SUNDAY STREETS 2019

CORPORATE EXHIBITOR & SPONSORSHIPS

SUNDAY STREETS SF — A PROGRAM OF THE NONPROFIT LIVABLE CITY | PRESENTED IN PARTNERSHIP WITH SFMTA

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WHAT IS SUNDAY STREETS?

Inspired by the Ciclovía in Bogotá, Colombia, Sunday Streets is a series of free, fun events empowering local communities to transform 1-4 miles of car-congested streets into car-free community spaces for kids to play, seniors to stroll, organizations to connect and neighbors to meet. 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 10 annual events held from March through October. Each 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

ACTIVE

EVENT FORMAT

Each Sunday Streets has two Activity Hubs featuring themed areas for sponsor activation. Each hub is filled with a diverse mix of nonprofits, 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.

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

2019 SEASON

Sunday Streets partners with over a dozen diverse neighborhoods from the Mission, to the Tenderloin and Sunset, to the Bayview and beyond with 10 annual events. The selection of neighborhoods and routes is driven by Sunday Streets' mission to connect neighborhoods most lacking in open space and recreational opportunities to the resources needed to thrive. Join us and bring the joy of open streets and connected communities to these neighborhoods in 2019!

SCHEDULE OF EVENTS*

MARCH 10 MISSION (VALENCIA STREET) #1

MARCH 31 EXCELSIOR #1

APRIL 14 TENDERLOIN #1

MAY 5 BAYVIEW/DOGPATCH

JUNE 9 SUNSET/GOLDEN GATE PARK

JULY 14 MISSION (VALENCIA STREET) #2

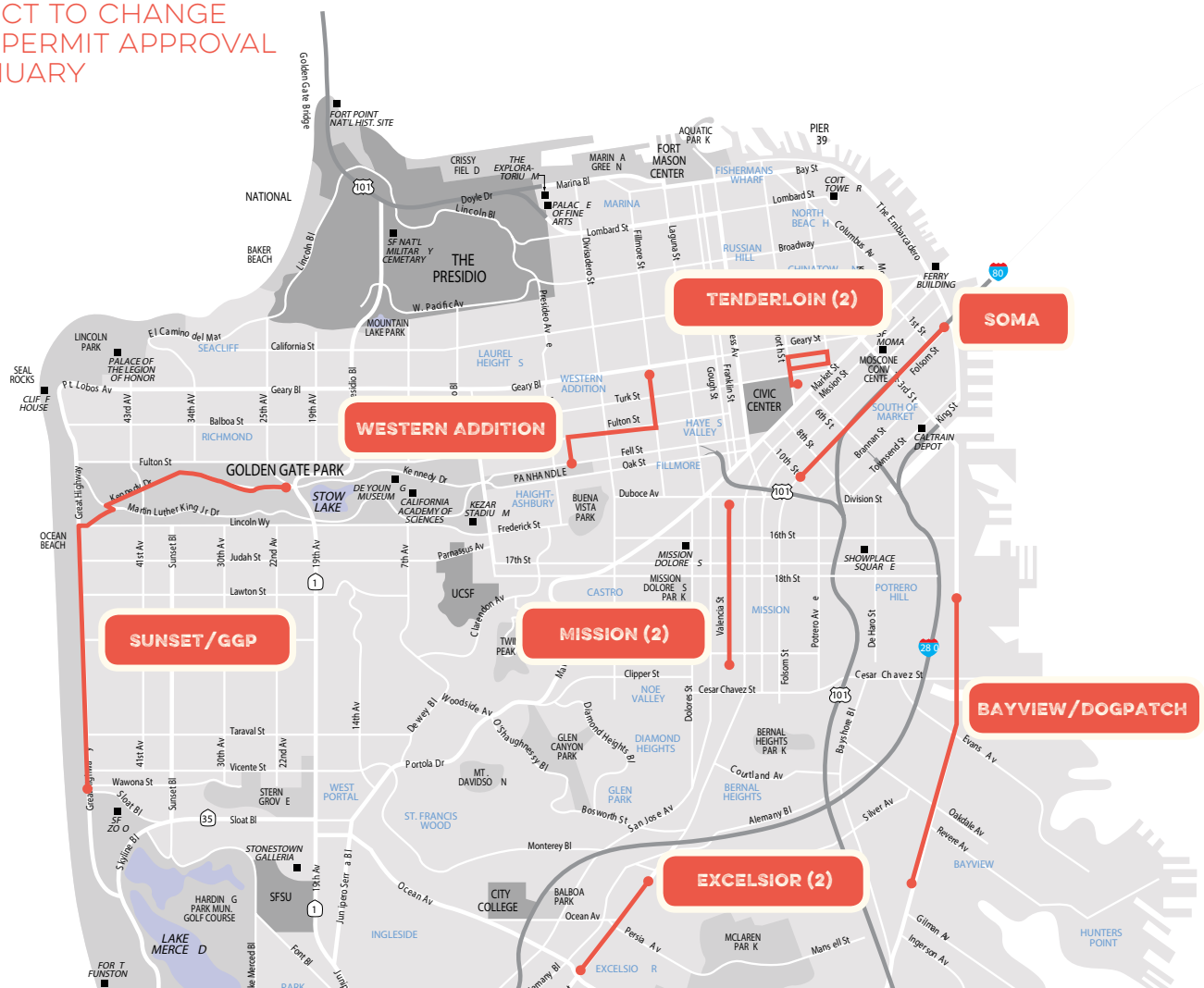
AUGUST 18 SOMA (FOLSOM STREET)

SEPTEMBER 8 TENDERLOIN #2

SEPTEMBER 22 WESTERN ADDITION

OCTOBER 20 EXCELSIOR #2

*FINAL DATES & ROUTES SUBJECT TO CHANGE UNTIL PERMIT APPROVAL IN JANUARY



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 connect to all stakeholders in a community including residents of diverse backgrounds, business owners, and CBOs.

