

SUNDAY STREETS IS BACK, SAN FRANCISCO!



***Sunday Streets SF is perfect** for citywide and targeted neighborhood campaigns, with large-scale and intimate outdoor events taking place across San Francisco between April - October of 2022. We offer competitive packages at a variety of price points that can be tailored to your digital, onsite, and community engagement goals.*

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Sunday Streets SF

transforms miles of streets into car-free community spaces for kids to play, seniors to stroll, businesses and organizations to connect, and neighbors to meet. Since 2008, the nonprofit Livable City has served over 100,000 San Franciscans a year with Sunday Streets SF.



PRESENTED IN PARTNERSHIP WITH



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2022 SEASON

Dates subject to change until City permitting is approved.

APRIL 10 • TENDERLOIN

MAY 22 • BAYVIEW

JUNE 12 • EXCELSIOR

JULY 10 • MISSION

AUGUST 21 • SOMA

SEPTEMBER 18 • WESTERN ADDITION

OCTOBER 16 • PHOENIX DAY



The Sunday Streets SF 2022 season will combine public health, community-building, economic recovery and good old fashioned fun with 6 historic Sunday Streets routes and the second annual Phoenix Day. At any of the historic Sunday Streets SF routes, your organization will connect with residents in a fun, authentic setting surrounded by a mix of nonprofits and community groups hosting everything from live music to free bike repair, pickup soccer, health screenings, yoga, hopscotch, interactive art, and cultural performances.



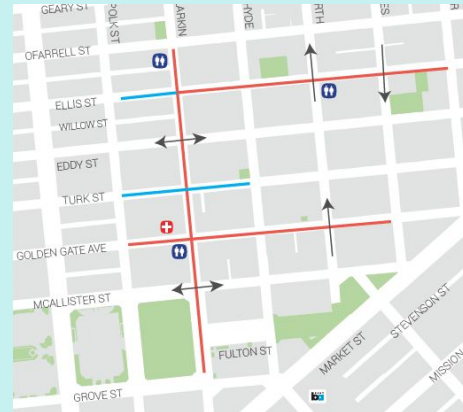
Tenderloin

April 10th, 2022

5,000

Estimated Attendance

Home to 3,500 children and their families, Tenderloin residents are many of the essential workers who carried San Francisco through the pandemic. With residents from Syria, Laos, Yemen, El Salvador and Vietnam, this route offers an inspiring celebration of cultural resilience.





Bayview

May 22nd, 2022

5,000
Estimated Attendance

While deeply affected by the pandemic, the Bayview community generated some of the most inspiring racial justice, social service, and mutual aid projects in the City. Heading into 2022, the “Sunnyside” is ready to celebrate its rich history, diverse communities, and small businesses with you!

NEW ROUTE IN DEVELOPMENT!

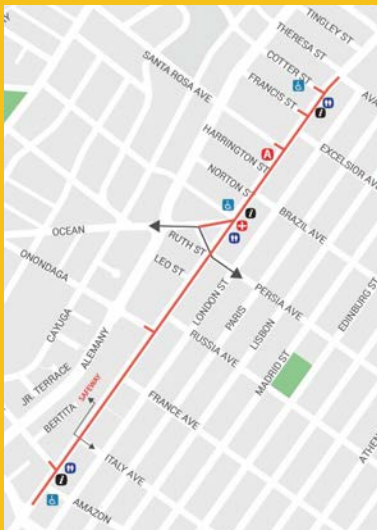


Excelsior

June 12th, 2022

10,000
Estimated Attendance

The Excelsior has always been known for its diverse, multi-generational working class families. And since 2010, an **AMAZING SUNDAY STREETS!** Join one of the neighborhood's most beloved annual traditions.



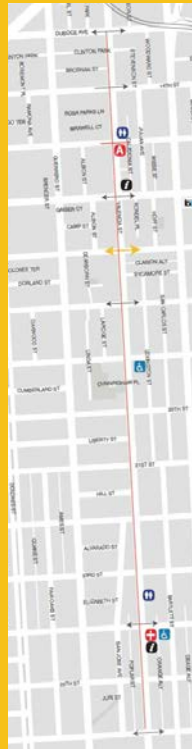
Mission/Valencia

July 10th, 2022

20,000

Estimated Attendance

Valencia Street is one of San Francisco's most iconic commercial corridors. It has been home to many diverse and eclectic communities throughout the decades and Sunday Streets Valencia always makes it feel like a 1.25+ mile family reunion for them all!



