

# ***Bernal Fiesta on the Hill*** **Sunday, October 28, 2018**



## **Celebrating the 40<sup>th</sup> Birthday of the Bernal Heights Neighborhood Center**

**Bernal Heights Neighborhood Center** is excited to announce *Bernal Fiesta on the Hill* 2018 will take place on Sunday, October 28, 2018 on Cortland Ave. 10 am – 4 pm.

*Fiesta on the Hill* celebrates the diversity that is integral to the rich fabric of Bernal Heights and its surrounding neighborhoods. *Fiesta on the Hill* is a family-friendly, alcohol-free festival featuring activities and entertainment for all ages. This year's festival will attract over 10,000 people from around the San Francisco Bay Area and spread out over 7 blocks with over 100 arts, crafts, local goods/services and food vendors. Highlights include live music & dancing, guest speakers, and family-friendly attractions including a children's area with rides, games and more. Now in its 29th year, *Fiesta on the Hill* is highly promoted in local media –generating over 1 million media impressions!

- The Bernal Heights neighborhood was named “hottest neighborhood in America” by REDFIN.
- Bernal Heights is known for its abundance of young families and is home to generations of Latino, Filipino, African-American, LGBTQ and Chinese families.
- Bernal Heights is home to a variety of locally owned businesses showcasing the best of an array of cuisines, crafts, visual, literary and musical artistry San Francisco has to offer.

*Fiesta on the Hill* is a benefit for the **Bernal Heights Neighborhood Center (BHNC)** and funds raised support the essential programs BHNC provides to the neighbors of Bernal Heights, Mission & Excelsior communities. Bernal Heights Neighborhood Center's mission is to preserve and enhance the ethnic, cultural, and economic diversity of Bernal Heights and surrounding neighborhoods. We promote action to build a just and equitable community for all. BHNC focuses on the needs of people with low and moderate incomes and fulfill our mission through affordable housing development and preservation, linguistically and culturally responsive programs, leadership development, and organizing and empowering our tenants, clients, members, and allies to advocate for their needs and for the needs of the community.

Bernal Heights Neighborhood Center (BHNC) is a **501(c)(3) nonprofit organization**, Federal Tax ID 94-2536500.

*\*Media impressions based on actual past press coverage in paper publications, blogs, and social media.*

# Sponsorship Levels & Benefits

## **THE GREATEST GENERATION Sponsor - \$20,000**

- Naming opportunity for one activity area (main stage, kid zone, etc.)
- Speaking opportunity from main stage
- Your banner on main stage
- The most prominent logo placement/name recognition on all press and marketing materials for *Fiesta* including banners, digital and print calendars, posters, postcards, website, social media, community blogs, and more!
- 50' x 10' Booth space in area of your choice

## **BABY BOOMERS Sponsor - \$10,000**

- Speaking opportunity from main stage
- Your banner on main stage
- Prominent logo placement/name recognition on all marketing materials for *Fiesta* including banners, posters, postcards, website, social media, community blogs, and more!
- 30' x 10' Booth space in area of your choice

## **GEN-X Sponsor - \$5000**

- Your logo on main stage banner
- Prominent logo placement/name recognition on all marketing materials for *Fiesta* including banners, posters, postcards, website, social media, community blogs, and more!
- 20' x 10' Booth space in area of your choice

## **MILLENNIALS Sponsor - \$2500**

- Logo placement /name recognition on all marketing materials for *Fiesta* including banners, posters, postcards, website, social media, community blogs, and more!
- 10' x 10' Booth space

## **GEN-Z Sponsor - \$1500**

- Name recognition on all marketing materials for *Fiesta* through including posters, postcards, website, social media, community blogs, and more!
- 10' x 10' Booth space

## **GENERATION ALPHA Supporter- \$500**

- Name recognition on marketing materials for *Fiesta* through including posters, postcards, website, social media, community blogs, and more!





## YES! I'd like to Sponsor *Bernal Fiesta on the Hill* 2018

Please complete the form below and return along with payment to the address below.

Circle Level:     \$20,000     \$10,000     \$5000     \$2500     \$1500     \$500

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Day Phone #: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

Website: \_\_\_\_\_

Thank you for supporting the community of Bernal Heights and BHNC. All payments must be by check or credit card, are non-refundable and must be received by **September 1, 2018** to guarantee recognition in our print materials. Please make all checks payable to: Bernal Heights Neighborhood Center. Mail completed forms and payments to: BHNC Fiesta 2018, 515 Cortland Ave, San Francisco, CA 94110.

Your donation is likely tax-deductible; consult your tax advisor. For more information, please contact Gina Dacus at 415-206-2140 ext.169 or email us at **fiesta@bhnc.org**