DEMOGRAPHICS	ONSITE	DIGITAL
AGE 24-44, AGE 45-65	41%, 29%	56%, 35%
ASIAN, PACIFIC ISLANDER	19.5%	12%
HISPANIC/LATINO	15.5%	20%
AFRICAN AMERICAN	6.5%	6%
SF/BAY AREA RESIDENT	84%, 16%	85%
WALKING DIST. FROM EVENT	51%	N/A
WOMEN, MEN	45%, 55%	63%, 37%
INCOME MORE THAN $70K, LESS THAN $70K	31%, 21%	60%, 20%
PEOPLE W/CHILDREN	19%	N/A

77% ATTENDEES SPEND 2+ HOURS AT SUNDAY STREETS

REACH

Sunday Streets has established itself as a beloved San Franciscan institution by combining public health, physical fitness, community-building and fun in a one-of-a-kind event format serving neighborhoods across the city. 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 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

16K+ TWITTER FOLLOWERS

10K+ NEWSLETTER SUBSCRIBERS

1.5K+ INSTAGRAM FOLLOWERS

EVENT ATTENDANCE

MISSION (VALENCIA) 15-20K

EXCELSIOR 12-15K

SUNSET/GREAT HIGHWAY 12K

SOMA 12.5K

WESTERN ADDITION 8K

TENDERLOIN 6-9K

BAYVIEW/DOGPATCH 6.5K

AT A GLANCE

100K+ ATTENDEES

800 EXHIBITORS

350 VOLUNTEERS

MARKET SQUARE AND PICNIC GROUNDS*

Sponsor a highlighted destination at Sunday Streets with the Market Square and Picnic Grounds Package! This designated space, only available at select routes, features a locally-focused, open-air marketplace and a fun picnic area for guests to eat, hang out and spend time together.

With multiple opportunities for logo placement, including onsite branded signage, newsletter acknowldgements and multiple print mentions, this package lets your brand help local enconomies thrive.

EXPLORE LOCAL GUIDE & COMMON CENTS PASSPORT*

Capture the attention of thousands of attendees, a huge digital community, and small businesses citywide with your sponsorship of the Explore Local Guide - a fun, evergreen map showcasing everything from local eateries to beloved open spaces in select Sundy Streets neighborhoods. The package includes acknowledgement in the Common Cents Passport - the Explore Local Guide's onsite companion piece that encourages attendees to visit small businesses and exhibitors.

With web and newsletter mentions, logo placement on both the printed Passport and the Explore Local Guide, this package show your brand's support of all things local!

VOLUNTEER LUNCH PKG

Be a Sunday Streets hero and connect with all of the event-day volunteers with what everyone loves best - food! Event-day lunches are purchased from local eateries along the route, so your sponsorship not only fuels the Sunday Streets volunteers, but small businesses as well.

With your logo on custom-made lunch vouchers and table top signage, volunteers and attendees alike will know who to thank for their lunch - YOU!

PLAY STREETS POP-UP

Let your brand be a part of Sunday Streets' joyous fun - sponsor a Play Streets Pop-Up! Children and families flock to this area for popular active play games like basketball, soccer and jump rope, while bistro tables, astro turf and tabletop games invite attendees to stay awhile.

Enjoy onsite co-branded signage and a newsletter mention, while your organization brings laughter, connection and community fun to Sunday Streets.

REST STATION

With dozens of exhibitors and fun, free activities, Sunday Streets Activity Hubs are a destination for all attendees. Sponsor a Rest Station and provide water, shade and a place for people to gather and rest as they enjoy the event.

Your onsite branded signage will remind everyone who helped them take a rest, while a newsletter mention will reach thousands of online friends of Sunday Streets.

HULA HOOP FIELD & CHALK BLOCK

Activate your booth and bring in the crowds with the Hula Hoop Field and Chalk Block! This easy, engaging activity for all ages will invite attendees to come over and stay awhile at your booth.

Featuring color, movement and fun, this addition will catch the eye of attendees, while co-branded signage will ensure they know *your* company brought the good times to Sunday Streets.

NEXT STEPS

1. EMAIL SPONSORS@LIVABLECITY.ORG
TO CONFIRM YOUR PACKAGE AND EVENT DATES.

2. REVIEW & RETURN A
SIGNED COPY OF YOUR SPONSORSHIP AGREEMENT.

3. COMPLETE THE EXHIBITOR REGISTRATION FORM
AT SUNDAYSTREETSSF.COM/EXHIBITORS.

4. EMAIL HIGH RESOLUTION LOGO FILES
TO SPONSORS@LIVABLECITY.ORG.

5. SUBMIT PAYMENT VIA CHECK OR CREDIT CARD.

IMPORTANT DATES & DEADLINES

JANUARY 31ST - SEASON ANNOUNCEMENT & OPEN HOUSE!

PRINT DEADLINE - 7 WEEKS PRIOR TO EACH EVENT

PRESS RELEASE DEADLINE - 6 WEEKS PRIOR TO EACH EVENT

ONSITE FOOD SAMPLERS - 3 WEEKS PRIOR TO EACH EVENT

ONSITE EXHIBITORS - 2 WEEKS PRIOR TO EACH EVENT

QUESTIONS? SPONSORS@LIVABLECITY.ORG | 415-344-0489