



SAN FRANCISCO  
**CIVIC  
CENTER**

# Become a Sponsor

**The Civic Center Initiative** is a collaborative effort to breathe new life into the City's central civic spaces, changing how people engage with the place and with each other so that everyone can feel welcome and experience the best of San Francisco every day.

This year we are planning a variety of free activities and installations, providing new and exciting opportunities to experience these public spaces. See details attached for the following activations:

- Friday Markets
- Oktoberfest
- UN Plaza Dog Run
- Holiday Fanfare
- Civic Center Soundtrack
- Civic Center Plaza Tree Lighting

Please join us as a sponsor in 2021 to renew the momentum in Civic Center and welcome back a diverse audience to these iconic central civic spaces. Now more than ever is a critical time to invite the community and visitors back to reconnect with public life, and your participation is greatly appreciated.



**Title Sponsor**  
\$20,000

- Prominent 'Title' sponsor recognition in all press, promotional materials, website and social media
- Option to co-create an interactive activity tailored to Sponsor's brand
- Sponsor acknowledgment on stage by City leadership and continued recognition throughout all event programming on stage via public announcements made during event programming
- Logo on all event signage

**Signature Sponsor**  
\$10,000

- Prominent 'Signature' sponsor recognition in all press, promotional materials, website and social media
- Option to brand an activity booth at the sponsor's event of choice
- Logo on all event signage, and ongoing sponsor recognition via public announcements made during event programming

**Event Sponsor**  
\$5,000

- Prominent sponsor recognition in all press and promotional materials
- Logo on all event signage, and ongoing sponsor recognition via public announcements made during event programming





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## Friday Markets

Help us expand our tradition of successful markets in UN Plaza by bringing back Friday Markets this fall. These Friday afternoon events will feature a local artisan market and free interactive activities. Hot food vendors, seating and live music will make this market a lunchtime destination.

Contact: Marlo Sandler, Program Manager (415) 658-7979 | [sandler@sfciviccenter.org](mailto:sandler@sfciviccenter.org)





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## Oktoberfest

Civic Center Plaza will come alive on Friday evenings in October with food, a beer garden, music and games offering fun for all ages. Be a part of these festivities by sponsoring fall fun in Civic Center Plaza.





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## UN Plaza Dog Run

A dog run is coming to United Nations Plaza this fall, an amenity that has generated tremendous community enthusiasm. Lend your support to our furry friends, by helping to build an enclosed play area for the many dogs living in the neighborhood, while creating a safe and inclusive space for all. Sponsorship opportunities include donor recognition on signage and seating.

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## Holiday Fanfare

Join us in enlivening the District with festive holiday pop up concerts throughout the month of December on Civic Center sidewalks. An annual tradition since 2013, this year we look forward to featuring a diverse array of musical talent from local arts and cultural organizations.

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## Civic Center Soundtrack

Daily music playing will lift the spirits of all those passing through UN Plaza, reminding all we are in San Francisco's premier arts and culture district. This continuous free activation will set a lively tone for the return of new programming at local venues and in the Plaza. The installation of quality sound equipment will also be used to support ongoing special events throughout the year.

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## Civic Center Plaza Tree Lighting

Help bring holiday joy to the young and young-at-heart by supporting the annual Civic Center Plaza Tree Lighting event. Held this year on December 2nd, festivities include holiday performances, food, music, and DIY activities for kids and adults. This year will include the unique opportunity to sponsor the DIY Maker Village.

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