high-traffic website, and hundreds of local partners to amplify word-of-mouth marketing.

## ONLINE

**20K+** FACEBOOK & INSTAGRAM FOLLOWERS

**15.5K+** TWITTER FOLLOWERS

**11K+** NEWSLETTER SUBSCRIBERS

## IN-PERSON

MISSION (VALENCIA) ATTENDANCE **40K**

BAYVIEW/DOGPATCH ATTENDANCE **10K**

SUNSET/GREAT HIGHWAY ATTENDANCE **15K**

TENDERLOIN ATTENDANCE **10K**

WESTERN ADDITION ATTENDANCE **10K**

EXCELSIOR ATTENDANCE **10K**

SMALL GROUP VOLUNTEER EVENTS **150+**

RESIDENT & BUSINESS OUTREACH EVENTS **100+**

# AUDIENCE

With events across the city and dynamic, culturally relevant programming, Sunday Streets reaches a representative cross-section of the San Francisco population throughout the season. Sunday Streets takes extra steps to conduct outreach to the local neighborhoods, with communities of color, and populations that would benefit from this open space and physical fitness event.

## LOCATION

**83%** SAN FRANCISCO RESIDENTS

**10-15%** BAY AREA RESIDENTS

**50%** FROM THE IMMEDIATE NEIGHBORHOOD

## DEMOGRAPHICS

WOMEN / MEN **46% / 54%**

AGE 24-44 / AGE 44-69 **53% / 30%**

ASIAN, PACIFIC ISLANDER **18-21%**

HISPANIC/LATINO **13-20%**

AFRICAN AMERICAN **6-10%**



# 2017 SEASON

Sunday Streets partners with over a dozen diverse neighborhoods from the Mission to the Tenderloin and Sunset to the Bayview and beyond with 8 events annually. The selection of neighborhoods and routes is driven by Sunday Streets' mission to connect neighborhoods most lacking in open space and recreation opportunities to the resources needed to thrive. Join us and bring the joy of open streets and connected communities to these neighborhoods in 2017!

## SCHEDULE

MISSION **MARCH 12 & JULY 16**

BAYVIEW/DOGPATCH **APRIL 9**

TENDERLOIN **APRIL 30 & AUGUST 20**

SUNSET **JUNE 11**

WESTERN ADDITION **SEPTEMBER 10**

EXCELSIOR **OCTOBER 1**

