

UNION
SQUARE

WINTER WALK

Partnership Opportunities



Union Square

The heart of downtown SF, Union Square attracts throngs of shoppers and diners to a unique mix of stores, restaurants, hotels and events, year-round.

With dynamic leadership and a strong connection to city leadership, the Union Square Alliance is playing a key role in downtown SF revitalization.



The Heart of SF

Union Square remains an international destination and an automatic stop on most tourists visits – while still drawing San Francisco and Bay Area residents to the shopping mecca.

- Spans 27 city blocks, with \$21 billion in assessed properties
- Capacity of 30,000 people with 12,000 hotel rooms and another 10,000 nearby
- Accessible by public transit from all parts of the city



Holidays in Union Square

People flock from throughout the region and from all over the world to visit the festive Union Square shopping and dining environment.

A hugely popular ice rink and a 30-foot-tall Christmas tree always draw large crowds. Now, with Winter Walk and other Alliance-led initiatives, the district is all the more positively impacted.



WINTER WALK

Winter Walk is a ten day holiday event as two blocks are turned into a pedestrian plaza with lush turf, entertainment, food trucks, bars, and Instagram-friendly arctic-themed décor.

From Friday, Dec. 13 to Sunday, Dec. 22, Winter Walk will pack in visitors and downtown workers throughout this high traffic shopping period.

Winter Walk Schedule

FRIDAY, DEC. 13 - SUNDAY, DEC. 22, 2024*

- ◆ Mon-Wed, 12-7pm | Thurs-Sun 10am-9pm
- ◆ 10 Days of Activations
- ◆ Located on Stockton Street from Post to O'Farrell

** Dates may be extended with sufficient sponsorship support*



Visitor Survey

Our 10-day Winter Walk saw **425,000+** pedestrians in Union Square

How

34%

SOCIAL MEDIA & PRESS

28%

VISITOR BONUS!

22%

WORD OF MOUTH

10%

ATTENDED BEFORE

2%

WORK/LIVE NEARBY

Who

50%

SAN FRANCISCO

18%

EAST BAY

17%

SOUTH BAY

8%

NORTH BAY

8%

OUTSIDE OF AREA

Return

90%

YESSIREE!

Press*

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

**See Appendix for Links to Media Coverage*

POSITIVE PRESS FROM MAJOR OUTLETS

135.9M

SFGATE PAGE VIEWS

34M

SF CHRONICLE MONTHLY VISITORS

6M

KRON TV DIGITAL REACH

1M

SFIST MONTHLY READERS



UNION
SQUARE
ALLIANCE



WINTER WALK

Press* & Social Media

POSITIVE PRESS FROM MAJOR OUTLETS

397,000
KCBS WEEKLY LISTENERS

168,000
KTVU NIGHTLY VIEWERS

166,000
SF EXAMINER READERS

140,000
KGO NIGHTLY VIEWERS

SOCIAL MEDIA GROWTH

2.6M
IMPRESSIONS

4500+
FOLLOWER GROWTH

561
TAGS

**See Appendix for Links to Media Coverage*



Impact

“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.”

JOHNNY KONSTIN
Co-owner of John’s Grill



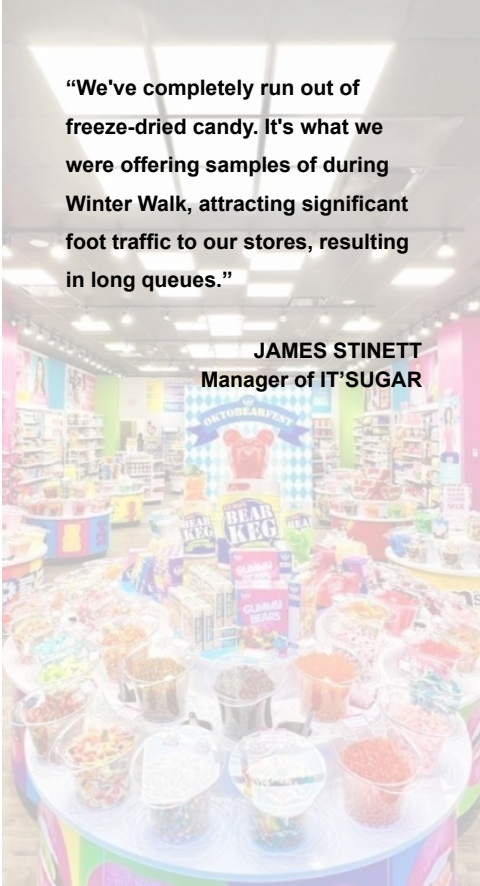
“During Winter Walk, Hed Very Thai saw a 40% surge in reservations, notably on weekends, leading to full bookings from Friday night to Sunday night. Sales have doubled, marking a remarkable 100% growth from November.”

BILLIE WANNAJARO
Owner of Hed Very Thai



“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.”

JAMES STINETT
Manager of IT’SUGAR



Winter Walk Activities

- Live Music & Entertainment Stages
- Interactive Games & Ornament Trail Activities
- Small Business Craft and Gift Marketplace
- Holiday Photo Opportunities
- Holiday Decorations on display
- Food Trucks, Full Bars
- VIP Hospitality and Special Events

Sponsorships

Centrally located in downtown San Francisco, Union Square has one of the highest concentrations of places to shop of any neighborhood in the city.

