

# Annual Luncheon 2022

Sponsorship  
Opportunities

# Annual Luncheon

## Breakthrough!

**We are at the dawn of something great – new horizons for Union Square and SF.**

This event is an opportunity for members and stakeholders to help us celebrate and maintain Union Square as a world-class destination. As we are emerging from the pandemic, we are at the dawn of great change and opportunity. Events are scheduled in-person, large-scale conferences are returning, and workers are coming back to the office. Together we can lift Union Square up to its full potential and show the world that this is truly the heart of San Francisco.

**Mission of the Union Square Foundation**

To establish a renewed ‘sense of place’ for the Union Square Area by supporting diverse artistic, cultural, and culinary programs and projects – and by cultivating a welcoming, caring community for all humankind.

We provide critical support to both create and maintain a clean, safe, and beautiful environment that serves to enrich its public spaces for the enjoyment of San Francisco’s residents and visitors.



# Annual Luncheon

## Event Details

- DATE: Friday, May 6, 2022
- TIMELINE:
  - 10:30am – Registration Opens, Reception Begins in Mission Bay Room
  - 12:00pm – Luncheon Begins in Golden Gate Room
  - 2pm – Event Ends
- LOCATION: The Westin St. Francis Union Square, 335 Powell Street; Golden Gate & Mission Bay Rooms
- THEME: Breakthrough!
- WHO ATTENDS THE ANNUAL LUNCHEON AND FUNDRAISER?
  - Corporate Executives, Business Owners, Government Department Directors and Managers, Public and Government Affairs Officers, Business Development Directors, Marketing Directors and Executive Directors, Stakeholders, Tenants, Members, Leaders of City Affiliated Organizations and National and Local Non-Profits



# Annual Luncheon

## Projects funded by the Foundation and Alliance

Your sponsorship will help fund the following existing and expanding projects as well as new initiatives

- Union Square in Bloom
- Light up the Square, Lighting Project
- Weekday Evening Summer Dancing Series
- Saturday Afternoon Summer Music Series
- Public Realm Improvements – e.g., Colorful Lanterns throughout the district
- Maiden Lane Activations
- Landscaping Maintenance





# Sponsorship Levels

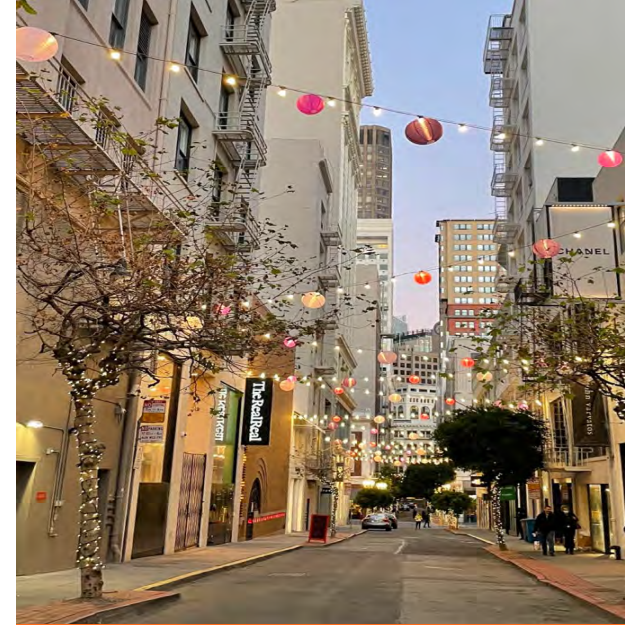
# Presenting Sponsor

\$25,000

## Benefits

- Top sponsor recognition at the event in all relevant marketing pieces\*
- Opportunity to be or to present a Featured Speaker on stage
- Two table (16 seats total) in a prominent position closest to the stage
- Opportunity to table at Reception
- Special social feature and website advertisement opportunity
- Premium name recognition and logo display in event collateral and communications:
  - Stand-alone event promotional emails and weekly event emails
  - Alliance and Foundation website events page
  - Event reminders and mentions in Member Newsletters
  - Logo display during event and verbal recognition from stage\*

