



2024 SPONSORSHIP GUIDELINES AND OPPORTUNITIES



# 46th Anniversary

## HONOR INDIGENOUS ROOTS

Carnaval San Francisco is the largest and longest running multicultural celebration on the West Coast, with 400,000 annual attendees.

Our **Two Day Festival** showcases music, dance, art and exotic food from the many countries that celebrate Carnaval traditions in Latin America and the Caribbean.

The **Grand Parade**, a dazzling display of cultures, draws upon a broad cultural pageantry that fosters a spirit of universal inclusiveness and reaffirms cultural artistic values. This synergy of harmony and revelry draws support from individuals, municipal government, foundations and corporate sponsors.

### DATES

FESTIVAL: Memorial Day Weekend 2024  
SAT, May 25th + SUN, May 26th  
11 AM — 6 PM  
Location: Mission District  
San Francisco, CA  
Harrison Street between  
24th & 16th Streets  
(17 CITY BLOCKS)

### GRAND PARADE:

SUN, May 26th  
10 AM - 2 PM  
Location: Mission District  
San Francisco, CA  
24th & Bryant Street to Mission Street -  
24th & Mission to 15th & Mission Street  
(20 CITY BLOCKS)

**100% DONATION BASED**



# PRE-EVENT REPRESENTATION\*



## DISPLAY ADVERTISING

- Business name and/or logo in display advertisements
- Placed prominently in daily, weekly, or monthly publications throughout the San Francisco Bay Area
  - Logo on outdoor billboards, buses, and transit shelters



## EVENT PROGRAM

- Business name or logo in special event supplement published by a major print media sponsor as an insert within the publication and as an overrun available at the event.



## EVENT POSTER & POSTCARDS

- Prominently displayed in numerous locations throughout the San Francisco Bay Area.
- Business name and/or logo on 11"x17" event poster
  - Multi-color postcards minimum size 5"x7"



## SPECIAL EVENTS

- Opportunity for product and services promotion at Carnaval San Francisco pre-events:
- Fat Tuesday - Mardi Gras
  - King & Queen Competition
  - Media/VIP & Mayor's Reception at City Hall
  - Photo Exhibit
  - Fashion show



## SOCIAL MEDIA & WEBSITE

Logo and mention promotion on our various media channels and on our website.



22,000 Followers



13,200 Followers



12,000 Website Visitors



6,000 Newsletter subs

\*Benefits dependent on level



### Tie-In Rights & Benefits



## ON-SITE REPRESENTATION\*



### EVENT PROMOTION SIGNAGE

Display of banners, signs and flags visible throughout the event site. Frequency and size dependent on sponsorship level.



### BOOTH PRESENTATION

A complete booth structure for the presentation of the Sponsor's product or service



### PUBLIC ADDRESS

Public acknowledgement from multiple stages, throughout the event at regular intervals.



### EVENT T-SHIRTS

Logo on Volunteer and Staff t-shirts.



### SAMPLING

The opportunity for product promotion through established food & beverage concessions and/or special booth structures.



### RAFFLE

An ongoing giveaway of product or service from the Main Stage.

\*Benefits dependent on level



**Partner & Sponsorship  
Levels: 2 Day Festival**



FESTIVAL SPONSORSHIP LEVELS	QUANTITY	PRICE	BENEFITS
TITLE	Limited to one	\$200,000.00	Custom Development
PRESENTING	Limited to one	\$100,000.00	Custom Development
22ND ST MAIN STAGE (36' W X 20' D)	Limited to one	\$50,000.00	Display of 30' banner, public address, logo on poster, website & social media presence, newsletter presence
17TH ST MAIN STAGE (36' W X 20' D)	Limited to one	\$50,000.00	Display of 30' banner on stage, public address, logo on poster, website & social media presence, newsletter presence
21ST ST MAIN STAGE (20' W X 20' D)	Limited to one	\$30,000.00	Display of 15' banner on stage, public address, logo on poster, website & social media presence, newsletter presence
18TH ST LGBTQIA+ STAGE	2 available	\$20,000.00	Display of 15' banner on stage, public address, logo on poster, website & social media presence, newsletter presence
HEALTH & WELLNESS PAVILION PRESENTER	1 available	\$30,000.00	Custom Development





