



LA COCINA'S SAN FRANCISCO STREET FOOD FESTIVAL

A MARKETING OPPORTUNITY WITH A CAUSE

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A cause related marketing opportunity

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



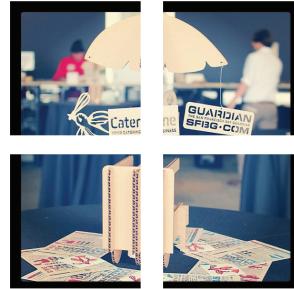
OVERVIEW

La Cocina, in association with SAVEUR Magazine, is proud to host the Sixth Annual San Francisco Street Food Festival. In its 6th year, the SF Street Food Festival brings 80,000 people together 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.



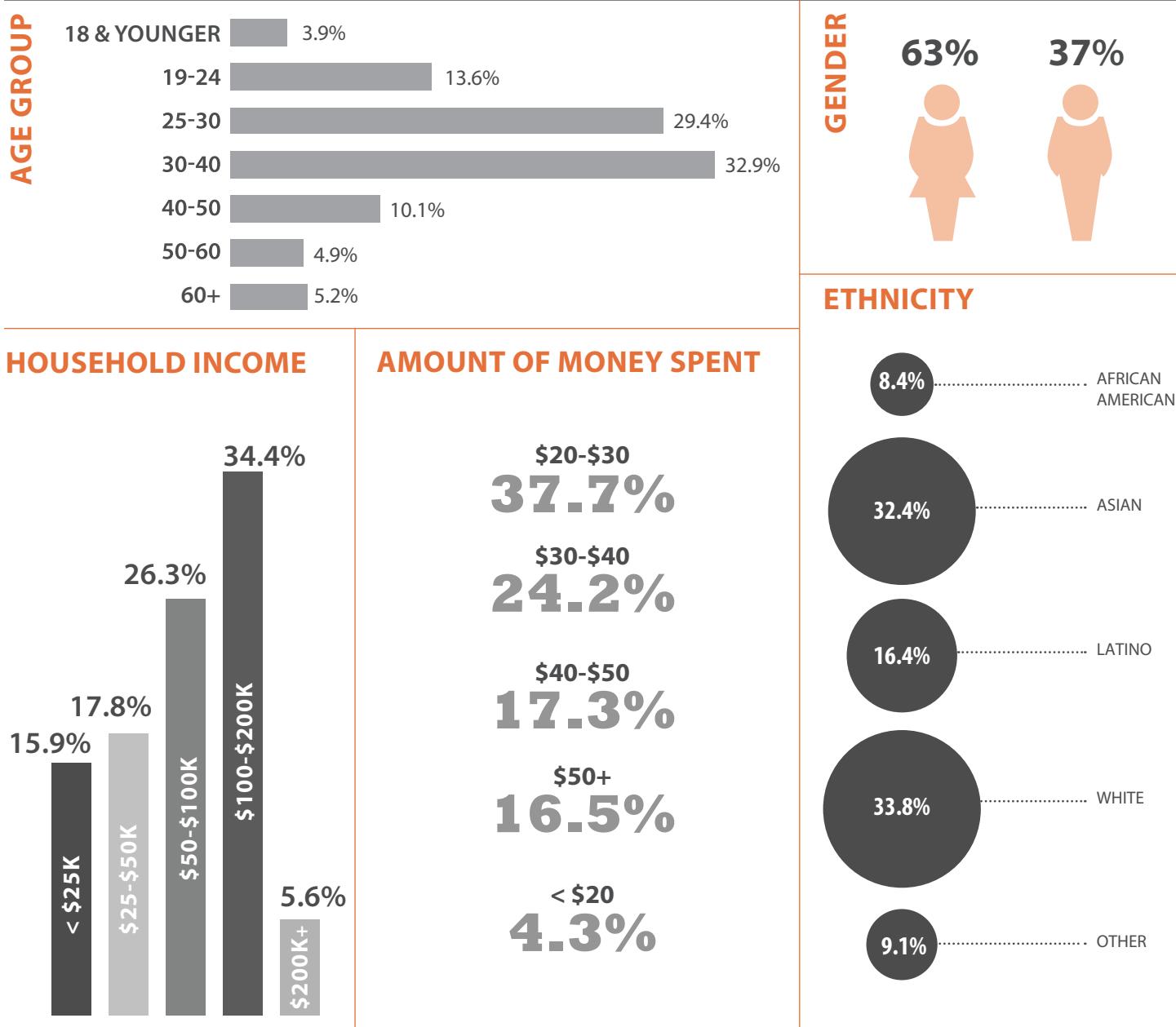
WHO ATTENDS?

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.

SFSFF: FESTIVAL ATTENDEE PROFILE

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



WHERE DO OUR ATTENDEES COME FROM?



San Francisco	51%
East Bay	12.8%
South Bay	19.7%
North Bay	2.8%
Other	13.8%

MEDIA IMPRESSIONS

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PRINT NATIONAL >>

3,126,000
impressions from our
ads in SAVEUR (issues
June/July & August/
September 2012)



400,000
impressions from
Yelp's newsletter



29,600,000
impressions from
the New York Times



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

22,800 Twitter Followers **16,615** Facebook Fans **1150** Instagram Fans



ONLINE PUBLICATIONS

We had **50+ stories** online reporting the media dinner and street food festival. For the 2nd year we hosted the San Francisco Night Market which itself garnered the attention of the media with **20+ online stories**.

7x7

Bay Area Bites

El Mensajero

Grub Street

Inside Scoop SF

Los Angeles Times

Serious Eats

SF Bay Guardian

SF Chronicle

SF Gate

SF Eater

SF Examiner

SFist

SF Station

SF Weekly

The Bold Italic

The Huffington Post

Venture Beat

Yahoo

Zagat

SPONSOR OPPORTUNITIES

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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 panuco 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

tablehopper™

“ 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

