





**48TH
ANNIVERSARY**
La Copa del Pueblo • The People's Cup

MAY 23-24, 2026

MEMORIAL DAY WEEKEND

500K PEOPLE

Largest & longest running
multicultural celebration on the
West Coast

FESTIVAL

Saturday & Sunday, May 23–24
11:00 AM – 6:00 PM

Location: Mission District
San Francisco, CA
Harrison Street between
24th & 16th Streets
(17 CITY BLOCKS)

GRAND PARADE

Sunday, May 24
10:00 AM – 2:00 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



SEASON EVENT PROMOTIONS

SPECIAL EVENTS

Opportunity for product and services promotion at Carnaval San Francisco pre-events:

- Mardi Gras Fat Tuesday
- King & Queen Dance Competition
- Official VIP Party
- Carnaval SF @ California Academy NightLife

SOCIAL MEDIA & WEBSITE

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



24,000 Followers



20,000 Followers



15,000 Website Visitors



6,000 Newsletter Subscriptions

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"

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.

*Let's create a custom sponsorship for you!

2026 OPPORTUNITIES

A wide-angle photograph capturing a vibrant street festival or carnival. The scene is filled with a massive, diverse crowd of people of all ages. In the foreground, many individuals are seen from behind, walking through the event. To the left, several food trucks are lined up, with one clearly visible featuring the "Cousins Maine" logo. Further down the street, a large white truck is adorned with the "food TODAY" branding. The background is a lush, green hillside, and the sky is filled with a hazy, overcast atmosphere. Numerous white and yellow tents are scattered throughout the crowd, and various flags and banners are visible, adding to the festive and international feel of the event.



Los Tigres del Norte

2-DAY FESTIVAL

SATURDAY, MAY 23 & SUNDAY, MAY 24
11:00 AM - 6:00 PM

- 500K Attendees
- 250 Exhibitors
- 50 Food Vendors
- 17 Blocks
- 5 Stages
- 5 DJ Block Parties
- 4 Beverage Gardens
- 4 Pavilions

FESTIVAL SPONSORSHIP LEVELS

LEVELS	QUANTITY	PRICE	BENEFIT
TITLE	1 available	\$250,000.00	Custom Development
PRESENTING	1 available	\$150,000.00	Custom Development
22ND & MAIN STAGE (36' W x 20' D)	1 available	\$50,000.00	Display of 30' banner; public address; logo on poster; website, social media & newsletter presence
17TH & MAIN STAGE (36' W x 20' D)	1 available	\$50,000.00	Display of 30' banner on stage; public address; logo on poster; website, social media & newsletter presence
21ST & MAIN STAGE (20' W x 20' D)	1 available	\$30,000.00	Display of 15' banner on stage; public address; logo on poster; website, social media & newsletter presence
20TH ST. LGBTQIA+ STAGE	1 available	\$25,000.00	Display of 15' banner on stage; public address; logo on poster; website, social media & newsletter presence

FESTIVAL SPONSORSHIP LEVELS

FESTIVAL	QUANTITY	PRICE	BENEFIT
HEALTH & WELLNESS PAVILION PRESENTER	1 available	\$30,000.00	Custom Development
SKATEBOARDING PAVILION PRESENTER	1 available	\$15,000.00	Custom Development
DRUM PAVILION PRESENTER	1 available	\$15,000.00	Custom Development
FUTBOL SOCCER FIELD SPONSOR	3 available	\$50,000.00	Custom Development
FÚTBOL SOCCER STREET PAVILION	3 available	\$30,000.00	Custom Development
FÚTBOL SOCCER KIDS ZONE	3 available	\$20,000.00	Custom Development
KIDS ZONE PRESENTER	1 available	\$10,000.00	10'x10' display w/structure; logo on Kids Zone banner, festival map, poster; website, social media, & newsletter presence
EXHIBITOR BOOTH (10' W x 10' D)	20 available	\$10,000.00	10'x10' display w/structure; booth acknowledgement on website vendor directory; logo on poster; website, social media, & newsletter presence

FESTIVAL SPONSORSHIP LEVELS

FESTIVAL	QUANTITY	PRICE	BENEFIT
OFFICIAL CARNAVAL SF SOCCER JERSEY SPONSOR	5 available	\$7,500.00	Logo on jerseys (200), logo on website, flyers, social media & newsletter presence
FESTIVAL VOLUNTEERS T-SHIRT SPONSOR	3 available	\$7,500.00	Logo on festival volunteer shirts (300) and poster; website, social media, & newsletter presence
FESTIVAL ENTRANCES SPONSOR	5 available	\$7,500.00	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
FESTIVAL TICKET BOOTH SPONSOR	2 available	\$5,000.00	Logo on 4 ticket booths: logo on poster; website & social media presence
FESTIVAL EXITS SPONSOR	2 available	\$5,000.00	Logo on banner at all festival exits (10); logo on poster, website & social media presence



