Civic Center Plaza Tree Lighting

First Wednesday in December, 4pm-7pm

SAN FRANCISCO CIVIC CENTER






The annual Civic Center Plaza Tree Lighting continues to expand in scale and spirit, solidifying its place as a beloved tradition for hundreds of local families. This holiday celebration transforms the plaza into a winter wonderland set against the backdrop of an illuminated City Hall. Event highlights include live entertainment and appearances by holiday icons like Santa and the Grinch; free holiday crafting activities at the Maker Village and book giveaways for more than 500 children, and a family-friendly dining area and full bar offering seasonal beverages and bites.

Partnering with CCCBD on this event offers your organization unique exposure to a diverse audience of

Premiere Sponsor
$20,000 (only one sponsor at this level)

- Sponsor representative invited on stage with the Mayor to light the tree during the live show
- Sponsor branded tent in Maker Village
- VIP tent passes (6)
- Prominent placement of name and logo placement on press release, signage, website, and social media
- Verbal recognition by the emcee during the tree lighting ceremony
- Inclusion in a post-event social media recap
- Sponsor acknowledgment in one CCCBD newsletter

Snowflake Sponsor
$10,000

- Sponsor branded banner near the VIP tent
- VIP tent passes (4)
- Name and logo placement on press release, signage, website, and social media
- Verbal recognition by the emcee during the tree lighting ceremony
- Inclusion in a post-event social media recap
- Sponsor acknowledgment in one CCCBD newsletter

Merrymaker Sponsor
$5,000

- VIP tent passes (2)
- Name and logo placement on press release, signage, website, and social media
- Verbal recognition by the emcee during the tree lighting ceremony
- Inclusion in a post-event social media recap
- Sponsor acknowledgment in one CCCBD newsletter



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