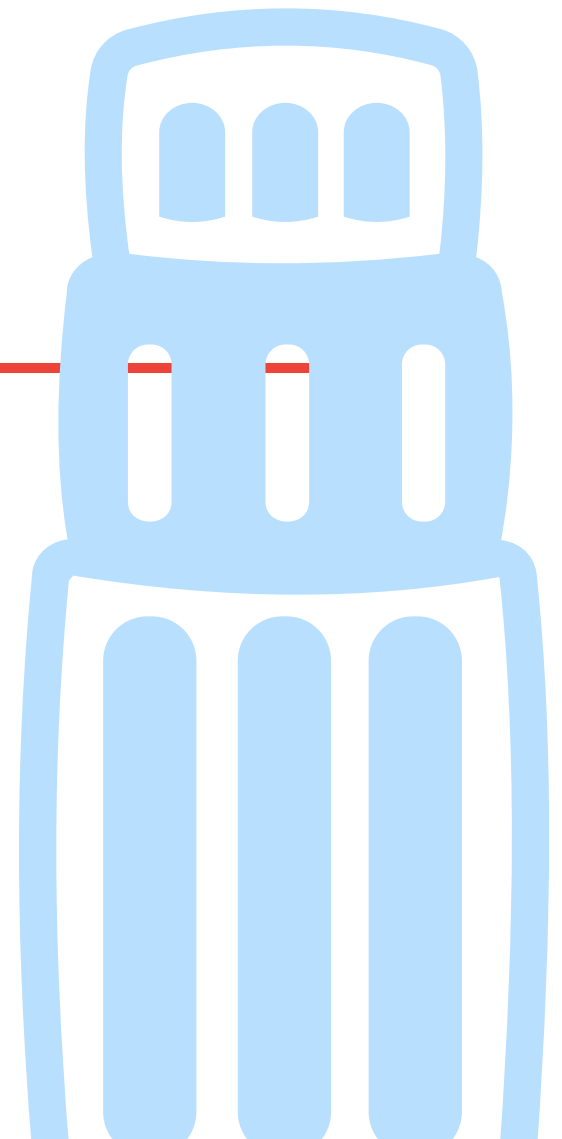


North Beach Festival

**SPONSORSHIP
OPPORTUNITIES**

2025



WHO WE ARE



SUNSET MERCANTILE IN PARTNERSHIP WITH THE NORTH BEACH BUSINESS ASSOCIATION

From our weekly Farmer's Market to the Sunset Night Market, to **City institutions** like the North Beach Festival, to **cultural celebrations** like Lunar New Year, Diwali and Día de Muertos, Sunset Mercantile events reach **over 200,000 people per year**.

We're based in **San Francisco's coastal Sunset District**, and our fun, mostly outdoor events take place citywide, **bringing people together** to connect with their neighbors, meet new friends, and discover more about their communities.

In partnership with NBBA, the North Beach Festival helps fund and power the neighborhood all year long, serving residents, local businesses, and neighbors.

SPONSOR COMMUNITY FUN

With a mission to support small makers, Sunset Mercantile vendors include hyper-local businesses like food artisans, makers, farmers, musicians, storytellers, and artists.

As a sponsor, **your brand will be featured at the heart of these community celebrations**, connecting your business to our audience of San Franciscans who appreciate **good food, sustainability, shopping local, and celebrating creativity**.



North Beach Festival, 2024



PRESS & MEDIA: MAJOR OUTLETS



138.9M
MONTHLY VISITORS



138.9M
PAGE VIEWS



6M
DIGITAL REACH



TESTIMONIALS

“We loved our experience at the Cole Valley Fair. It was well organized and we were extremely **busy the whole day!**”

Melissa, Light & Flicker

“Wonderful!!!
Our whole family is so grateful for all that you do! Thank you!!”

Monica, community member

“I don't live in the Outer Sunset, but I **go out of my way to eat and shop at the neighborhood's very enviable farmers market.**”

• Elena Klavansky, SF Chronicle

STATISTICS & METRICS



48K+
YEARLY
WEBSITE
VISITORS

40K+
SOCIAL
MEDIA
FOLLOWERS

200K+
YEARLY
ATTENDEES

WHERE THEY'RE FROM
THE SUNSET DISTRICT: 51%
OTHER SF: 35.%
OTHER BAY AREA COUNTY 12%

65%
NEWSLETTER
OPEN RATE

AGE RANGES
48% AGE 25-34
28% AGE 35 +



North Beach Festival



Celebrating its 71st anniversary this year, the North Beach Festival is the country's first-ever free outdoor arts & crafts festival, attracting over **100k attendees**.

