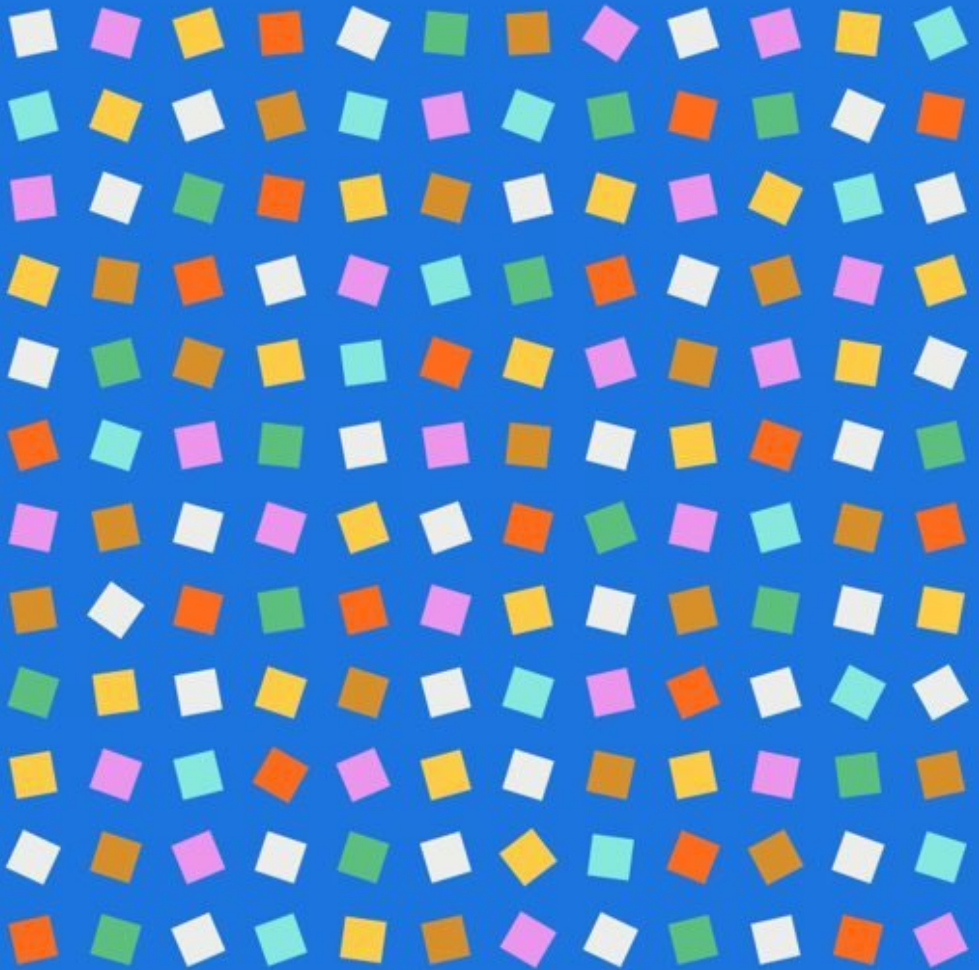


UNION
SQUARE



Holidays 2024

Sponsorship
Opportunities



Winter Walk Overview

Holidays

Winter Walk

Winter Walk is a festive holiday extravaganza featuring two streets closed off to vehicles for pedestrians, adorned with turf, a tempting array of food trucks and bar options, and captivating live performances, for pedestrians to enjoy.

It's a winter tradition that is beloved by both San Francisco locals and Bay Area visitors. This highly anticipated event pledges an enchanting fusion of contemporary arctic wonderland aesthetics. Its proximity to other Union Square activations such as the Ice Rink, Macy's SFSPCA Holiday Windows, Macy's Great Tree, and the Bill Graham Menorah adds to its allure and ensures a memorable and captivating experience for all.



Visitor Survey Results

Winter Walk

How visitors found out about Winter Walk

- 33.55% of people heard about Winter Walk via social media and press
- 28.39% stumbled upon Winter Walk while visiting Union Square
- 21.94% found out word of mouth
- 9.6% attended the walk in previous years and were excited to return
- 1.94% of visitors work or live in the Union Square district.

