



Sponsorship Package

FRIDAY, SEPTEMBER 27

Promote your business to the 15,000-20,000 attendees of 2024's final Sunset Night Market!

With regular earned media - including live onsite coverage- across digital, television, and print outlets like CBS News, KQED, SFStandard, SF Chronicle, and more, the Night Market attracts thousands of San Francisco Bay Area residents passionate about food, culture, and community

Food vendors, live music and dance, children's activities and carnival games make this popular and much-anticipated event more than a Market - it's a community celebration of food across the AAPI diaspora, culture, and entertainment!



LIVE MUSIC



FAMILY FUN



FOOD

“ **A Night Market celebrates all the fun things in life!**”

◦ District 4 Supervisor Joel Engardio

ABOUT US

The Sunset Night Market Collaborative includes ASIAN, Inc., Into the Streets, Sunset Mercantile, and Wah Mei School, with other supporting partners rooted in the San Francisco AAPI and Sunset community.



**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

SUNSET NIGHT MARKET MEDIA KIT

- **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



SPONSORSHIP LEVELS

September 27, 2024

	PROMOTION	BENEFIT	Prosperity \$15,000	Longevity \$10,000	Harmony \$7000	Family \$3500
ON-SITE	Your banner on/near main stage <i>Banner provided by sponsor to ensure brand consistency</i>	Highlight your brand at the event's most high-profile space with lots of media exposure				
	Logo on Official Event banner + name recognition from stage	Capture thousands of onsite attendees				
	Premier 10x10 Exhibit space at both events (including table and 2 chairs)	Elevate your brand live with a high-traffic, highly visible prime location at the event				
PRE-EVENT	Your Logo on Official Event Posters Distributed Across the City and on Web	Get Coverage in the Streets, plus Media, Event Websites and More				
	Dedicated social media posts (Instagram, FB)	Reach >30,000 people and expand your following	3	2	1	
	Your logo on paid marketing, event website, and e-newsletters	Highlight your brand to >50,000 people				





SPONSORSHIP LEVELS

September 27, 2024

COMMUNITY SPONSORSHIP LEVEL

For local businesses and community-based organizations

\$600

Benefits:

- Your business name/logo on flyers
- Discounted Booth Space at both events
- Named in a community shout-out social media post
- Provide materials at the official Sunset Night Market Info Booth



SPONSORSHIP ADD-ONS

CARNIVAL ZONE SPONSORSHIP

Popular with children and families, the high-volume and highly popular Carnival Zones feature unique onsite games and activities like Mega Obstacle Courses, Whack-A-Mole, and more.

Benefits: Onsite Branding of the Full Zone,
+ Social Media Post + Named As Your Brand's Zone on Official Event Program

Cost: \$5000 per Zone





SPONSORSHIP ADD-ONS

DINING AREA

The Night Market is all about Food - Get Your brand featured at the popular dining areas across the event!

Benefit: Your brand prominently featured with onsite signage and/or branded tablecloths as attendees sit and relax- typical attendees spend 30 min at each table.

Cost: \$5,000 per zone,
or Sponsor All Event Dining Zones for \$10K



“ The Night Market was truly a love letter to the immigrants who now have made the Sunset their home.”

- Smokin' D's BBQ SF, Night Market participant and Sunset Small Business Owner



JOIN US AS A SPONSOR

Email Sponsorship@SunsetMercantileSF.com with a high-resolution logo (required by July 09/11/24 for print content). Indicate sponsorship level.

Make checks payable to:
Wah Mei*, 1400 Judah Street, San Francisco CA 94122

**Wah Mei is the fiscal sponsor and partner for the Sunset Night Market*

