

Bernal Heights 28th *Fiesta on the Hill*

Sunday, October 22, 2017



Bernal Heights Neighborhood Center is excited to announce Fiesta on the Hill 2017 will take place on Sunday, October 22, 2017 on Cortland Ave. from 10 am – 5 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 28th year, Fiesta on the Hill is highly promoted in local media – including print features and radio PSAs 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 an abundance 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 community 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 linguistically and culturally responsive programs and services, affordable housing development, community organizing and leadership development. Bernal Heights Neighborhood Center (BHNC) is a 501(c)(3) nonprofit organization, Federal Tax ID 94-2536500.



Sponsorship Levels & Benefits

Cortland Ave. Sponsor - \$20,000 (Only 3 Available)

- Naming opportunity for one activity area (main stage, satellite stage, kid's zone, etc.)
- Speaking opportunity from main stage
- Your banner on main stage
- Prominent logo placement/name recognition on all press materials through digital, print, e-messaging, social networking, and more!
- Prominent logo placement /name recognition on all marketing materials for festival including posters, postcards, website, Facebook, community blogs, etc.
- 50' x 10' Booth space in area of your choice

Sponsorship Levels & Benefits Continued

Mission St. Sponsor - \$10,000

- Speaking opportunity from main stage
- Your banner on main stage
- Prominent logo placement /name recognition on all marketing materials for festival including posters, postcards, website, Facebook, community blogs, etc.
- 30' x 10' Booth space in area of your choice

Cesar Chavez St. Sponsor - \$5000

- Your logo on main stage banner
- Prominent logo placement /name recognition on all marketing materials for festival including posters, postcards, website, Facebook, community blogs, etc.
- 20' x 10' Booth space in area of your choice

Alemany Blvd. Sponsor - \$2500

- Logo placement /name recognition on all marketing materials for festival including posters, postcards, website, Facebook, community blogs, etc.
- 10' x 10' Booth space

Folsom St. Sponsor - \$1500

- Name recognition on all marketing materials for festival including posters, website, Facebook, community blogs, etc.
- 10' x 10' Booth space

Fiesta Neighbor - \$500

- Name recognition on marketing materials for festival including website, Facebook, community blogs, etc.

*Media impressions based on actual past press coverage in the SF Chronicle's 96 Hours, SF Examiner, SF Bay Guardian, Bay View Times, El Tecolote and many more.

YES! I'd like to Sponsor Fiesta on the Hill 2017

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 15, 2017 to guarantee recognition in our print materials. Please make all checks payable to: Bernal Heights Neighborhood Center. Mail completed forms and payments to: BHNC Attn: Fiesta 2017, 515 Cortland Ave, San Francisco, CA 94110.

A portion of your donation is tax-deductible. For more information, please contact Gina Dacus at 415-206-2140 ext.169 or email us at fiesta@bhnc.org