GRAND PARADE

**SUNDAY, MAY 24
10:00 AM - 2:00 PM**

- 150K Attendees
- 5,000 Artists
- 1,500 Grandstand Seats
- 60+ Contingents
- 30 Floats
- 20 Blocks
- 1 Live Telecast Partner

GRAND PARADE SPONSORSHIP LEVELS

LEVELS	QUANTITY	PRICE	BENEFIT
PRESENTING	1 available	\$100,000.00	Custom Development
GRANDSTANDS BLEACHER SEATING PRESENTING SPONSOR	1 available	\$35,000.00	Custom Development
PARADE TELECAST	5 available	\$20,000.00 - \$50,000.00	Custom Development
GRAND MARSHAL FLOAT	2 available	\$20,000.00	Custom Development
KING & QUEEN FLOAT	2 available	\$20,000.00	Custom Development

GRAND PARADE SPONSORSHIP LEVELS

LEVELS	QUANTITY	PRICE	BENEFIT
PROGRAM BROCHURE PRESENTING SPONSOR	1 available	\$10,000.00	1,500 attendees receive brochure of parade program with a full page section dedicated to the sponsor
PARADE JUDGES STAGE SPONSOR	2 available	\$10,000.00	
PARADE VOLUNTEER T-SHIRT SPONSOR	2 available	\$7,500.00	Logo on parade volunteer shirts (200); logo on poster; website, social media & newsletter presence
CORPORATE GRANDSTAND SEATING	2 available	\$5,000.00	Front row seating for 30 company employees, logo on poster

ONLINE SPONSORSHIP LEVELS

LEVELS	QUANTITY	PRICE	BENEFIT
PLATINUM	Unlimited	\$7,500.00	Custom Development
GOLD	Unlimited	\$5,000.00	3 newsletters, 2 Instagram/Facebook posts, 5 Instagram/Facebook stories, logo on website sponsor list
SILVER	Unlimited	\$3,500.00	2 newsletters, 2 Instagram/Facebook posts, 3 Instagram/Facebook stories, logo on website's sponsor list

THIS REPRESENTS A GENERAL OUTLINE

Our season 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



TUESDAY, FEBRUARY 17TH **MARDI GRAS FAT TUESDAY**
5:00 PM – 10:00 PM

20+ MISSION DISTRICT

VENUES

Come meet your neighbors and make new friends at our 2026 Carnaval San Francisco Mardi Gras Celebration in 20+ Mission District venues. Come enjoy live samba drummers, dance performances, and lively music from soca to cumbia and rumba, so don't miss out on the fun! Wear your costumes, masks & beads and join us in celebrating Fat Tuesday in true Carnaval San Francisco style! Venue list, performance schedule and downloadable map available!

SPECIAL EVENT SPONSORSHIP LEVEL	QUANTITY	PRICE	BENEFIT
PRESENTING SPONSOR	1	\$10,000.00	Stage recognition on the day of event, logo on online reel promo video, poster (200), flyers (1,000), event program & map; website, social media & newsletter presence
OFFICIAL SPONSOR	1-5	\$5,000.00	Logo on poster (200), flyers (1,000); website, social media & newsletter presence

**SATURDAY, MARCH 28TH KING & QUEEN DANCE COMPETITION**
4:00 PM – 6:00 PM

Carnaval San Francisco invites you to a jubilant showcase of local dancers competing to be crowned king and queen of the 48th annual Carnaval. Revel in the rhythm and artistry as contestants bring the spirit of Latin American, Caribbean and African Diasporas to the stage. Cheer for your favorites and be part of San Francisco's living cultural tapestry!

SPECIAL EVENT SPONSORSHIP LEVEL	QUANTITY	PRICE	BENEFIT
PRESENTING SPONSOR	1	\$10,000.00	Stage recognition on the day of event, logo on online reel promo video, poster (200), flyers (1,000), event program & map; website, social media & newsletter presence
OFFICIAL SPONSOR	1-5	\$5,000.00	Logo on poster (200), flyers (1,000); website, social media & newsletter presence



THURSDAY, MAY 7TH
6:00 PM - 10:00 PM
21 AND OVER

Carnaval SF takes over NightLife! Join our colorful celebration of music, dance, and artistry from Latin American, Caribbean, and Afro diasporic cultures. Experience the joy of Carnaval Throughout the museum with live dance performances, a pop-up mercado (marketplace), and more!

CARNAVAL SF @ CALIFORNIA ACADEMY OF SCIENCES

SPECIAL EVENT SPONSORSHIP LEVEL	QUANTITY	PRICE	BENEFIT
PRESENTING SPONSOR	1	\$10,000.00	Stage recognition on the day of event, logo on online reel promo video, poster, flyers, event program, website, social media & newsletter presence
OFFICIAL SPONSOR	1-5	\$5,000.00	Logo on poster, flyers, website, social media & newsletter presence



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

CONTACT

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Carnaval San Francisco is a project of
[Cultura y Arte Nativa de las Americas \(CANA\)](http://culturayartenativa.org),
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