



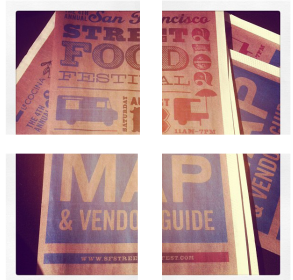
# LA COCINA'S SAN FRANCISCO STREET FOOD FESTIVAL

A MARKETING OPPORTUNITY WITH A CAUSE

# LA COCINA'S SAN FRANCISCO STREET FOOD FESTIVAL

A cause related marketing opportunity

CONNECT WITH 80,000+ FOOD ENTREPRENEURS, CHEFS, TRADE & CONSUMERS



## OVERVIEW

La Cocina, in association with SAVEUR Magazine, is proud to host the Fifth Annual San Francisco Street Food Festival. In its fifth year, the SF Street Food Festival brings 80,000 people to 8 blocks in the city's Mission District to celebrate the talents of culinary entrepreneurs as well as to support La Cocina. Through activation at our festival and an optional partnership with national partner SAVEUR, your brand can align with this vibrant weekend-long celebration of community, culture, and entrepreneurial spirit.

## ABOUT LA COCINA

La Cocina works with low-income women and immigrant entrepreneurs as they launch and grow successful food businesses. The organization's vision is for program participants to become self-sufficient and contribute to the economy by doing what they love to do. By providing affordable, shared, commercial kitchen space, and an array of industry-specific support, La Cocina supports 30 to 40 businesses each year; those businesses, in turn, generate an estimated \$2,000,000 in local revenue.

## WHO ATTENDS?

Fans of the SF Street Food Festival are upwardly-mobile influencers, well-known chefs, countless media outlets, and food journalists. Last year's festival saw day-of sales of nearly \$1,000,000 in food and apparel.

## THE VENDORS

The Festival will feature more than 85 vendors, including: San Francisco's most well-known restaurants, food trucks, carts, home cooks, James Beard award winners, Michelin starred chefs, and more than 30 La Cocina members. Vendors will sell food and drinks, nothing costing more than \$8-\$10, and all money raised will benefit La Cocina.

## PROGRAMMING

### August 16<sup>th</sup> - Night Market

A kick-off event the evening before the grand tasting will transport people to the night markets of Asia, Latin America, and Africa. This ticketed experience will take place within the nearby Alemany Market, for 2,000 guests.

### August 17<sup>th</sup> - SF Street Food Festival

Bay Area's premiere food event for 80,000 guests.

### August 18<sup>th</sup> & 19<sup>th</sup> - La Cocina's Food & Entrepreneurship Conference

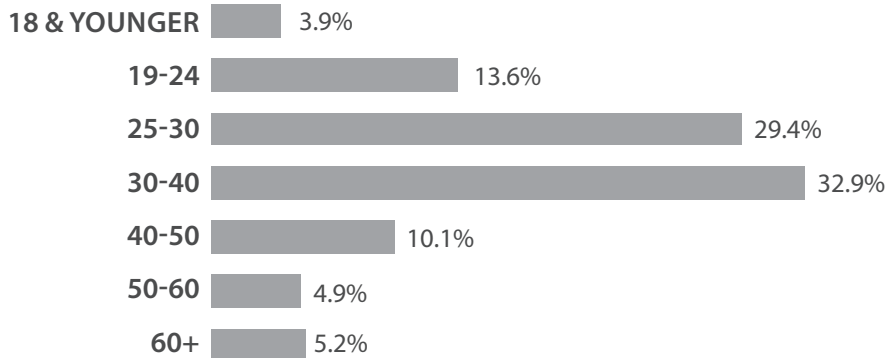
La Cocina will host a two-day conference featuring national panelists focused on food and entrepreneurship. Attendance includes 300-500 people.

# SFSFF: FESTIVAL ATTENDEE PROFILE

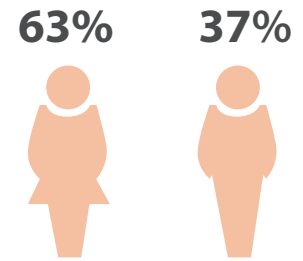
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\*Attendee profile statistics were pulled from a random survey of 500 people at the event.

