



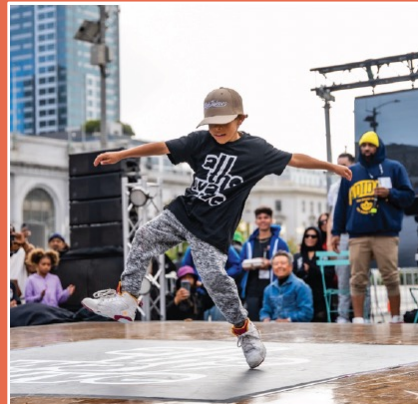
SAN FRANCISCO
**CIVIC
CENTER**
COMMUNITY BENEFIT DISTRICT



FULTON PLAZA SPONSORSHIP: FALL PROGRAMMING

About Fulton Plaza

With the transformation of UN Plaza into a recreational destination, Fulton Plaza also evolved into a new public space for special events permitting. Located in the heart of the Civic Center, Fulton Plaza has the capacity to host large scale music and dance events, markets and festivals.



- Over 200 events are hosted annually in Fulton Plaza, including the beloved Heart of the City Farmers' Market
- Fulton Plaza is located in the middle of 20,000 government employees and almost 10,000 residents
- Flanked by the San Francisco Main Public Library and the Asian Art Museum, with City Hall in the backdrop, Fulton Plaza is ideally situated to host events that highlight and support neighborhood cultural institutions.

About CCCBD

Civic Center Community Benefit District plays a vital role in managing and activating public spaces in the Civic Center community.



CCCBD ambassadors staff the UN Plaza 'Rec Shed' daily to lend games equipment and share programming information.



CCCBD hosts the annual Civic Center Tree Lighting event, a tradition for local families.



CCCBD ambassadors set up outdoor seating at the Heart of the City farmers' market, a popular lunchtime destination.



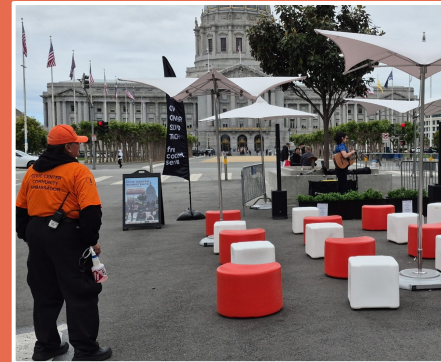
The UN Plaza dog park is a community gathering spot for neighborhood dog owners.



CCCBD supports the Limoncello café in Civic Center Plaza, by providing outdoor café furniture.



Free Sunday chess and mahjong classes are a programming mainstay in UN Plaza.



CCCBD invested in new outdoor furnishings to support live music performances on Fulton Plaza.



A former newspaper stand is repurposed as an information kiosk at Market and Grove Streets.



Fall Fulton Events

This fall, Fulton Plaza will host three dynamic community events. Under the twinkling SPECTRA lights, these late afternoon/early evening events will draw thousands to the plaza, from local residents to visitors from across the greater Bay Area. There will be something for everyone on Fulton.



October Family Carnival: Warm early fall nights are perfect for a city center carnival, with games, rides and fun classic treats like cotton candy and caramel apples. For the young, and the young at heart.



November Performing Arts Showcase: Performance highlights from anchoring fine arts institutions that make the Civic Center a destination. These all-ages performances will feature current and upcoming works from world-renowned productions and venues.



December Dance Party: Crowds are welcome at the DJ dance party! Civic Center is already a popular spot for large concerts and crowds, and Fulton Plaza has plenty of room to get down.



Sponsor Benefits

The Fulton Friend: \$15,000

Digital Shout-outs: Logo placement on the CCCBD website event calendar and mentions in regular CCCBD newsletters and social media posts, including one dedicated "Thank You" post, highlighting your contribution to the event(s).

On-Site Recognition: Inclusion of company name or logo on large A-frame signage displayed in Fulton Plaza during the event.

Social Media: One dedicated "Thank You" post on CCCBD's social media platforms, highlighting your contribution to Fulton programming.

The Civic Connector: \$25,000

All the benefits associated with the Fulton Friend level.

Branded Activation: Opportunity to set up a branded table or activity station during the sponsored event to engage directly with participants.

Enhanced Visibility: Company logo featured on all promotional flyers distributed to residents and businesses throughout the Civic Center area.

The Plaza Patron: \$50,000

All the benefits associated with the Civic Connector level.

Title Recognition: Official "Presented By" status on all marketing materials.

Premier Signage: Large-scale, exclusive signage or banners placed prominently in Fulton Plaza during sponsored event.

Media Inclusion: Primary logo placement on all press releases and media kits sent to local news outlets.

Press & Media: Featured quote from your leadership in the official event season launch press release and top-tier logo placement on all TV/news backdrops.