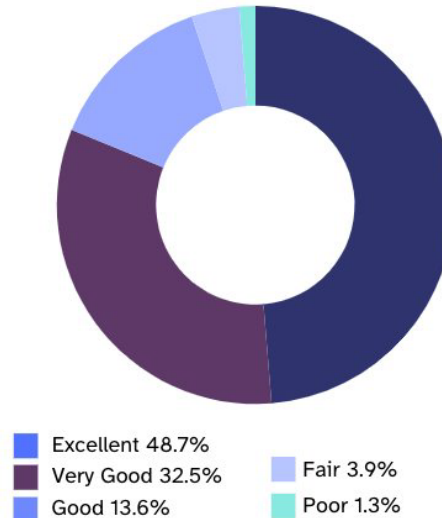
Social Media and Press

10-day Winter Walk saw an increase in visitors, retail revenue, and a financial boost in the tens of thousands of dollars in activations alone

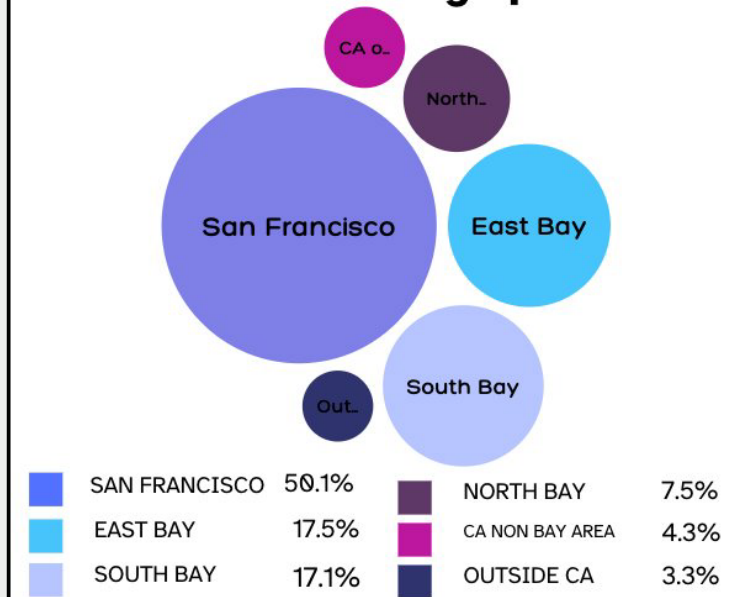
Social Media
Follower growth +4596
Impressions 2.6M
Tags 561

Positively mentioned in major media outlets including:
SF Chronicle (135.9 million pageviews)
KGO (~140,000 nightly viewers)
KTVU (~168,000 nightly viewers)
SF Examiner (166,000 readers)

Overall Visitor Experience



Visitor Demographics

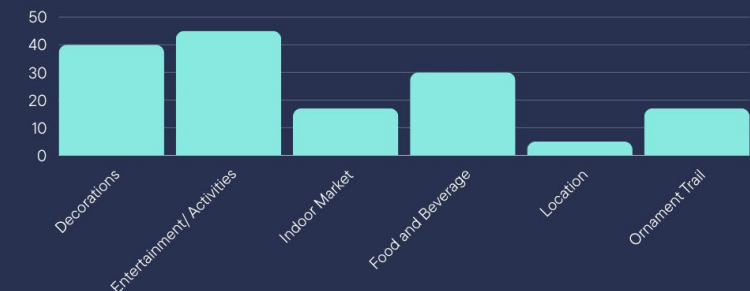


Disclaimer: Data does not account for out of country visitors

Would visitors return to Winter Walk?



Favorite Part of Winter Walk



Local Business Impact

Business Quotes

- *"John's Grill has seen a massively positive impact from Winter Walk... we saw a 30-40% spike in business.. [Customers] entered the restaurant raving about how beautiful this historic area was done up for the holidays. It brought so many people to the neighborhood, and it got everyone into the Spirit." Co-owner of John's Grill, Johnny Konstin,*
- *"During Winter Walk, Hed Very Thai saw a 40% surge in reservations, notably on weekends, leading to full bookings from Friday night to Sunday night. Sales have doubled, marking a remarkable 100% growth from November. On the event's final day, the 24th of November, our 49-seat restaurant served an astonishing 147 covers, a testament to the event's success. This gathering not only brought vibrancy to downtown but also fueled economic prosperity for workers and small businesses. Here's to hoping this becomes an annual tradition." Hed Very Thai owner, Billie Wannajaro*
- *"Patisserie sold out daily by 2:00 pm. We purchased three times our normal orders to keep up with demand." Staff, Miller & Lux Provisions*
- *"We've completely run out of freeze-dried candy. It's what we were offering samples of during Winter Walk, attracting significant foot traffic to our stores, resulting in long queues." Manager of IT'SUGAR, James Stinett*
- *"[Winter Walk] is really nice and it's fantastic. I would recommend it to anyone visiting [San Francisco]." Interviewees Jackie and Luna, Channel 2 News Bay Area.*

2023 Event Outline

Winter Walk

- Target Dates: December 2024
- Target Hours: M-W 12 – 7:00 pm, Thurs – Sun 10 am – 9 pm
- Approx. 10-15 days of activations

- Location: Stockton Street from Post to O'Farrell Street.