The **popular and high-traffic** North Beach Festival spans two days and features multiple music and entertainment stages, outdoor bars, artisan goods and vendors, food vendors and trucks and much more!

Showcase your brand to an audience of **Bay Area and San Francisco locals and visitors** alike who are passionate about shopping, food, drink and experiencing a festive party in the **iconic North Beach neighborhood** of San Francisco!

THEMED EXPERIENCES

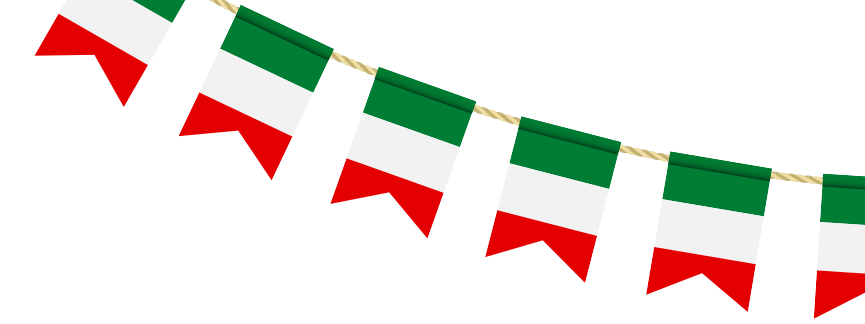
- **STAGE SPONSOR: BRAND THE POPULAR STAGE AREAS WITH YOUR LOGO AND BRING A DANCE PARTY TO THE STREETS**
- **BEVERAGE SPONSOR: DONATE BEER, WINE OR SPIRITS**
- **BAR SPONSOR: BRANDING AT THE POPULAR BARS & GARDENS**
- **ACTIVITY SPONSOR: KIDS PLAY AREA, ART ACTIVITIES & MORE!**





A TWO-DAY EVENT!

North Beach Festival SPONSORSHIP PACKAGES



ONSITE

PROMOTION	BENEFIT	Gold \$10K	Silver \$7K	Bronze \$5K
Your Logo on Main Entrance Banner	Capture thousands of onsite attendees	X		
Exclusive Branded Performance Stage/Space	Highlight your Brand at a popular, high profile location	X		
Premier 10x10 space with prominent location	Elevate your brand live with a high-traffic, highly visible prime location at the event	X	X	
Your logo on "Thanks to our Sponsors" poster prominently displayed at event	Associate your brand with fun in the streets	X	X	X
Shout-Outs and Recognition on Main Stage	Amplify your message to a captured, onsite audience	X	X	
Provide your materials for our Info Table	Showcase your brand with physical flyers	X	X	
Your logo on event t-shirts sold to the public	Promote with a Wearable Branding Opportunity	X		
Complimentary T-Shirts	Show Off Your Contribution	6	2	

PRE-EVENT

Dedicated Social Media Posts to our 17K+ Followers	Amplify your message across platforms	2	1	
Your logo in our e-newsletter with readership of 3500	Deliver your message directly into inboxes	X	X	
Your logo on SM web page (WITH LINK TO WEBSITE)	Reach hundreds of website viewers Year-Round	X	X	X
Your logo on paid marketing ads in local publications	Solidify your brand with a hyper-local audience	X	X	X
Your Logo on Posters and Flyers Across the Bay Area	Capture thousands of people on the streets locally	X	X	X
Social Media Thank-You and Tag	Expand your network across platforms	X	X	X

Enhance Your Activation!



- Interested in more booth space?
- Want us to bring a fun, hands-on activity to draw crowds to your booth?
- Showcase an electric vehicle?
- Take over and brand a popular dining area? Or All-Ages Fun Zone?
- Sponsor the Main Stage with premium banner placement?

Let us create a custom package to enhance your sponsorship and reach your brand goals!



In-Kind Alcohol Sponsorship

Provide 12+ cases of beer, wine or spirits to Sunset Mercantile or our nonprofit partner and receive all the benefits of sponsorship!

THEMED EXPERIENCES

- FUN ACTIVITY SPACE SPONSOR: BRING POPULAR GAMES AND ACTIVITIES
- FOOD COURT, ENTERTAINMENT OR STAGE SPONSOR
- INSTAGRAMMABLE STEP & REPEAT PHOTO OP SPONSOR
- CUSTOM AREA SPONSOR



CONTACT US

SUNSET MERCANTILE

424 Quintara Street
San Francisco, CA 94116

MARKETING & MEDIA INQUIRIES

marketing@sunsetmercantilesf.com

SPONSORSHIP INQUIRIES

sponsorship@sunsetmercantilesf.com

 [SUNSETMERCANTILESF](#)

