



Festive, family-friendly events since 2014!

SUNSET MERCANTILE

UNION STREET FESTIVAL

SUPPORTSHIP OPPORTUNITIES

For Small Business

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



SUPPORTSHIP: FOR SMALL BUSINESS

Tailored especially for **local brick-and-mortars**, the **Supportship** program brings the **benefits of sponsorships** to small businesses like yours - from social media shoutouts to our **39K followers**, event spaces, and more!

PRE-EVENT
ONSITE

SUPPORTSHIP FEATURES	SUPPORTSHIP BENEFITS	\$1000	\$650
YOUR LOGO ON PROMOTIONAL POSTER DISTRIBUTED ACROSS SAN FRANCISCO	CAPTURE THOUSANDS OF PEOPLE ON THE STREET	X	
YOUR LOGO ON EVENT WEB PAGE	REACH HUNDREDS OF WEBSITE VIEWERS	X	X
FLYER DISTRIBUTED THROUGHOUT SAN FRANCISCO	GET COVERAGE IN THE STREETS	X	X
SOCIAL MEDIA THANK-YOU AND TAG	EXPAND YOUR NETWORK	X	X
YOUR LOGO ON "THANKS TO OUR SPONSORS" POSTER PROMINENTLY DISPLAYED AT EVENT	ASSOCIATE YOUR BRAND WITH FUN IN THE STREETS	X	X
10X10 VENDOR SPACE - SIGN THROUGH OUR VENDOR WEBSITE	HAVE A PHYSICAL PRESENCE AT THE EVENT		

UNION STREET FESTIVAL BOOTH OPTIONS

10X10 OPTION	
CATEGORY	PRICING
• MAKERS, ARTISTS & FOOD ARTISANS	\$500
• LOCAL MAKERS, ARTISTS & FOOD ARTISANS*	\$450
• MERCHANTS, SECONDHAND & ANTIQUE SELLERS	\$650
• LOCAL MERCHANTS, SECONDHAND & ANTIQUE SELLERS	\$550
8X5 OPTIONS (6FT STANDARD TABLE)	
CATEGORY	
• MAKERS, ARITISTS, & FOOD ARTISAN CARTS	\$325
• LOCAL MAKERS, ARTISTS & FOOD ARTISAN CARTS*	\$250
• MERCHANTS, SECONDHAND & ANTIQUE SELLERS	\$425
• LOCAL MERCHANTS, SECONDHAND & ANTIQUE SELLERS	\$350
10X20 OPTIONS	
• HOT FOOD VENDORS	\$2,250
• LOCAL HOT FOOD VENDORS*	\$1,700
• FOOD TRUCKS	\$2,300
*Must have a local Cow Hollow zip code	





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!





CONTACT US

SUNSET MERCANTILE

424 Quintara Street
San Francisco, CA 94116

MARKETING & MEDIA INQUIRIES

marketing@sunsetmercantilesf.com

SPONSORSHIP INQUIRIES

sponsorship@sunsetmercantilesf.com

 **SUNSETMERCANTILESF**