* Dates and times subject to change



Partnership Opportunities

Presenting Sponsor – \$100,000

Sponsorship Levels

- Limited to one sponsor
- Opportunity to speak at opening Press Conference
- Opportunity to have name recognition at a Winter Walk SF entrance
- Opportunity to host an opening private party with Mayor and prominent leaders.
- Opportunity to host an activation space everyday throughout the duration of the event
- Opportunity to distribute brand giveaways
- Primary Quote in Press Release
- “Presenting Sponsor” and logo on front page of www.WinterWalkSF.com
- “Presenting Sponsor” and logo on all Winter Walk entrances, banners, signage, and other printed marketing materials
- “Presenting Sponsor” and logo in all applicable e-newsletters promoting Winter Walk SF (Over 7,000 subscribers)
- Promotion of your brand through personal introductions to Alliance members and supporters
- (10) Tickets to VIP area at Kick-Off Party
- 5 Dedicated Social Media Posts Across Facebook, Instagram, LinkedIn and Twitter



Stage/Entertainment Sponsor – \$50,000

Sponsorship Levels

- Limited to one sponsor
- Name on the stage
- Opportunity to distribute brand giveaways
- Opportunity to host an activation space everyday throughout the duration of the event
- Shout-out/name recognition during every stage performances
- “Stage Sponsor” and logo on www.WinterWalkSF.com
- “Stage Sponsor” and logo on all Winter Walk banners, signage, and other printed marketing materials
- “Stage Sponsor” and logo in all applicable e-newsletters promoting Winter Walk SF (Over 7,000 subscribers)
- Promotion of your brand through personal introductions to Alliance members and supporters
- (5) Tickets to VIP area at Kick-Off Party
- 4 Dedicated Social Media Posts Across Facebook, Instagram, LinkedIn and Twitter



Turf Sponsor – \$40,000

Sponsorship Levels

- Limited to one sponsor
- Opportunity to distribute brand giveaways
- Opportunity to add branded decals to turf
- Opportunity to provide custom branded Turf, for an additional fee
- Opportunity to host an activation space everyday throughout the duration of the event
- “Green-way Sponsor” and logo on www.WinterWalkSF.com
- “Green-way Sponsor” and logo on all Winter Walk banners, signage, and other printed marketing materials
- “Green-way Sponsor” and logo in all applicable e-newsletters promoting Winter Walk SF (Over 7,000 subscribers)
- Promotion of your brand through personal introductions to Alliance members and supporters
- (5) Tickets to VIP area at Kick-Off Party
- 2 Dedicated Social Media Posts Across Facebook, Instagram, LinkedIn and Twitter



WiFi Sponsor – \$40,000

Sponsorship Levels

- Opportunity to distribute brand giveaways
- Opportunity to host an activation space everyday throughout the duration of the event
- “WiFi Sponsor” and logo on www.WinterWalkSF.com
- “WiFi Sponsor” and logo on all Winter Walk banners, signage, and other printed marketing materials
- “WiFi Sponsor” and logo in all applicable e-newsletters promoting Winter Walk SF (Over 7,000 subscribers)
- Promotion of your brand through personal introductions to Alliance members and supporters
- (2) Tickets to VIP area at Kick-Off Party
- 2 Dedicated Social Media Posts Across Facebook, Instagram, LinkedIn and Twitter



Single Activation Sponsor – \$5,000 - \$10,000

Sponsorship Levels

- Opportunity to host a (1) day activation on Winter Walk SF (Up to a 10x10 space)
- Union Square Business Improvement District Member: \$5,000
- Non-Member: \$10,000



Custom Sponsorship- \$25,000- \$50,000

Sponsorship Levels

- Custom packages are available!
- Special pricing based on number of activation days, footprint/space needed, location, marketing benefits, naming rights opportunities, etc.
- Please contact Jessica Chilingirian, Marketing & Communications Associate at jessica@unionsquarealliance.com and we would be happy to customize a sponsorship package just for you!

"The Salvation Army made \$5,200 in its kettles during Winter Walk. That is more than what one Salvation Army location would make in one week. Incredible ROI for us!" Staff member from Salvation Army, Winter Walk Sponsors





Thank You