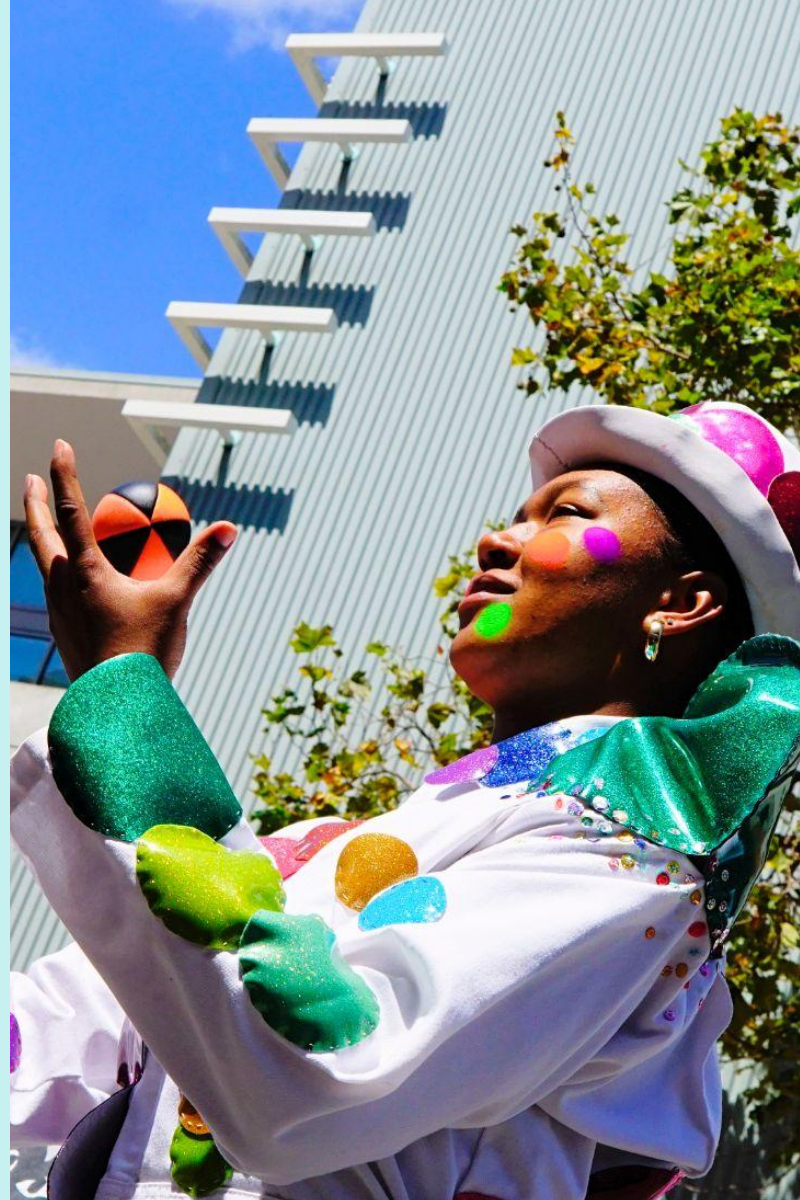
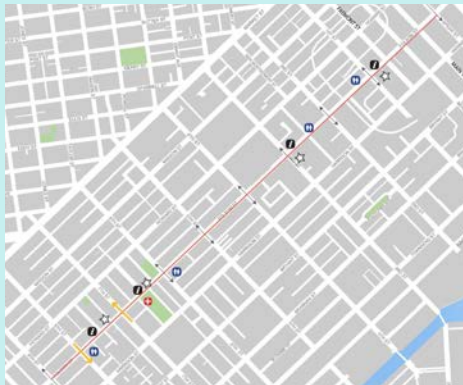
SoMa

August 21st, 2022

8,000

Estimated Attendance

Among the industries of old SoMa grew a strong Filipino community and America's foremost hub of gay leather culture. COVID and dangerously fast streets trapped families indoors and shuttered businesses. Everyone is ready to have a safe day outdoors together at Sunday Streets!





Western Addition

September 18th, 2022

5,000

Estimated Attendance

As a cultural center of the Black community and home to San Francisco's Japantown, the Western Addition has an incredible history to celebrate every Sunday Streets. Jazz, community picnics, outdoor services, flag football games, and more are all in store for 2022!



SECOND ANNUAL

PHOENIX DAY

OCTOBER 16th, 2022

The first Sunday Streets SF Phoenix Day took place in October of 2021 and catalyzed 30 neighbor-run block parties and 5+ retail street activations across the City. Now you can help make Phoenix Day a San Francisco tradition every 3rd Sunday of October! With the goal to bring the joy of car-free streets, sustainable transportation, and community building to every district of the City, the 2022 program will include:

50+ Block Parties Run by residents in every district to build relationships, resiliency, and think differently about their street as place to gather.

10+ Sidewalk Sales Organized by merchant groups and small businesses so residents can stroll to their local commercial corridor for a day of shopping and fun.

First Annual Hula-Hoop-a-Thon Hosted by Livable City at open space destination across SF for family and friends to enjoy an afternoon of fun & games together.

Choose Your Own Adventure Community-led clean-ups, health fares, bike rides and more are being cooked up by community partners as we speak. We can't wait to see what they roll out!



AUDIENCE

Sunday Streets takes extra steps to connect to community stakeholders, residents of diverse backgrounds, small business owners, and neighborhood-based organizations in every neighborhood we serve. By bringing dynamic, culturally relevant programming to events across the city, Sunday Streets SF reaches a representative cross section of the San Francisco population throughout the season.

DEMOGRAPHIC	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 > \$70K, Income < \$70K	31%, 21%	60%, 20%
People w/Children	19%	n/a



Your involvement at Sunday Streets SF is an impactful way to show your investment in San Francisco, its health, and its people because we bring out the locals!



