



MEDIA KIT



**Celebrating the Food, Culture,
and Community that shape
San Francisco
and the Sunset District**

[SUNSETMERCANTILESF.COM/SUNSET-NIGHT-MARKET](https://www.sunsetmercantilesf.com/sunset-night-market)



Sunset Night Market, 2023

ABOUT

The long-awaited return of the Sunset Night Market has arrived!

Two new Friday dates this summer and fall and an expanded footprint bring more AAPI food, vendors, makers, community fun, and local merchant highlights to the Irving Street corridor.

Building upon the success of last fall's Sunset Night Market, attracting over 10,000 people, the expanded market will double in size and expand to 19th-26th Avenue on Irving Street.





A COMMITMENT TO LOCAL

"As merchants, we're thrilled the Sunset Night Market is expanding to 19th Avenue!"

*Last year's Night Market brought **increased sales** to local businesses **throughout the entire neighborhood**, and we can't wait to highlight even more local merchants in the Outer Sunset for attendees to discover and visit year-round."*

- Outer Sunset Merchants and Professionals Association President Bill Barnickel



Photo by Kemily Visuals for Sunset Mercantile



Photo by Kemily Visuals for Sunset Mercantile

2024 SCHEDULE

SUNSET NIGHT MARKET
August 30 & September 27
5pm-10pm
Irving St between 19th & 26th Ave

- Onsite AAPI street food vendors located in the middle of the street in the style of classic Asian night markets
- Durian-Eating Contest hosted by Supervisor Joel Engardio (9/27)
- Local artisans and makers with an emphasis on Asian cultures
- Highlighting the small businesses, unique shops and eateries of the Sunset District
- Live music and dance on four or more stages
- Games with prizes and fun activities for all ages
- Seating and places to gather and eat
- Elected officials





2024 POSTER ART BY KATIE QUAN

50+ FOOD VENDORS · 100+ RETAIL + ART VENDORS · KIDS ACTIVITIES · LIVE MUSIC + DJs
超過50+ 食品攤檔 · 超過100 多家零售和藝術品檔販 · 兒童活動 · 現場音樂 + DJ

STINKY TOFU EATING CONTEST

★ 吃臭豆腐競賽 ★

SPECIAL GUEST MARTIN YAN

特邀嘉賓甄文達

SUNSET NIGHT MARKET
日落區夜市



NOW WITH 7
BLOCKS OF FUN!
現在伸展成 7
個街區的歡樂活動!

FRIDAYS | 5:00-10:00PM

AUGUST 30 & SEPTEMBER 27

IRVING ST BTW 19TH AVE - 26TH AVE

星期五 · 下午5:00PM至10:00PM 8月30日及9月27日 歐文街19大道至26大道之間

EARNED MEDIA



“An **exciting slate** of Bay Area restaurants will be serving **pork skewers**, steaming bowls of **beef noodle soup** and **stinky tofu** at a **hugely popular night market** that **drew thousands** of people in San Francisco last year.”

- SF Chronicle

- **20,000 people swarm SF's Sunset District for second year of massive night market**

Night Market returns to San Francisco Sunset District for 2nd year

SF's Sunset Night Market returns with thousands of people hungry for food and a great time

- Hit S.F. night market will double in size with these food vendors
- Night markets return in Chinatown, downtown and Sunset District this year
- Chinatown, Sunset District receive new grants to hold night markets and revitalize city
- Night markets are coming to more S.F. neighborhoods. Here's where to find them
- Sunset Night Market debuts; SF residents treated to culture and unique foods
- 'Not destined to the doom loop': Thousands flock to first S.F. night market
- First 'Sunset Night Market' brings out large crowd in San Francisco



Photo by Kemily Visuals for Sunset Mercantile



Photo by Kemily Visuals for Sunset Mercantile



Basil the Bold



Street Stix



The Chinita Baker



Nafisa's Table



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Photo by Paul Mansfield for Sunset Mercantile

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The market is presented by The **Sunset Night Market Collaborative**, a collective including Wah Mei School, Sunset Mercantile, Into The Streets, and ASIAN, Inc.

The Office Of Supervisor Joel Engardio, The San Francisco Office of Economic Workforce Development (SFOEWD), Kaiser Permanente, and The Civic Joy Fund provide key support and funding for the event series, along with many community partners rooted in the San Francisco Asian and Sunset community.

THE SUNSET NIGHT MARKET COLLABORATIVE:

