



iGooooo!!!



Cultura y Arte Nativa de las Americas' (CANA) educates the San Francisco Bay Area on the rich cultures and indigenous healing practices in the Americas & the Caribbean, and promotes dialogue about their importance in our society.



48TH ANNIVERSARY

La Copa del Pueblo • The People's Cup

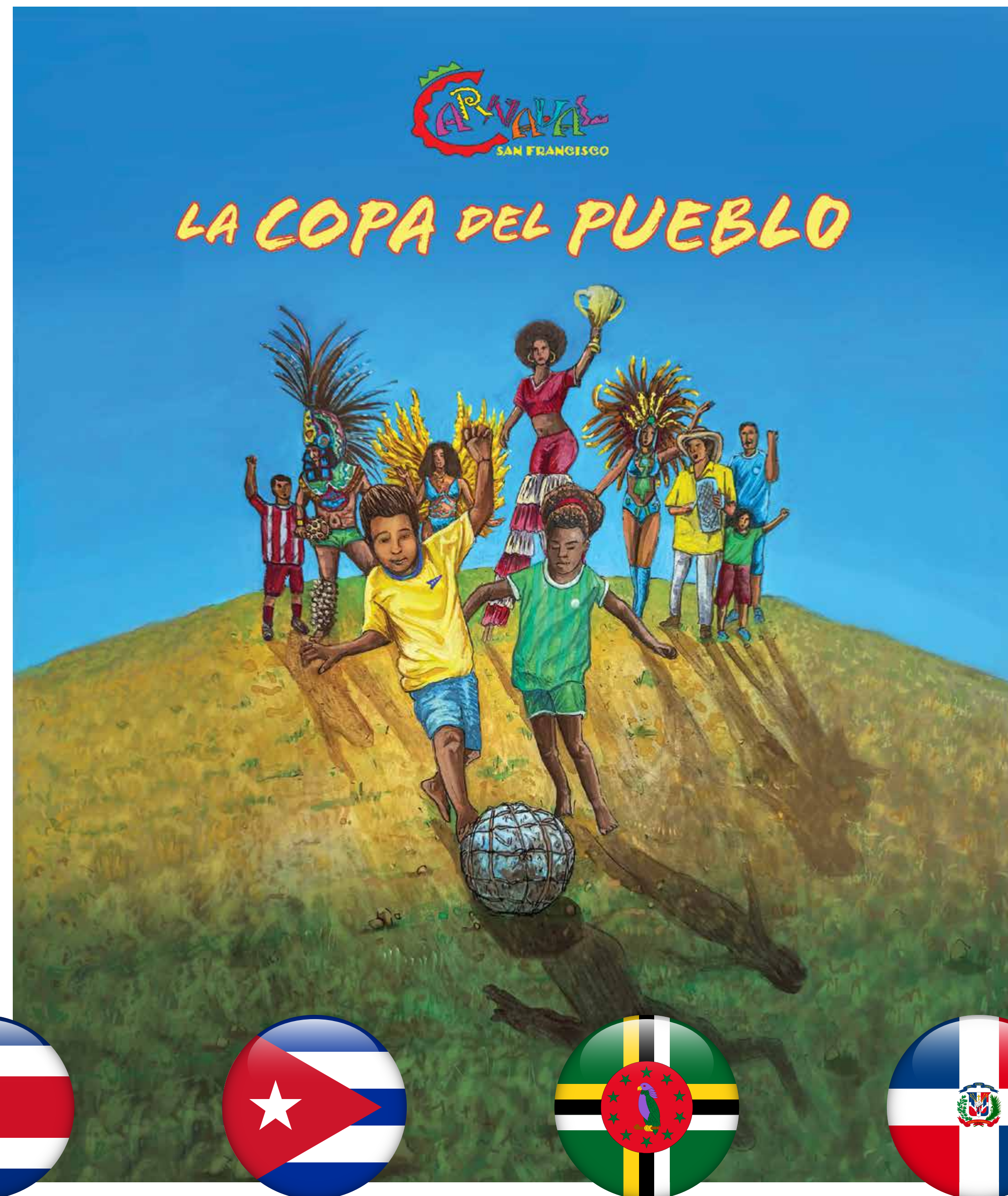




For 2026, Carnaval San Francisco lifts high “La Copa del Pueblo”, the People’s Cup, a vibrant celebration of fútbol’s true heartbeat: the people who play it, love it, and live it. This theme honors the joy found in dusty fields, neighborhood parks, and busy city streets, where the game belongs to everyone and every goal feels like a shared victory. Just like Carnaval, fútbol is about connection, creativity, and the unshakable energy of community.

Carlos “Pibe” Valderrama, the legendary Colombian midfielder, once said, “Soccer is about passion, about expressing yourself, about uniting people,” and La Copa del Pueblo brings that idea to life, celebrating fútbol as a game that ignites connection. It is fútbol at its most human, where every dribble, pass, and goal becomes a form of expression, and where the true measure of greatness is the shared laughter, cheers, and unity it inspires.

In the spirit of Carnaval San Francisco’s cultural mosaic, La Copa del Pueblo embraces the global rhythm of the game and invites us to cheer for each other as one. This is our cup, not locked away in glass cases but carried in our hearts, shared on our streets, and celebrated with unity.





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 to Mission Street –

24th & Mission to 15th & Mission Street

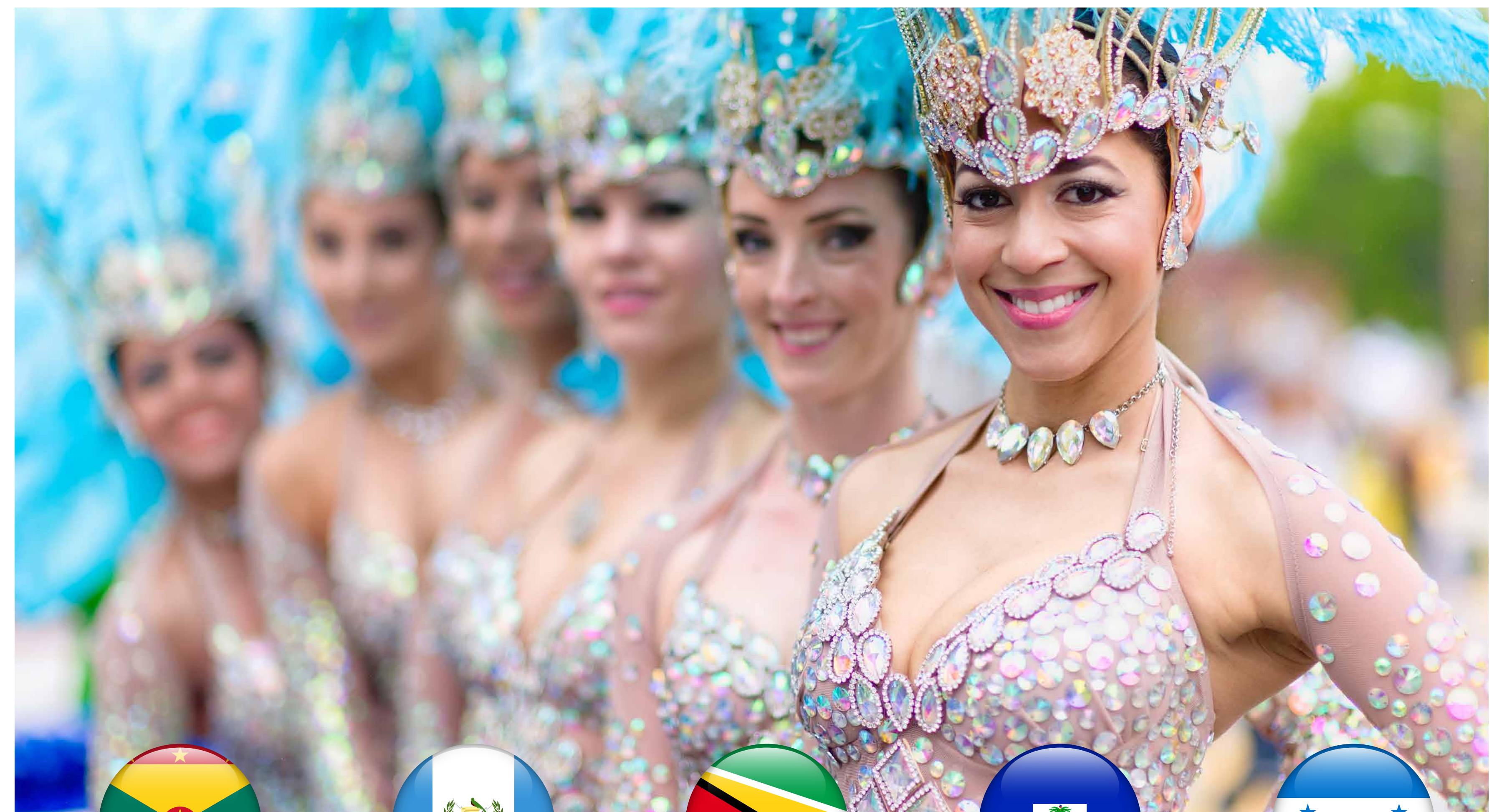
(20 CITY BLOCKS)

