



# GALA SPONSORSHIP OPPORTUNITIES & BENEFITS

## 2017 Yerba Buena Alliance GALA: Building for the Future | 10.18.2017

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
<b>VISIBILITY</b>						
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
<b>YBA WEBSITE</b>						
Gala Sponsor page with hotlink	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
<b>ADVERTISING &amp; MEDIA</b>						
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
<b>TICKETS</b>	<b>UPON REQUEST</b>					
Sponsor Reception + Gala	10	8	4	2	6	2

**BENEFITS** inclusion subject to deadlines ♦ all benefits expire after 10. 31. 2018 ♦ sponsorship is tax deductible, less \$50 per ticket

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

### BENEFITS & COLLATERAL BY THE NUMBERS

**INVITATION** = 3,000    **PROGRAM** = 350    **E-NEWSLETTER** = 5,000 subscribers    **SOCIAL MEDIA FOLLOWERS**    **WEBSITE** = 10,000+ visits per month  
 {DEADLINE: 8.15.2017}    {DEADLINE: 9.20.2017}    (issues 7-10 2018) = 112,000 on-line views    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](mailto:virginia@yerbabuena.org) with any questions. Visit our website @ [www.yerbabuena.org](http://www.yerbabuena.org).





# SPONSOR CONFIRMATION PAYMENT / PLEDGE FORM

Yerba Buena Alliance GALA: Building for the Future | 10.18.2017

DEADLINE for INVITATION 8.15.2017 DEADLINE for PRINTED PROGRAM 9.20.2017

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** 7.22.2016  
**deadline for program** 9.12.2016  
**email** [virginia@yerbabuena.org](mailto: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](http://www.yerbabuena.org/gala)

Please contact **Virginia Grandi, Executive Director @ 415.541.0312** or email [virginia@yerbabuena.org](mailto: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](mailto:virginia@yerbabuena.org)

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GALA TICKETS are available [www.yerbabuena.org/gala](http://www.yerbabuena.org/gala)