

Festive, family-friendly events since 2014!



SUNSET MERCANTILE

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 +



**OUTER SUNSET
FARMERS
MARKET
& MERCANTILE**

Reach up to **5000 weekly attendees** at up to **52 farmers markets** as an Outer Sunset Farmer's Market & Mercantile Sponsor!

Our only year-round event, the Sunday market features farm-fresh produce, hot food vendors, live music, local makers, children's activities, interactive art workshops, cultural festivities and more. It's more than just a market - it's a community celebration!

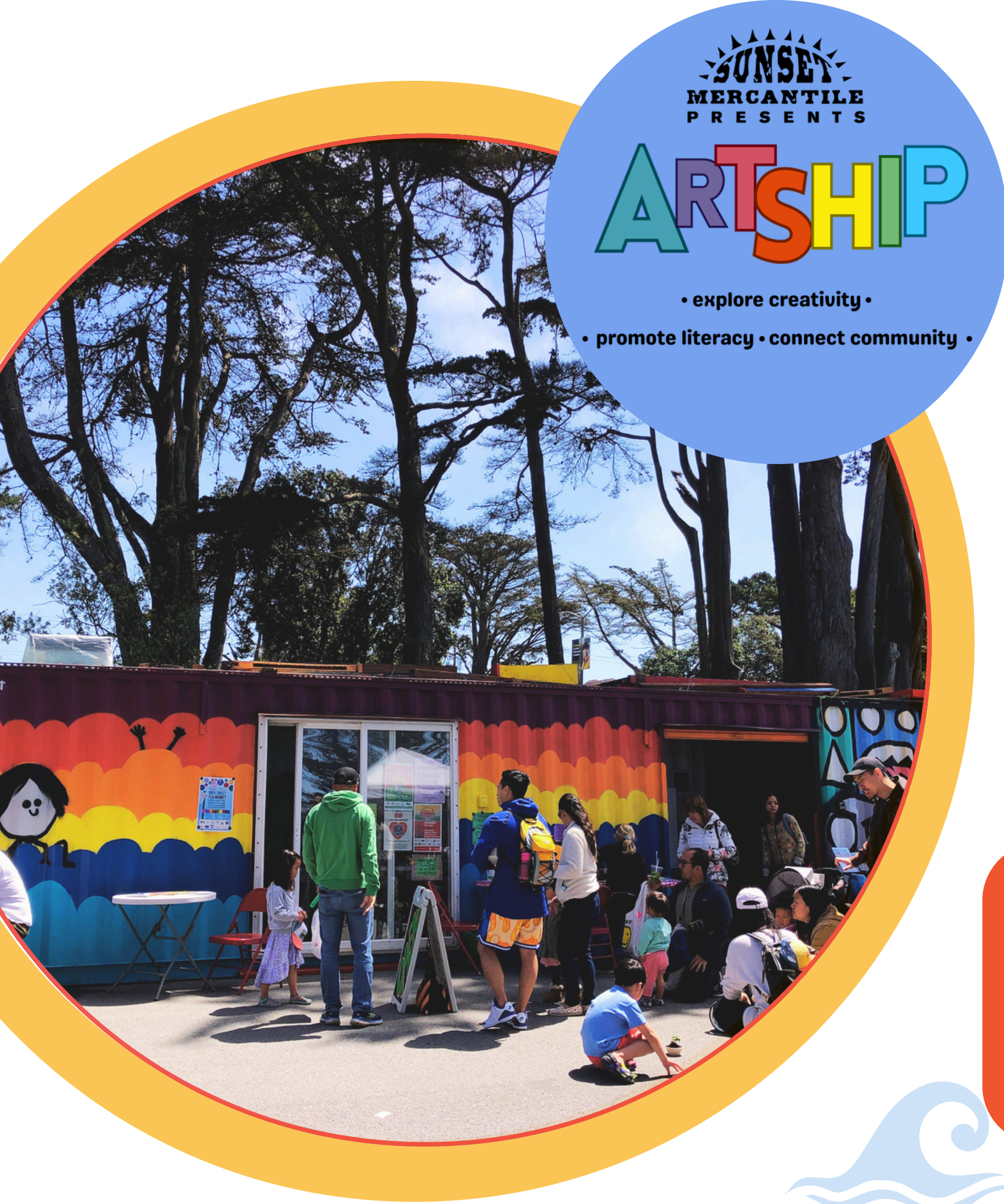
With a built-in audience of **healthy-minded food enthusiasts** who prioritize **shopping locally, community connection and supporting small makers, farmers, and artisans**, the OSFMM is a unique sponsorship opportunity.