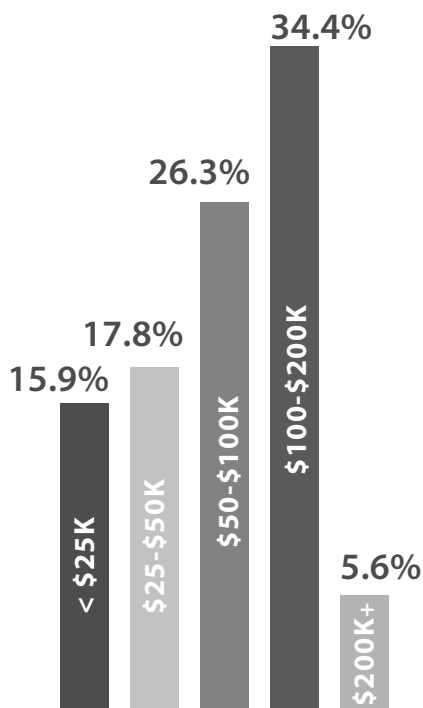
## AGE GROUP



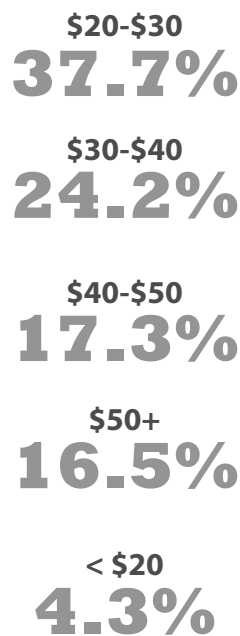
## GENDER



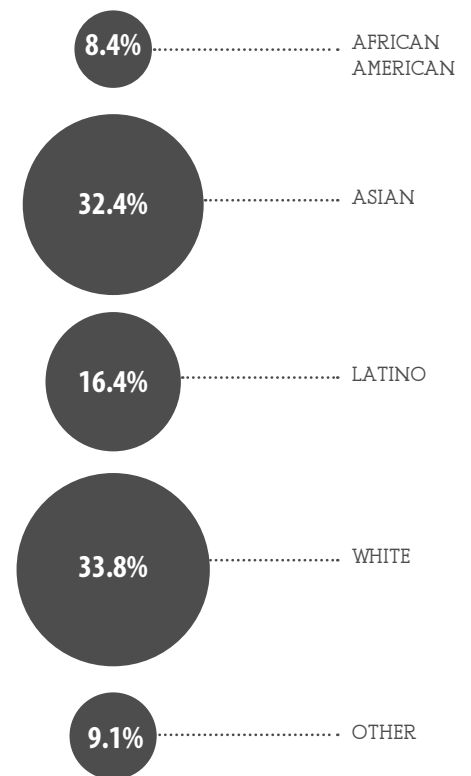
## HOUSEHOLD INCOME



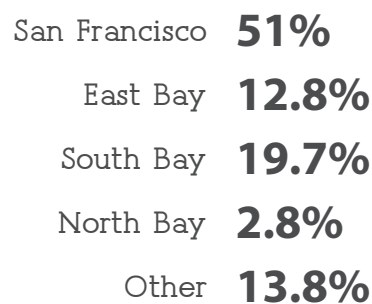
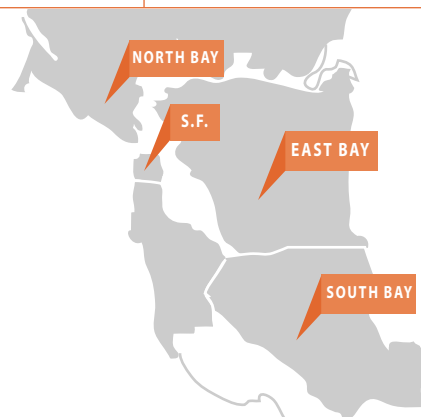
## AMOUNT OF MONEY SPENT



## ETHNICITY



## WHERE DO OUR ATTENDEES COME FROM?



# MEDIA IMPRESSIONS

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## PRINT NATIONAL >>

**3,126,000**

impressions from our ads in SAVEUR (issues June/July & August/September 2012)

