



## The Market Street Prototyping Festival Sponsorship Package

**What:** Yerba Buena Center for the Arts (YBCA) and the San Francisco Planning Department have joined forces to make Market Street a more engaging and vibrant destination. Our city's response to the inaugural *Market Street Prototyping Festival* in April 2015 was overwhelmingly positive, testing 50 citizen driven sidewalk activation ideas that instigated joy and connection on our city's streets and paved the way for an inspired Market Street. On **October 6–8, 2016** we will hold the 2<sup>nd</sup> *Market Street Prototyping Festival*, reaching 600,000 people and engaging them in shaping the future of their city.

**Location:** The two-mile stretch of Market Street extending from the Waterfront to Van Ness Avenue, focusing on testing installations in three key Districts: The Embarcadero, The Retail Heart, and Central Market.

**Audience:** This work is reaching engaged citizens from diverse neighborhoods, backgrounds and communities, while targeting creative makers—designers, artists and entrepreneurs—as well as culture shapers from the fields of art, technology, education and government.

**Media Exposure:** The pilot *Market Street Prototyping Festival* received widespread local media attention, being featured on ABC 7 News and appearing in the *San Francisco Chronicle*, *San Francisco Business Times*, *CurbedSF*, *Fast Company*, *GOOD Magazine*, *Hoodline*, *Inhabitat* and *Next City*, among others. The festival was also selected for a *Spark* episode on KQED. Together, this coverage resulted in hundreds of thousands of media impressions.

**Sponsorship Opportunities:** Multiple levels of sponsorship are available—Lead Festival Sponsor, District Sponsor and Project Sponsor—with each opportunity including customization to meet diverse marketing needs.

**About the Project Partners:** Through powerful art experiences, thoughtful and provocative content, and deep opportunities for participation, YBCA ([ybca.org](http://ybca.org)) is committed to generating culture that moves people. Founded in 1993 as a citizen institution at the heart of San Francisco, our programming kindles inclusive, experiential engagement that cultivates empathy, awakens personal and societal transformation, and reaches for a world fueled by inspiration.

The San Francisco Planning Department ([sf-planning.org](http://sf-planning.org)), under the direction of the Planning Commission, plays a central role in shaping the future of our City by fostering exemplary design; improving our surroundings through environmental analysis; preserving our unique heritage; encouraging a broad range of housing and a diverse job base; and enforcing the Planning Code.

**Contact:** Charles Ward, Chief Development Officer, at (415) 321-1341 or [cward@ybca.org](mailto:cward@ybca.org)



## Sponsorship Package Levels – Detailed Benefits

Our sponsorship opportunities are designed to help you meet your marketing objectives, with each package including customization support from our *Market Street Prototyping Festival* sponsorship staff.

### All sponsorship levels include:

- Invitations to a sponsor-only Network Reception event with festival partners, collaborators and design teams
- Right to use the festival and YBCA names and logos in connection with the festival sponsorship
- Personalized sponsorship acknowledgement suitable for display at your company
- Company logo or name recognition on the festival and YBCA donor walls
- Hyperlinked company logo or name recognition on the sponsor page of the festival website

**In addition to the above, sponsors at different levels receive the following benefits.**

### Lead Festival Sponsor \\ \$50,000 \\ One available

Become our Lead Sponsor and receive category exclusivity, as well as:

- Additional company and logo recognition:
  - First position logo on festival program/handout, festival project signage, and festival videos
  - Three-time exclusive recognition in festival’s social media (Facebook and Twitter)
  - Hyperlinked branded web banner promoting the sponsorship on the festival website homepage
  - Text listing for company on Facebook event pages, web event listings, and festival press releases
  - Exclusive company logo recognition on the festival t-shirt
- Customized Day of Service opportunity for your company’s employees
- Exclusive curator-led tour of the festival for up to 10 employees and guests
- Photo opportunity with YBCA’s and SF Planning’s leadership
- Customized educational opportunity for your company’s employees

### District Sponsor \\ \$25,000 \\ Six available

***Embarcadero, North & South – Retail Heart, North & South – Central Market, North & South***

- Company and logo recognition:
  - Second position logo on the festival program/handout, festival project signage, and festival videos
  - One-time exclusive recognition in festival’s social media (Facebook and Twitter)
  - Text listing for company on Facebook event pages, web event listings, and festival press releases
- Day of Service opportunity for your company’s employees
- Curator-led tour of the festival for up to 10 employees and guests
- Photo opportunity with YBCA’s and SF Planning’s leadership

### Incubation Project Sponsor \\ \$5,000 \\ Ten available

- Hyperlinked company logo on the project-specific webpage for the supported installation
- Company logo on the project-specific sign for the installation’s one- to two-year life on Market Street

### Prototype Project Sponsor \\ \$2,500

- Hyperlinked company logo on the project-specific webpage for the supported prototype
- Company logo on the project-specific sign during the festival