And with companion themed events like Lunar New Year, Diwali, and regular seasonal celebrations, you can plan your campaign seasonally throughout the year!

THEMED ACTIVATIONS

- Fun Activity Space Sponsor: Bring Popular Games and Activities
- Food Court, Entertainment or Stage Sponsor
- Instagrammable Step & Repeat Photo Op Sponsor
- Cultural Event Sponsor





SUNSET
MERCANTILE
PRESENTS

ARTSHIP

- explore creativity •
- promote literacy • connect community •

Reach up to **200,000 engaged, artistically-minded community members** as an Artship sponsor!

A former shipping container-turned-art-space, the Sunset Mercantile Artship is an all-ages community **art exploration**, learning, activity and exhibit space with a permanent, stand-alone location on 37th Avenue.

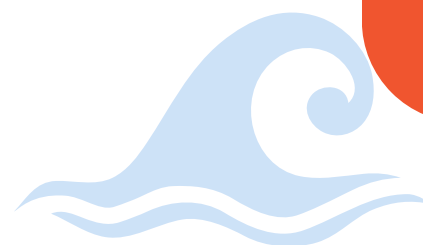
The Artship is open during our weekly Sunday Farmers Market, monthly Secondhand Saturday markets, and our other events taking place on 37th Avenue.

For offsite events, the Mobile Artship provides engaging activations, bringing the fun and creativity to you!

- Explore art with a focus on the creative process
- A free library and collection point for book donations
- Activities & workshops
- Special activities for cultural celebrations like Lunar New Year, Diwali & Dia de los Muertos and more
- A focus on ecology, nature, nutrition, and using recycled materials

SPONSORSHIP BENEFITS

- **ENJOY ONSITE BRANDING WITH A PERMANENT PRESENCE WITH YOUR COMPANY'S BANNER ONSITE!**
- **DONATE PRODUCT WITH BRANDING THROUGHOUT THE ARTSHIP FOR A SEASON OR MORE**



Secondhand Saturdays[®]



Activate your brand at Secondhand Saturdays - a curated, stylish and modern version of a traditional flea market featuring over 60 vintage vendors, makers and artists.

Each event attracts up to **5000 sustainably-minded attendees** with a focus on fashion, home decor, community, music, and activities like surfing and biking around our beautiful nearby coastline.

Live music, food trucks, and rotating family-friendly activities make this monthly festival a San Francisco destination.

Secondhand Saturdays also hosts **special onsite companion events**, from surfing-focused celebrations to record swaps and DJ dance parties. Connect your brand to seasonal, sustainability-focused fun in the Outer Sunset, and help plan your brand's schedule with our yearly calendar!



THEMED EXPERIENCES

- Fun Activity Space Sponsor: Bring Popular Games and Activities
- Food Court, Entertainment or Stage Sponsor
- Instagrammable Step & Repeat Photo Op Sponsor
- Special Event Sponsor

INNER SUNSET FLEA MARKET



Sponsor **family-focused sustainability** in the heart of the Inner Sunset!

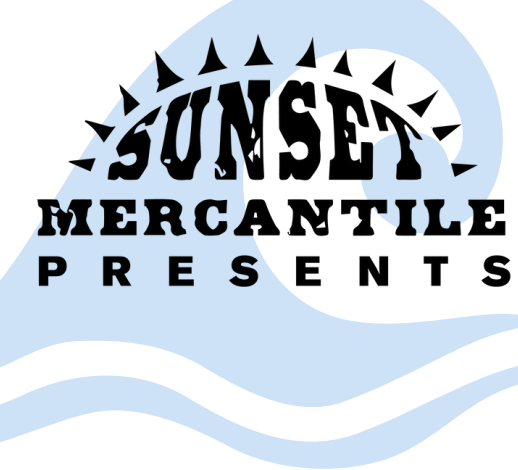
Voted one of the **Top Ten Flea Markets in the Bay Area**, the Inner Sunset Flea Market features an array of vendors, live music, a large and very popular kid's zone, and fun themed days every second Sunday April-November.

