



Recovery: Invested and United in the Future of Union Square Virtual Annual Fundraiser Sponsorship Sheet

EVENT DETAILS

Thursday, May 6, 2021, 12:00–1:30 p.m.
Online

The Union Square Foundation Virtual Annual Fundraiser is our primary philanthropic event of the year and an opportunity for members and stakeholders to help us maintain Union Square as a world-class destination in San Francisco. Due to the COVID-19 pandemic, we will host an online Virtual Fundraiser in lieu of our traditional luncheon to celebrate the important work of the foundation and the Union Square Business Improvement District, efforts that will aid the post COVID-19 Economic Recovery of Union Square and the city 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.

Projects funded by the Foundation

Public Realm
Holiday Décor
Temporary Art Installations

Streetscape Projects and Improvements
Powell Street Promenade Landscaping and Maintenance
Maiden Lane activations

Union Square Cares

Purpose

Our Virtual Fundraiser is an opportunity for members to connect and hear from prominent governmental and business leaders while supporting the Union Square Foundation and its programs. Sponsors benefit from visibility as a prominent civic partner.

Audience

More than 250 attendees including industry leaders, business professionals, local and state government officials, members of the media and more.

Sponsorship Benefits

Presenting Sponsor | \$10,000

- Top sponsor recognition at the event, in any relevant marketing pieces.
- Presentation role in the Virtual Fundraiser program.
- Brand placement in Union Square Foundation “Economic Recovery” video (List value: \$5000.) This is an asset that will be used by the USBID into 2021, positioning the sponsor, front and center, as an USBID supporter and an economic leader.
- Premium name recognition and logo display in event collateral and communications:
 - Stand-alone event promotional emails and weekly event emails
 - USBID website events page
 - Event reminders and mentions in Member Newsletters
 - Logo display during event, emcee recognition and logo on backdrop step and repeat
- An unlimited number of seats for the event—both for sponsor representatives and any clients you wish to invite.

Community Sponsor | \$5,000

- Premium name recognition and logo display in event collateral and communications:
 - Stand-alone event promotional emails and weekly event emails
 - USBID website events page
 - Event reminders and mentions in Member Newsletters
 - Logo display during event, emcee recognition and logo on backdrop step and repeat
- An unlimited number of seats for the event—both for sponsor representatives and any clients you wish to invite.

Digital Sponsor | \$3,000

- Logo placement on Facebook live feed slide during event
- Tagged in LinkedIn posts, pre and post event
- Name recognition and logo display in the following event collateral and communications:
 - USBID website events page
 - Logo display during event, emcee recognition and logo on backdrop step and repeat
 - Stand-alone event promotional emails
- An unlimited number of seats for the event—both for sponsor representatives and any clients you wish to invite.

Patron Sponsor | \$1,000

- Name recognition and some logo display in the following event collateral and communications:
 - USBID website events page
 - Stand-alone event promotional emails and weekly event emails
- An unlimited number of seats for the event—both for sponsor representatives and any clients you wish to invite.

Individual Tickets:

\$500 Sponsor | \$150 Guest

For more information on Sponsorship Opportunities, please contact:

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