



T O P O F  
**BROADWAY**  
COMMUNITY BENEFIT DISTRICT

**1st Annual  
Holiday Bash & Fundraiser  
December 10, 2015**

**General Sponsorship Details**

**General Sponsorship Queries**

Alex Lopez

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(415) 644-8164



## **General Sponsorship | Sponsorship Intro**

Top of Broadway Community Benefit District Annual Fundraiser

Established in 2013, the Top of Broadway Community Benefit District sits in the heart of the City of San Francisco's entertainment district. This exciting neighborhood is a cultural center featuring cafes, museums, nightlife, and retail. The CBD focuses on fostering a safer and more secure community, enhancing environmental quality and beauty, and reinforcing the viability of the economic base.

### **2015 Holiday Party & Annual Fundraiser**

The Top of Broadway Community Benefit District Celebrates its achievements with a big bang each year at the Holiday Party & Annual Fundraiser. It's one of the organization's most prominent fundraising events. The event will take place on Thursday, December 10, 2015 from 6:30pm – 8:30pm, at Penthouse Club & Restaurant in San Francisco.

### **General Sponsorship Opportunities**

The Top of Broadway Community Benefit District offers a wide variety of opportunities for small and large sponsors, with significant visibility to the public, media, and hospitality industry leaders. Sponsors receive local and national recognition via our website, social media, event signage, media partners, postcards, and other printed materials.

Sponsoring the Top of Broadway Community Benefit District makes a strong statement to the local and national community that you contribute to ensure the community is a safe, beautiful, and enjoyable place to live, work and visit.

Sponsorship funds help offset program costs of the Top of Broadway Community Benefit District which are not limited to but include: Marketing and Streetscape Programs, Sidewalk Operations Cleaning & Maintenance, and Administration costs of the Top of Broadway Community Benefit District.

**Sponsorship Queries** - Alex Lopez | [Alex@topofbroadwaycbd.org](mailto:Alex@topofbroadwaycbd.org) | (415) 644-8164  
Mailing Address - 250 Columbus Avenue, Suite 207, San Francisco CA 94133



## **General Sponsorship | Opportunities**

Top of Broadway Community Benefit District Annual Fundraiser

### **Website | Visit [BroadwaySF.com](http://BroadwaySF.com)**

The website is the main portal to over 54 San Francisco businesses including cafes, museums, nightlife, and retail. Users find detailed info about specials, events, create itineraries, get directions to venues, lodging suggestions, and follow the blog.

### **Social Media**

The Top of Broadway Community Benefit District employs a variety of social media channels and newsletters to promote events and feature sponsors. The data below illustrates our reach, level of engagement, and exposure these tools provide for sponsors and events.

### **Print Collateral**

A large amount of printed promotional material gets dispersed to residents throughout San Francisco. Postcards, and posters are placed in high traffic locations to build awareness and drive inquiries to the Top of Broadway Community Benefit District website.

### **Media Promotion**

National publications, regional TV and radio, local and online media regularly feature the Top of Broadway Community Benefit District in pre and post event coverage. Our Off Broadway Summer Pop Up Event held August 15th was featured in numerous Bay Area and national publications. In combination with our media partnerships, such quality coverage means tens of thousands of people across the Bay Area and beyond are exposed to our sponsors.

### **Event Presence**

Sponsors have the opportunity of hosting a branded booth during the event as well as including items in event gift bags. Sponsors also include complimentary tickets to the Top of Broadway Community Benefit District Holiday Party and Annual Fundraiser.

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 COMMUNITY BENEFIT DISTRICT

A 501 (c)(3) non-profit. FEID #46-4010225

## General Sponsorship | Levels & Benefits

Top of Broadway Community Benefit District Annual Fundraiser

	<b>Platinum</b> Co-presenting Sponsor \$5,000 (Limit 3)	<b>Gold</b> Official Sponsor \$3,000 (Limit 5)	<b>Silver</b> Industry/Friend Sponsor \$1,500 (Limit 10)	<b>Bronze</b> Supporting Sponsor \$500 (Unlimited)
<b>Electronic Media</b>				
Linked logo on website	X	X	X	
Linked logo on website sponsor directory	X	X	X	
Mention in Top of Broadway CBD email blasts	All e-blasts	All e-blasts	3 e-blasts	1 e-blasts
Mention via social media channels	6 tweets	4 tweets	2 tweets	1 tweet
Mention in sponsor blog post	Unlimited	4	2	1
<b>Event Presence</b>				
Logo on event postcards	X	X		
Opportunity to host branded booth	X	X		
Thanked publicly	X	X		
Logo during event slideshow	X	X	X	X
Complimentary Tickets + Reserved Seating	10+	10	6	2
Logo placement event signage	X	X	X	name listing
Event Program advertising	Full page	½ Page	¼ Page	
Option to include collateral in gift bags	X	X	X	
<b>Media</b>				
Mention in all press releases	X	X		

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