Hosting up to **5000 attendees weekly**, the ISFM takes place on the **busy shopping corridor of Irving Street at 9th Avenue**, reaching thousands of families, homeowners, high income-earners and community-minded neighbors.

THEMED EXPERIENCES

- **FUN ACTIVITY SPACE SPONSOR: BRING POPULAR GAMES AND ACTIVITIES**
- **FOOD COURT, ENTERTAINMENT OR STAGE SPONSOR**
- **INSTAGRAMMABLE STEP & REPEAT PHOTO OP SPONSOR**
- **THEMED SEASONAL EVENT SPONSOR**





INNER SUNSET FLEA MARKET

Secondhand Saturdays®

SPONSORSHIP PACKAGES

4 MONTH LONG PROMOTION (AUGUST-NOV)	BENEFIT	GOLD \$5000	SILVER \$3000	BRONZE \$1500
Premier 10x10 space with prominent location	<i>Elevate your brand live with a high-traffic event location</i>	All 4 Events	1	
Your logo on paid marketing ads in local publications	<i>Solidify your brand with a hyper-local audience</i>	X		
Provide your materials for our Info Table	<i>Showcase your brand with physical flyers</i>	X		
Dedicated Social Media Post to our 18K+ Followers on Sunset Mercantile and Event Accounts	<i>Amplify your message across platforms</i>	2		
Your logo on SM web page (WITH LINK TO WEBSITE)	<i>Reach hundreds of website viewers</i>	X	X	X
Your logo in our e-newsletter with readership of 3500	<i>Deliver your message directly into inboxes</i>	X	X	
Your logo on Posters and Flyers distributed across San Francisco	<i>Capture thousands of people on the streets</i>	X	X	X
Social Media Thank-You and Tag (Facebook, Instagram)	<i>Expand your network</i>	X	X	X
Shout-Outs and Recognition on Main Stage	<i>Amplify your message to a captured, onsite audience</i>	X	X	

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?

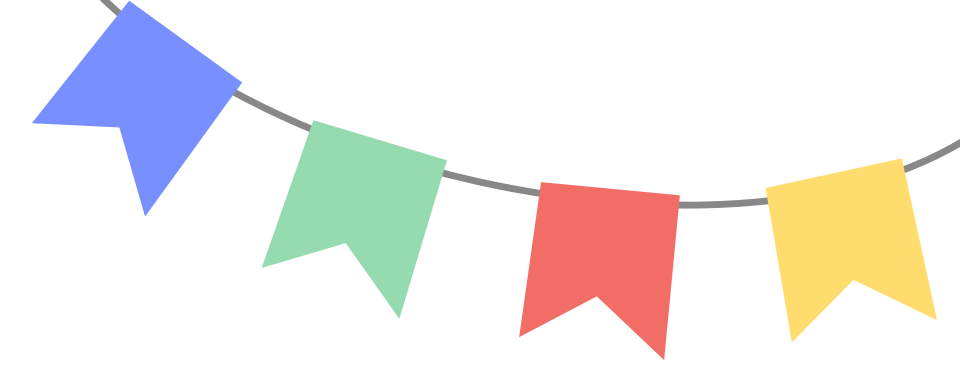
Let us create a custom package to enhance your sponsorship and reach your brand goals!



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



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

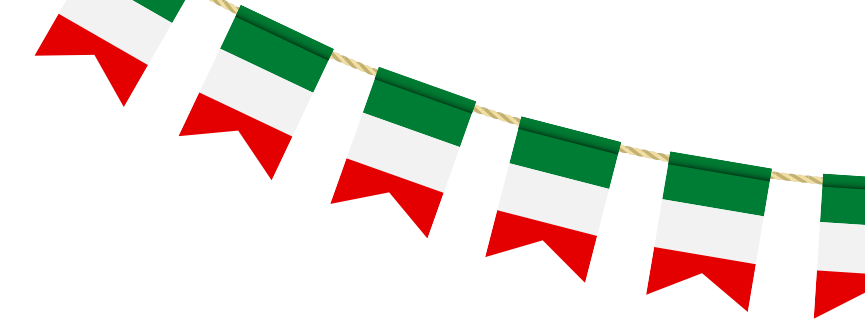
- **STAGE SPONSOR: BRAND THE POPULAR STAGE AREAS WITH YOUR LOGO AND BRING A DANCE PARTY TO THE STREETS**
- **BEVERAGE SPONSOR: DONATE BEER, WINE OR SPIRITS**
- **BAR SPONSOR: BRANDING AT THE POPULAR BARS & GARDENS**
- **ACTIVITY SPONSOR: KIDS PLAY AREA, ART ACTIVITIES & MORE!**





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

+ Cole Valley Fair + Cole Valley Nights



Reach up to **4000 attendees** in the Cole Valley neighborhood, made up of **professionals, HNWI families** and more!