\*deadline to be included in printed materials is April 18



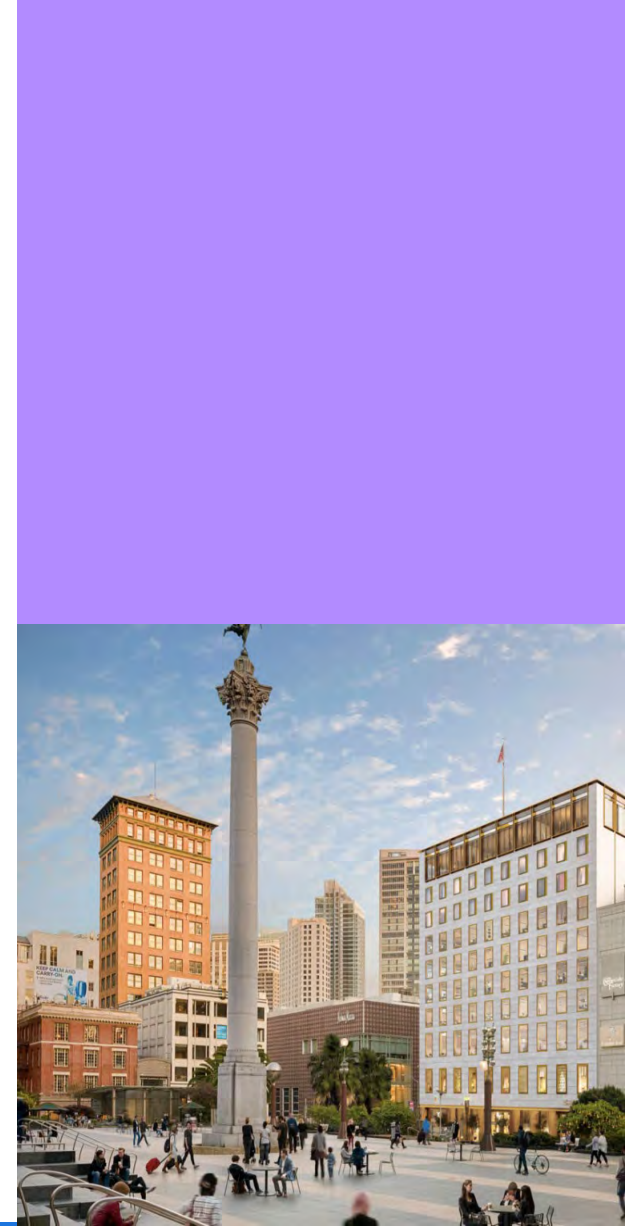
# Platinum Sponsor

\$10,000

## Benefits

- Opportunity to present a speaker on stage
- One and a half tables (12 seats) in prominent position in the first or second row of tables closest to the stage
- Opportunity to table at Reception
- Special social feature and website advertisement opportunity
- Premium name recognition and logo display in event collateral and communications:
  - Stand-alone event promotional emails and weekly event emails
  - Alliance and Foundation website events page
  - Event reminders and mentions in Member Newsletters
  - Logo display during event and verbal recognition from stage\*

\*deadline to be included in printed materials is April 18



# Gold Sponsor

\$7,500

## Benefits

- One table (8 seats) in prominent position in the first or second row of tables close to the stage
- Opportunity to table at Reception
- Elevated name recognition and logo display in event collateral and communications:
  - Stand-alone event promotional emails and weekly event emails
  - Alliance and Foundation website events page
  - Event reminders and mentions in Member Newsletters
  - Logo display during event and verbal recognition from stage\*

\*deadline to be included in printed materials is April 18





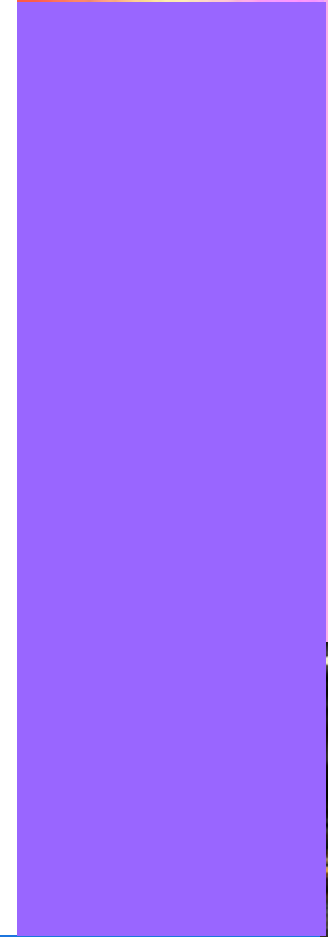
# Silver Sponsor

\$5,000

## Benefits

- One table (8 seats)
- Name recognition and logo display in event collateral and communications:
  - Stand-alone event promotional emails and weekly event emails
  - Alliance and Foundation website events page
  - Logo display during event and printed recognition\*

\*deadline to be included in printed materials is April 18



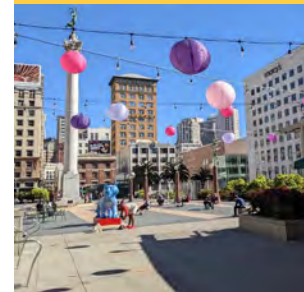
# Bronze Sponsor

\$3,500

## Benefits

- Half table (4 seats)
- Name listed on printed day-of event collateral\*

\*deadline to be included in printed materials is April 18



# Union Square Foundation: Annual Luncheon

The Union Square Foundation is a 501(c)3 charitable organization.  
Donation may be tax deductible less the value received.

Customized Sponsorship Levels and Distinction Opportunities  
available, e.g., Wine Sponsor, Decor Sponsor, etc.

For more information on Sponsorship Opportunities, please contact:

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Thank You