100% DONATION BASED



MAY 23-24, 2026

MEMORIAL DAY WEEKEND





CARNIVAL SEASON EVENT PROMOTIONS

SPECIAL EVENTS

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

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

SOCIAL MEDIA & WEBSITE

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



24,000 Followers



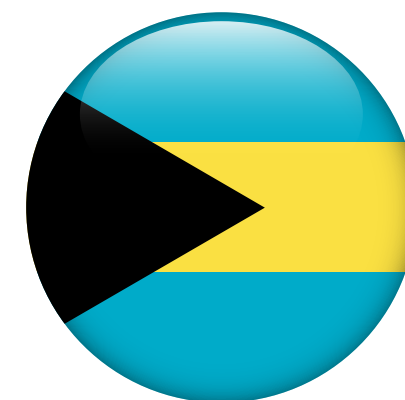
20,000 Followers



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!**



Los Tigres del Norte

2-DAY FESTIVAL

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

- Soccer Field
- Soccer Street Pavilion
- Soccer Kids Zone
- Soccer Jersey
- Soccerito
- 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

LEVELS	QUANTITY	PRICE	BENEFIT
FÚTBOL 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
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
YOUTH ENTREPRENEUR PAVILION SPONSOR	1 available	\$20,000.00	Official sponsor of the pavilion, supporting 10 youth entrepreneurs at the Festival; logo on banners around the pavilion footprint, 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
OFFICIAL CARNAVAL SF SOCCER JERSEY SPONSOR	5 available	\$7,500.00	Logo on jerseys (200), logo on website, flyers, 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
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 PROMOTION

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
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!

MARDI GRAS FAT TUESDAY

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
4:00 PM – 6:00 PM

KING & QUEEN DANCE COMPETITION

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



FRIDAY, APRIL 24TH
6:00 PM – 8:00 PM
Casa de Carnaval
683 Florida Street, SF

Carnaval Pride Night is a joyful, LGBTQ-centered Lotería bingo night in partnership with Mission Lotería, bringing together community, cultura, and celebration in a fun and welcoming space. The evening features music, prizes, and vibrant energy while uplifting queer voices and honoring the diversity that makes Carnaval San Francisco so special. It’s a night of orgullo, laughter, and connection where everyone is invited to show up as their full, authentic selves.

CARNAVAL PRIDE NIGHT W/MISSION LOTERIA

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



CARNAVAL SF @ CALIFORNIA ACADEMY OF SCIENCES

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 Afrodiasporic cultures. Experience the joy of Carnival Throughout the museum with live dance performances, a pop-up mercado (marketplace), and more!

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://Cultura y Arte Nativa de las Americas (CANA).),
a 501(c)3 non-profit organization.

