



GALA SPONSORSHIP OPPORTUNITIES & BENEFITS

Yerba Buena Alliance 25th Anniversary GALA | 9.28.2016

WHAT WE OFFER	GOLD \$6,000 +	SILVER \$3,000	BRONZE \$1,500	*ART & CULTURE ADVOCATE \$500	IN-KIND SPONSOR \$5,000	IN-KIND DONOR up to \$5,000
VISIBILITY						
Invitation	PROMINENT LOGO	LOGO	NAME	NAME	LOGO	NAME
Printed Program	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
Signage at event	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
Display table at event	YES	YES				
Promotional video	YES	NO	NO	NO	NO	NO
YBA WEBSITE						
Gala Sponsor page with hotlink	PROMINENT LOGO	LOGO	SMALL LOGO	NAME	LOGO	NAME
ADVERTISING & MEDIA						
Print Ad (if available)	PROMINENT LOGO	LOGO	NAME	NAME	LOGO	NAME
On-line social media	PROMINENT LOGO	LOGO	NAME	NAME	NAME	NAME
YBA e-newsletter	PROMINENT LOGO	LOGO	NAME	NAME	LOGO	NAME
TICKETS	UPON REQUEST					
Sponsor Reception + Gala	10	8	4	2	6	2

BENEFITS inclusion subject to deadlines ♦ all benefits expire after 9.30.2017 ♦ sponsorship is tax deductible, less \$50 per ticket

*reserved for non-profit organizations **produced by sponsor, maximum 3 minutes

BENEFITS & COLLATERAL BY THE NUMBERS

INVITATION = 3,000 **PROGRAM** = 350 **E-NEWSLETTER** = 5,000 subscribers **SOCIAL MEDIA FOLLOWERS** **WEBSITE** = 10,000+ visits per month
 {DEADLINE: 7.22.2016} {DEADLINE: 9.12.2016} {ISSUES: 6-9 2016} = 112,000 on-line views Facebook= 1300 Instagram= 1000 Twitter= 700

WHY GIVE

YERBA BUENA NEIGHBORHOOD is a model across the country for its diversity and integral interweaving of uses: establishing a fund from the development to maintain the core uses, cultural resources as well as its commitment to equity and inclusion. **OUR MISSION** supports the Yerba Buena Neighborhood by strengthening partnerships, providing critical neighborhood-wide leadership and infrastructure, serving as an information source and forum for the area's diverse residents, businesses, and visitors, and promoting the area. **OUR VISION** supports stable and vibrant businesses, beautiful and accessible public spaces and an engaged community that is key to ensuring the high quality of life in San Francisco and the Yerba Buena Neighborhood.

COMMUNITY OUTREACH PROGRAMS {in collaboration with our community partners and cultural institutions}

NEIGHBORHOOD MEETINGS = 150 stakeholders **THIRD THURSDAY** = 10,000 outreach **ART WALK** = 50,000 outreach **CULTURE CABINET** = 30 organizations

GALA DEMOGRAPHICS Sold out crowd = anticipated 300 20-30 year olds = 14% 30-50 year olds = 65% 50+ year olds = 20%

Yerba Buena Alliance is a not-for-profit 501(c)(6) organization, tax ID number 94-3147626. Your sponsorship is tax deductible up to the maximum extent allowed by law. Please contact **Virginia Grandi, Executive Director @ 415-541-0312** or email to virginia@yerbabuena.org with any questions. Visit our website @ www.yerbabuena.org.