Both the Fair (back for its 21st anniversary this year!) and the new Cole Valley Nights take place in the **heart of downtown Cole Valley**, a thriving and **bustling San Francisco neighborhood** of beloved local businesses, high-end wine bars, restaurants, luxury boutique shops, salons, French cafes and more.

Cole Valley Fair features food booths, live music, fine arts and crafts, vintage car display, and lots of **family-friendly fun**.

Cole Valley Nights is an evening street fair with live music, fun activities like wreath-making and cake walks, and a popular nighttime **Wine Walk**.

THEMED EXPERIENCES

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



Cole Valley Fair

SPONSORSHIP PACKAGES

ONSITE

PROMOTION	BENEFIT	Gold \$8K	Silver \$6K	Bronze \$4K
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 on Cole Valley Fair and SM accounts	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



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



Día de los Muertos Outer Sunset

Sunset Mercantile's fifth annual **Día de los Muertos** is a unique cultural celebration and the only one of its kind in the City's Sunset District!

A night full of food, music, dance, and tradition, Día de los Muertos **attracts up to 8000 attendees** with strong interests in **culture, style, community, music, health, and urban city life**. Ballet Folklórico dancers weave stories of legends through their magnificent performances, and attendees are invited to set up an ofrenda/altar table for their loved ones as a dedication to their memory.

Traditional artisan goods, delicious Latin treats, live DJ music, beer, wine and spirits, art activities, lotería and more round out this **beautiful cultural celebration of life**. Watch the street transform into an evening of glittering lights, garlands, music, and the vibrant traditions of Día de los Muertos as you **bring your brand to the heart of this annual celebration**.