**SAVEUR**  
Savor a World of Authentic Cuisine

**400,000**

impressions from Yelp's newsletter



## PRINT LOCAL >>

**1,444,703**

impressions from the San Francisco Chronicle



**210,000**

impressions from our ad and map in the Guardian



**50,000**

impressions from our ad in 7 x 7



**103,800**

impressions from two articles in the print editions of El Mensajero



## TV

**1,000,000**

impressions from Univision



**1,500,000**

impressions from KRON-TV



## RADIO

**500,000**

impressions from Radio Alice @97.3



**250,000**

impressions from Hecho en California Marco Gutierrez



## CLOUD IMPRESSIONS ESTIMATE

**3,707,853**

total impressions from SAVEUR, SF Chronicle, SF Weekly, The Guardian, La Cocina's mailing list, and Table Hoppers

## SOCIAL MEDIA

**19,422**

Twitter Followers



**10,251**

Facebook Fans



**429**

Instagram Tags



## ONLINE PUBLICATIONS

We had **60+** stories online reporting the media dinner and street food festival. This year, we introduced the San Francisco Night Market which itself garnered the attention of the media with **20+** online stories.

SFGate

SF Weekly

San Francisco Travel

Mission Local

SF Examiner

Tablehopper

The Huffington

Univision

Eater

Tasting Table

About.com

El Mensajero

Grub Street

Bay Area Bites

SF Station

Food Culture Daily



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The San Francisco Street Food Festival offers Sponsorship Opportunities from **\$5,000--\$75,000** and offer custom activations at the majority of sponsor levels. Past and present sponsor opportunities, exclusive and otherwise include:

## MAPS

Own the footprint of this festival.  
Over 90,000 maps are distributed  
beginning 2 weeks prior to the  
event through local media channels  
and on-site.

## APP

Partner with La Cocina on our mobile app with push notifications and vendor stories and connections.

## CUSTOM ACTIVATIONS

Eating contests, karaoke, product demos and giveaways.

## KIDS' AREA

Reach families when they're having fun. Kids' area activations include games, prizes, playgrounds and more.

## LOUNGES

Create your own space at the festival  
with exclusive lounge opportunities.



# MEDIA MENTIONS

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“La Cocina’s San Francisco Street Food Festival helms all of the bay area’s best food and music, in one street, once a year and it attracts around 50,000 people.

It’s a celebration of entrepreneurship and passionate local producers and restaurants, with a hippy vibe thrown in. La Cocina is a non-profit incubator kitchen offered to low-income and immigrant entrepreneurs who are keen to start their own businesses.

Don’t expect polished waiters and cutlery. All the vendors started by cooking street food and, as street food should be eaten on the street, that’s where the party starts.

With street food making a comeback once more, this cosmopolitan festival has a lovely bohemian feel and is unique to the San Francisco area. And, it’s free, man. Well, free entry. Be sure to wear a flower in your hair. ”

-Minnie R, from CNN Travel, 2012



“The other thing that really touched me is just how excited everyone was to feed you. To tell you about their dish. To ask if you liked it. I was just overwhelmed with how much heart goes into it all. So next month, when I’m waiting in line at the festival or night market for the “Malaysian chilaquiles” from Azalina’s or the panucho from Chaac-Mool or the moi-moi from Chiefo’s Kitchen, I’m going to remember the pride and excitement each of these vendors has to be participating in the event, and most important, I’m going to think about their dreams, which is basically to feed people their wonderful food. It’s profound. Deep soul. I know, I’m a total sap, but I was really moved last night. ”

— Marcia Gagliardi, from Tablehopper, 2012



“When you make it to the big time, you sometimes forget where you came from. But La Cocina wants to make sure that doesn’t happen with its San Francisco Street Food Festival, now in its fourth year.

[Supervisor] Campos thanked La Cocina for its work in helping the immigrant community and encouraged people to remind others of the festival’s foundation: **“To celebrate the entrepreneurial spirit of the neighborhood.”**

To help keep the event focused on the community, La Cocina will turn Parque Ninos Unidos into a gathering point for families throughout the day on Saturday. Volunteers will paint faces, give away free school supplies and hold raffles while food vendors dish out their specialty eats. ”

— Lisette Mejia, from Mission Local, 2012