REACH

In addition to unique onsite engagement opportunities, 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.

AT A GLANCE

Onsite Attendance	100,000+
Exhibitor Attendance	500
Volunteer Participation	300

DIGITAL

Facebook	25,000
Twitter	20,000
Instagram	2,500
Newsletter	10,000

Sunday Streets SF celebrates the connections that make our communities and our city strong. The pandemic tested our resilience and well-being, and reminded us just how important outdoor gathering spaces are for the growth and health of our neighborhoods. Sunday Streets provide us the opportunity to celebrate our city, together. – Mayor London Breed ‘21



SPONSORSHIP PACKAGES

Sunday Streets – Season Sponsor
Join all six historic Sunday Streets + Phoenix Day!
SEASON SPONSOR DISCOUNT RATE: \$35,000

DIGITAL RECOGNITION

- Highlighted logo recognition on the Sunday Streets Landing Page of [SundayStreetsSF.com](https://www.sundaystreetsSF.com)
- Highlighted logo recognition on the Phoenix Day Landing Page of [SundayStreetsSF.com](https://www.sundaystreetsSF.com)
- Tagged in social media posts about all 7 events through Oct 31, 2022.
- Logo recognition in 7 pre-event newsletters

PRINT & PRESS

- Included in press releases for all 7 events; opportunity for joint press release
- Invitation to and onstage recognition during the event-day press conferences.
- Highlighted logo placement on season poster to be distributed citywide + on all 7 event posters
- Highlighted logo recognition on event day program

ONSITE RECOGNITION

- Onsite placement all six Sunday Streets. Placements include 1 tent, 1 table and 2 chairs for equipment, plus space for brand signage
- Hula Hoops and Chalk Block activation of your space to bring in the crowds!
- Additional space for activations that benefit the community may be requested.
- Option to provide swag for volunteers and to block parties

Need help with creating an activation, ordering swag, or hiring outreach staff? We've got you covered! We can pair you with local talent and businesses to help you land in the streets.



SPONSORSHIP PACKAGES

Sunday Streets – Single Event Sponsor

Join **one of six** historic Sunday Streets route or participate in Phoenix Day.

SINGLE EVENT RATE: \$10,000

DIGITAL RECOGNITION

- Logo recognition on the Sunday Streets Landing Page of [SundayStreetsSF.com](https://www.sundaystreetsSF.com)
- Logo recognition on the Phoenix Day Landing Page of [SundayStreetsSF.com](https://www.sundaystreetsSF.com)
- Tagged in social media posts about one Sunday Streets.
- Logo recognition in one pre-event newsletter

PRINT & PRESS

- Included in press releases for one Sunday Streets
- Invitation to the event day press conferences.
- Highlighted logo on event day program
- Highlighted logo on block party signage placed on block 4 days prior to event-day

ONSITE RECOGNITION

- Onsite placement at one Sunday Streets. Placement includes 1 tent, 1 table and 2 chairs for equipment, plus space for brand signage.
- Additional space for activations that benefit the community may be requested.
- Option to provide swag to volunteers and info to block parties (distributed by us)

No IRL Personnel? No Problem! Substitute in-person benefits for digital placements of mission-aligned content and onsite messaging managed by Livable City staff.



EXHIBITOR PACKAGES

Sunday Streets – Corporate Exhibiting

*Eager to get back into community but have a limited budget?
Corporate Exhibiting is a great way to target your marketing dollars for
onsite activities.*

Season \$25K

- Onsite placement at all 6 historic Sunday Streets events. Placements include 1 tent, 1 table and 2 chairs, plus space for brand activation.
- Name recognition on Sunday Streets Landing Page at SundayStreetsSF.com
- Name recognition in 6 event day programs
- Mention in season and event press releases
- Option to include swag in volunteer appreciation bag

Single Event \$5K

- Onsite placement at one Sunday Streets. Placement includes 1 tent, 1 table and 2 chairs, plus space for brand activation.
- Name recognition on 1 event day program
- Option to include swag in volunteer appreciation bag
- Additional space for activations that benefit the community may be requested.

*Want to participate in more than one Sunday Streets but can't join
for the season? We can create a custom package with the events
and price point that fit your needs best.*



REST STATIONS

Sponsor an Outdoor Dining & Rest Station and provide water, shade and a place for people to gather and rest as they enjoy the event.

\$2,500 one event
\$12,000 season/6 Sunday Streets



HULA HOOPS & CHALK BLOCKS

Activate your booth and bring in the crowds! This easy activity for all ages will invite attendees to stay at your booth.

\$1,000 one event
\$5,000 season/6 Sunday Streets



PEDICABS

Sponsor the popular pedicabs! Professional drivers pick up and drop off attendees on the mile+ footprint, bringing joy and sustainable mobility to the street.

\$10,000 one event
No season rate

“Add-Ons” for Season and Single Event Sponsors or Exhibitors



KEY DEADLINES

Season Opener:
April 10th, 2022

**Individual Event Print & Press
Release Deadlines:**
~ 5 weeks prior to event

Individual Event Participation:
3 weeks prior to event



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