



SAN FRANCISCO
CIVIC
CENTER

Fulton Plaza Programming



Be a Part of the Transformation of Fulton Plaza

When you partner with CCCBD to support Fulton Plaza programs, you join the evolution of a new public space in the heart of the Civic Center neighborhood, capable of hosting large-scale markets, music, and dance festivals. Sponsorship connects your organization to a diverse mix of San Francisco residents, regional visitors and international tourists:

- Over **200** events hosted in Fulton Plaza annually
- Fulton Plaza is located in the middle of **20,000** government employees and almost **10,000** residents
- **10,000** monthly pageviews on the CCCBD site and events calendar
- **8,000** social media followers across various platform



What was once a street primarily used for parking is now a car-free plaza ideal for large events and activations, linking UN Plaza to Civic Center Plaza. Twice a week Fulton Plaza attracts thousands of residents for the vibrant Heart of the City Farmers' Market and on other days it is home to a regular lunchtime concert series and free after-school hip-hop dance classes. Flanked by the Asian Art Museum and the main San Francisco Public Library, with City Hall as a backdrop, Fulton Plaza has hosted family-friendly carnivals, vintage markets and music festivals.

To discuss sponsorship levels and opportunities please contact:
Marlo Sandler, Program Director (415) 658-7979 | sandler@sfciviccenter.org