

FESTIVE, FAMILY-FRIENDLY EVENTS SINCE 2014!

# *Union Street Festival*

## **SPONSORSHIP OPPORTUNITIES**

---

# 2025

**SUNSET  
MERCANTILE**  
*Eat, Drink, Shop, Play  
Connect, and Be Local*

SUNSETMERCANTILESF.COM  
HELLO [AT] SUNSETMERCANTILESF.COM



# WHO WE ARE



## WE ARE SUNSET MERCANTILE!

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 in the neighborhood and citywide, **bringing people together** to connect with their neighbors, meet new friends, and discover more about their communities.

Live music, food vendors, kid's activities and more make Sunset Mercantile events beloved local destinations. We invite one and all to Come Eat, Drink, Shop, Play, Connect, and Be LOCAL with Sunset Mercantile!

## 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**.

Sunset Night Market, 2023





# 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

**39K+**  
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 +

# Union Street Festival



***Saturday, May 31 - Sunday, June 1, 2025***

Kick off the summer with one of the largest street festivals in San Francisco, located in the **bustling and affluent** Cow Hollow neighborhood!

The Union Street Festival brings **50,000 - 75,000 attendees** into the streets in one of San Francisco's most prominent neighborhoods, with boutique shops, high-end brand stores, exclusive restaurants, and more.

Bring music, fun zones, artists, makers and fun into the streets to help build community in the Marina District!

## **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



## *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?

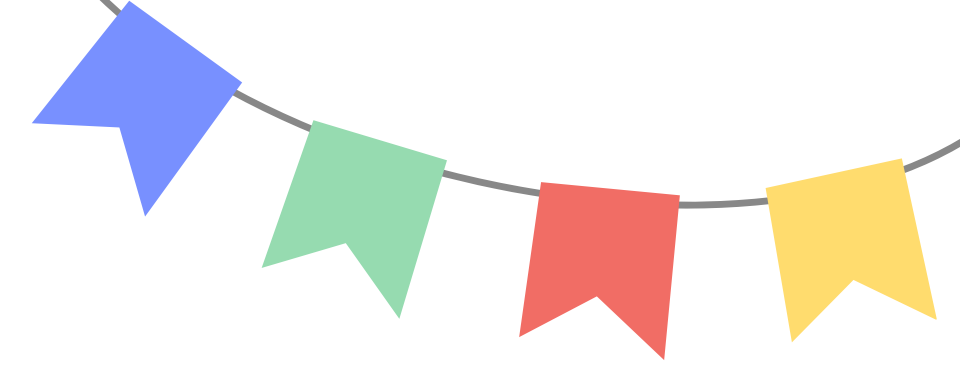
Let us create a custom package to enhance your sponsorship and reach your brand goals!



A TWO-DAY EVENT!

# Union Street Festival

## SPONSORSHIP PACKAGES



**ONSITE**

| PROMOTION   | BENEFIT  | Gold \$10K | Silver \$7K | Bronze \$5K |
|---|--|------------|-------------|-------------|
| Your Logo on Main Entrance Banner   | Capture thousands of onsite attendees  | 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 official event program and map prominently displayed throughout event and online | Get thousands of eyes on your brand across social media, event website, and onsite with sandwich boards throughout the event | 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 + 2 complimentary t-shirts                     | Promote with a Wearable Branding Opportunity   | X          |             |             |

**PRE-EVENT**

|   |  |   |   |   |
|---|--|---|---|---|
| Dedicated Social Media Posts to our 18K+ Followers    | Amplify your message across platforms              | 1 |   |   |
| Your logo in our e-newsletter with readership of 3500 | Deliver your message directly into inboxes         | X |   |   |
| Your logo on SM web page (WITH LINK TO WEBSITE)       | Reach hundreds of website viewers Year-Round       | 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 |



## ***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](mailto:marketing@sunsetmercantilesf.com)

## SPONSORSHIP INQUIRIES

[sponsorship@sunsetmercantilesf.com](mailto:sponsorship@sunsetmercantilesf.com)

 [SUNSETMERCANTILESF](#)

