

2018 Yerba Buena Alliance Community Celebration: Transitions | 10.4.2018

SPONSORSHIP OPPORTUNITIES & BENEFITS

WHAT WE OFFER	GOLD \$6,000 +	SILVER \$3,000	BRONZE \$1,500	*ART & CULTURE ADVOCATE \$500	IN-KIND SPONSOR \$5,000	IN-KIND DONOR up to \$5,000
VISIBILITY						
Invitation	PROMINENT LOGO	LOGO	NAME	NAME	LOGO	NAME
Printed Program	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
Signage at event	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
Display table at event	YES	YES				
Promotional video**	YES	NO	NO	NO	NO	NO
YBA WEBSITE						
Gala Sponsor page with hotlink	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
ADVERTISING & MEDIA						
Print Ad (if available)	PROMINENT LOGO	LOGO	NAME	NAME	LOGO	NAME
On-line social media	PROMINENT LOGO	LOGO	NAME	NAME	NAME	NAME
YBA e-newsletter	PROMINENT LOGO	LOGO	NAME	NAME	LOGO	NAME
TICKETS	UPON REQUEST					
Sponsor Reception + Gala	10	8	4	2	6	2

BENEFITS inclusion subject to deadlines ♦ all benefits expire after 10. 31. 2019 ♦

*reserved for non-profit organizations **produced by sponsor, maximum 3 minutes

BENEFITS & COLLATERAL BY THE NUMBERS

INVITATION = 3,000 **PROGRAM** = 350
{DEADLINE: 8.6.2018} {DEADLINE: 9.8.2018}

E-NEWSLETTER = 5,000 subscribers
(issues 7-10 2018) = 112,000 on-line views

SOCIAL MEDIA FOLLOWERS **WEBSITE** = 10,000+ visits per month
Facebook= 1300 Instagram= 1300 Twitter= 1200 Pinterest: 300

WHY GIVE

YERBA BUENA NEIGHBORHOOD is a model across the country for its diversity and integral interweaving of uses: establishing a fund from the development to maintain the core uses, cultural resources as well as its commitment to equity and inclusion. **OUR MISSION** supports the Yerba Buena Neighborhood by strengthening partnerships, providing critical neighborhood-wide leadership and infrastructure, serving as an information source and forum for the area's diverse residents, businesses, and visitors, and promoting the area.

OUR VISION supports stable and vibrant businesses, beautiful and accessible public spaces and an engaged community that is key to ensuring the high quality of life in San Francisco and the Yerba Buena Neighborhood.

COMMUNITY OUTREACH PROGRAMS {in collaboration with our community partners and cultural institutions}

NEIGHBORHOOD MEETINGS = 150 stakeholders **THIRD THURSDAY** = 10,000 outreach **ART WALK** = 50,000 outreach **CULTURE CABINET** = 30 organizations

GALA DEMOGRAPHICS Sold out crowd = anticipated 300 20-30 year olds = 14% 30-50 year olds = 65% 50+ year olds = 20%

Yerba Buena Alliance is a not-for-profit 501(c)(6) organization, tax ID number 94-3147626. Your sponsorship is tax deductible up to the maximum extent allowed by law. Please contact **Virginia Grandi, Executive Director @ 415-541-0312** or email to virginia@yerbabuena.org with any questions. Visit our website @ www.yerbabuena.org.



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SPONSOR CONFIRMATION PAYMENT / PLEDGE FORM

DEADLINE for INVITATION 8.6.2018 DEADLINE for PRINTED PROGRAM 9.8.2018

COMPANY/ORGANIZATION _____

CONTACT _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

CELL _____

EMAIL _____

WEB SITE _____

AUTHORIZED SIGNATURE _____

PLEASE PRINT _____

DATE _____

SPONSORSHIP LEVELS

GOLD \$6,000
(10 guests)

BRONZE \$1,500
(4 guests)

SILVER \$3,000
(8 guests)

ART & CULTURE ADVOCATE \$500
(2 guests)

LOGO INFORMATION

FORMATS EPS or JPEG

SIZE 300 DPI or higher

deadline for invitation 7.30.2018

deadline for program 8.27.2018

email virginia@yerbabuena.org

PAYMENT

CHECK Please make check payable to YERBA BUENA ALLIANCE

CREDIT CARD Please enter your information on the payment page at www.yerbabuena.org/gala

Please contact **Virginia Grandi, Executive Director @ 415.541.0312** or email virginia@yerbabuena.org with any questions.

PLEASE EMAIL OR MAIL THIS FORM TO:

YERBA BUENA ALLIANCE
735 Market Street, Third Floor
San Francisco, Ca 94103 email
virginia@yerbabuena.org

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GALA TICKETS are available www.yerbabuena.org/gala