FESTIVAL SPONSORSHIP LEVELS	QUANTITY	PRICE	BENEFITS
SKATEBOARDING PAVILION PRESENTER	1 available	\$30,000.00	Custom Development
DRUM PAVILION PRESENTER	1 available	\$15,000.00	Custom Development
KIDS ZONE PRESENTER	1 available	\$10,000	10'x10' display w/structure, Logo on kids zone banner, festival map, poster, website & social media presence, newsletter presence.
EXHIBITOR BOOTH 10' x 10'	20 available	\$10,000.00	10' x 10' Display w/structure, booth acknowledgement on website vendor directory, logo on poster, website & social media presence, newsletter presence.
FESTIVAL VOLUNTEERS T-SHIRT SPONSOR	3 available	\$5,000.00	Logo on Festival Volunteer Shirts (300), logo on poster, website & social media presence
FESTIVAL ENTRANCES SPONSOR	5 available	\$5,000.00	Logo on banner at all Festival entrances (10), logo on poster, website & social media presence
GOLF CARTS SPONSOR	1 available	\$5,000.00	Logo on all Festival golf carts (40), logo on poster, website & social media presence



GRAND PARADE SPONSORSHIP LEVELS	QUANTITY	PRICE	BENEFITS
PRESENTING	Limited to one	\$100,000.00	Custom Development
PARADE TELECAST	5 available	\$20,000.00 - \$50,000.00	Custom Development
PARADE GRAND MARSHAL FLOAT	1 available	\$10,000.00 – \$30,000.00	Custom Development
PARADE KING & QUEEN FLOAT	1 available	\$10,000.00 – \$30,000.00	Custom Development
PARADE JUDGES STAGE SPONSOR	1 available	\$15,000.00	Display of (1) 16' banner with company logo on Judges Stage, public address, logo on poster, website & social media presence, newsletter presence
PARADE JUDGES STAGE & GRANDSTAND BLEACHER SEATING SPONSOR	2 available	\$10,000.00	Display of (2) 6' banners on bleachers area, public address, logo on poster, website & social media presence, newsletter presence
CORPORATE GRANDSTAND SEATING	1 available	\$5,000.00	Front Row Seating for 50 Company Employees, logo on poster
PARADE VOLUNTEERS SPONSOR	1 available	\$5,000.00	Logo on Parade Volunteer Shirts (200), logo on poster, website & social media presence, newsletter presence



 22,000 Followers

 13,200 Followers

 12,000 Website Visitors

 6,000 Newsletter subs

ONLINE SPONSORSHIP LEVELS	QUANTITY	PRICE	BENEFITS
PLATINUM	Unlimited	\$10,000.00	Custom Development
GOLD	Unlimited	\$5,000.00	3 Newsletters, 2 Instagram/Facebook posts, 5 Instagram/Facebook stories, logo on website's sponsor list
SILVER	Unlimited	\$3,500.00	2 Newsletters, 2 Instagram/Facebook posts, 3 Instagram/Facebook stories, logo on website's sponsor list
BRONZE	Unlimited	\$2,500.00	1 Newsletters, 1 Instagram/Facebook post, 2 Instagram/Facebook stories, logo on website's sponsor list

**THIS REPRESENTS A GENERAL OUTLINE.** This event offers, in all cases, the **opportunity to co-create with each sponsor**, representing its unique products and/or services. We feel it is important to offer a **custom format** to maximize the benefits to each individual sponsor and to clearly address the sponsor's own objectives and goals. We are flexible in expanding and improving these promotional opportunities for our sponsors.



SPECIAL EVENTS SPONSORSHIP LEVELS	QUANTITY	PRICE	BENEFITS
PRESENTING SPONSOR MARDI GRAS FAT TUESDAY February, 2024	1	\$10,000.00	Stage recognition on day of event, Logo on online reel promo video, poster (200), flyers (1,000), event program & map, website & social media presence, newsletter presence
MARDI GRAS FAT TUESDAY February, 2024	1-5	\$5,000.00	Logo on poster (200), flyers (1,000), website & social media presence, newsletter presence
PRESENTING SPONSOR KING & QUEEN COMPETITION April, 2024	1	\$10,000.00	Stage recognition on day of event, Logo on online reel promo video, poster (200), flyers (1,000), event program, website & social media presence, newsletter presence
KING & QUEEN COMPETITION April, 2024	1-5	\$5,000.00	Logo logo on poster, (200), flyers (1,000), website & social media presence, newsletter presence



## CONTACT

Rodrigo E. Durán  
Executive Director  
[rodrigo@carnavalsf.org](mailto:rodrigo@carnavalsf.org)  
415.691.1147

CARNAVAL SAN FRANCISCO  
1333 Florida St.  
San Francisco, CA 94110

[CARNVALSANFRANCISCO.ORG](http://CARNVALSANFRANCISCO.ORG)



CARNAVAL SAN FRANCISCO



CARNAVALSANFRANCISCO



CARNAVALSF

As an official Carnaval San Francisco sponsor, you will be actively embracing and promoting diversity by supporting California's largest and longest running multicultural celebration.