THEMED EXPERIENCES

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



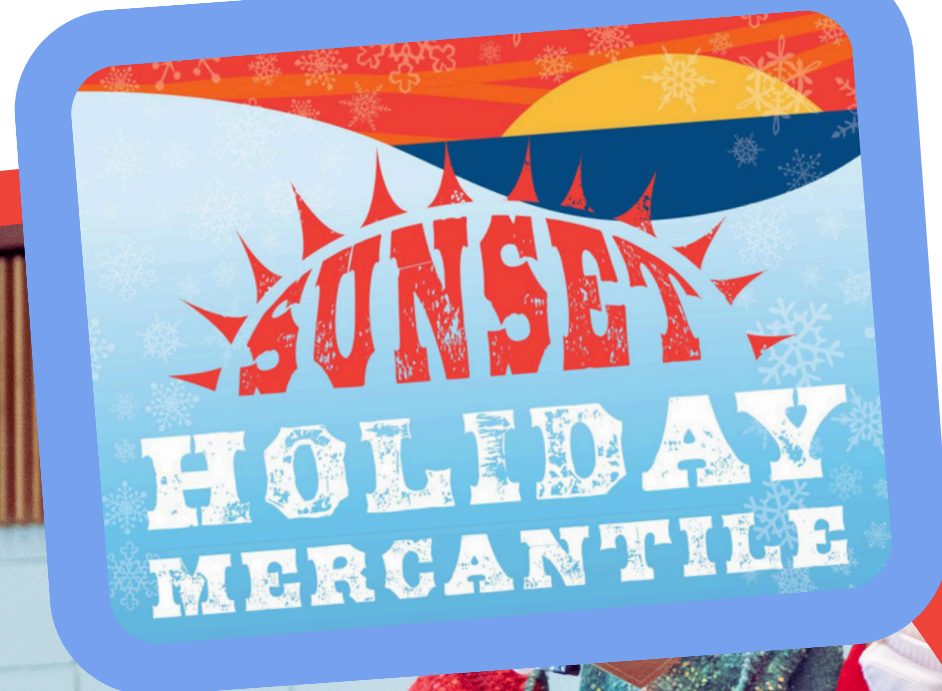


SUPPORTSHIP: FOR SMALL BUSINESS

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	
YOUR LOGO ON SUNSET MERCANTILE EVENT WEB PAGE (WITH LINK TO WEBSITE)	REACH HUNDREDS OF WEBSITE VIEWERS	X
YOUR LOGO ON PROMOTIONAL POSTER DISTRIBUTED ACROSS SAN FRANCISCO	CAPTURE THOUSANDS OF PEOPLE ON THE STREET	X
YOUR LOGO ON FLYER DISTRIBUTED THROUGHOUT SAN FRANCISCO	GET COVERAGE IN THE STREETS	X
DEDICATED SOCIAL MEDIA POST* TO OUR 39K+ FOLLOWERS	AMPLIFY YOUR MESSAGE ACROSS PLATFORMS	2
SOCIAL MEDIA THANK-YOU AND TAG	EXPAND YOUR NETWORK	X
YOUR LOGO/NAME ON PAID MARKETING ADS IN LOCAL MEDIA	SOLIDIFY YOUR BRAND WITH A HYPER-LOCAL AUDIENCE	X
YOUR LOGO ON "THANKS TO OUR SPONSORS" POSTER PROMINENTLY DISPLAYED AT EVENT	ASSOCIATE YOUR BRAND WITH FUN IN THE STREETS	X
YOUR MATERIALS AT INFORMATION TABLE (*MUST BE PROVIDED ONSITE BY SPONSOR)	SHOWCASE YOUR BRAND WITH PHYSICAL FLYERS	X
10X10 VENDOR SPACE	HAVE A PHYSICAL PRESENCE AT THE EVENT	X



Attracting **up to 8,000 attendees**, the Sunset Holiday Mercantile reaches SF and Bay Area residents passionate about **sustainability, holiday shopping**, style, music, urban city life, art, **food and drink**.

Our first and flagship event has its own holiday! In 2024, Mayor London Breed declared **December 7th as Sunset Holiday Mercantile Day** in San Francisco on our 10th anniversary.

This beloved holiday event features **two days** of local makers, merchants, artists, food trucks, live music, free activities, beer, wine and spirits tasting - plus so much more!

Promote your business to thousands of locals in this popular holiday fair, which takes place in the **bustling Inner Sunset district** right inside beautiful Golden Gate Park's Country Fair Building. Opportunities are available both **indoors and in the outdoor courtyard**.

THEMED EXPERIENCES

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



HOLIDAYS ON TARAVAL &

Inner Sunset Holiday Lights Stroll

Promote your brand and bring holiday fun and community-building to up to **3,000 local attendees** in the Sunset District!

Activate your brand at these true neighborhood events by demoing or sampling your product or sponsoring a popular activity. Attendees shopping for gifts, art, and fashion while enjoying live music, community activities and urban city life.

Holidays on Taraval activities include the Annual Tree Lighting at McCoppin Square, performances, music, arts & activities along with makers & merchants.

The **Inner Sunset Holiday Lights Stroll** features is an evening event on the busy Irving Street merchant corridor. Living windows, activities, live music and more bring a seasonal party to the neighborhood.

Align your brand with hyper-local community and bring holiday fun for all as a 2024 Holidays on Taraval or Inner Sunset Holiday Lights Stroll sponsor!

LET US BUILD A CUSTOM EVENT SCHEDULE FOR YOU!



[Check out our 2025 Event Calendar](#) with pricing to help you plan your marketing strategy for the year!

We want to build our sponsorship community and continuously find ways to thank you, while helping with your business goals and connecting you with our unique and creative collection of artisans, artists, makers, creators, writers, and more!

With our pre-planned seasonal calendar and year of unique themed events, we'll help you craft a custom plan to reach your ideal audience in a variety of events throughout San Francisco!

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



CONTACT US

SUNSET MERCANTILE

424 Quintara Street
San Francisco, CA 94116

MARKETING & MEDIA INQUIRIES

marketing@sunsetmercantilesf.com

SPONSORSHIP INQUIRIES

sponsorship@sunsetmercantilesf.com

 [SUNSETMERCANTILESF](#)