- Presenting Sponsor
- Stage Sponsor
- Turf Sponsor
- Marketplace Sponsor
- Supporting Sponsors
- Décor Activations



PRESENTING SPONSOR – \$100,000

- Limited to one sponsor w/category exclusivity
- Speaking Opp at opening Press Conference
- Presenting Sponsor position and logo on all Winter Walk entrances, banners, signage, and other printed marketing materials*
- Host role and 10 tickets to VIP Kick-Off Party with mayor and prominent leaders
- Activation space for the duration of the event
- Brand giveaway opportunities
- Primary quote in press release
- Presenting Sponsor and logo on front page of WinterWalkSF.com
- Presenting Sponsor and logo in all applicable e-newsletters promoting Winter Walk SF (over 7,000 subscribers)
- Personal introductions to Alliance members and supporters, including retailers, hotels, restaurants, and other leaders
- 6 dedicated social media posts across Facebook, Instagram, LinkedIn and Twitter
- Opportunity for other custom benefits



**Deadline to be included in printed materials 11/01/24*

STAGE/ENTERTAINMENT SPONSOR – \$50,000



SOLD OUT

- Limited to one sponsor
- Name on the stage
- Opportunity to distribute brand giveaways
- Opportunity to host an activation space (10'x10') every day throughout the duration of the event
- Shout-out and name recognition during every stage performance
- Stage Sponsor and logo on 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)
- 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

**Deadline to be included in printed materials 11/01/24*

TURF PRESENTING SPONSOR – \$50,000

- One company positioned as Turf Presenting Sponsor w/category exclusivity
- Brand logo projected on turf, directly linking sponsorship to the vital amenity
- Turf Sponsor position and logo on WinterWalkSF.com
- Turf Sponsor and logo on all Winter Walk banners, signage, and other printed marketing materials*
- Turf Sponsor and logo in all applicable e-newsletters promoting Winter Walk SF (over 7,000 subscribers)
- Personal introductions to Alliance members and supporters, including retailers, hotels, restaurants, and other leaders
- (6) Tickets to VIP area at Kick-Off Party
- 3 Dedicated Social Media Posts Across Facebook, Instagram LinkedIn and Twitter
- Opportunity for other custom benefits



**Deadline to be included in printed materials 11/01/24*

MARKETPLACE PRESENTING SPONSOR – \$50,000

- One company positioned as Marketplace Presenting Sponsor w/category exclusivity
- Brand integration into small business marketplace located on ground level, 100 Stockton Street
- Marketplace Sponsor and logo on WinterWalkSF.com
- Marketplace Sponsor and logo on all Winter Walk banners, signage, and other printed marketing materials*
- Marketplace Sponsor and logo in all applicable e-newsletters promoting Winter Walk SF (Over 7,000 subscribers)
- Direct connection to several small business merchants that show and sell wares in the marketplace
- Promotion of your brand through personal introductions to Alliance members and supporters
- (5) Tickets to VIP area at Kick-Off Party
- 3 dedicated social media posts across Facebook, Instagram, LinkedIn and Twitter



**Deadline to be included in printed materials 11/01/24*

DECOR SPONSOR – \$25,000

- Décor Sponsor and logo on all Instagrammable Moments shown below
- Décor Sponsor and logo on WinterWalkSF.com
- Décor Sponsor and logo on Winter Walk banners, signage, and other printed marketing materials*
- “Décor Sponsor” and logo in all applicable e-newsletters promoting Winter Walk SF (Over 7,000 subscribers)
- Introductions to Alliance members and Union Square supporters
- (2) Tickets to VIP area at Kick-Off Party
- 2 Dedicated Social Media posts across Facebook, Instagram, LinkedIn and Twitter
- Custom benefits dependent on nature of sponsor product



**Deadline to be included in printed materials 11/01/24*

INSTAGRAMMABLE MOMENTS

Penguins (1.5'w x 4'h)



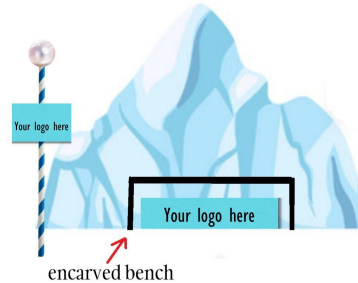
- Logo display on decorative pole*
- Backdrop of assorted prelit tinsel trees (4'H - 6.5'H)
- Option to decorate trees with ornaments (custom items from Sponsor)

Polar Bear (9'w x 5'h)



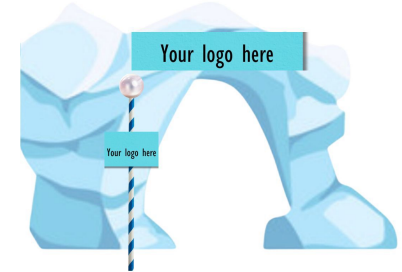
- Logo display on decorative pole*
- Backdrop of assorted pre-lit tinsel trees (4'H - 6.5'H)
- Option to decorate trees with ornaments (custom items from Sponsor)

Glacier with Bench



- Logo display on decorative pole*
- 3 Sizes to choose from: 4'W x 5'H x 4'D; 4'W x 6'H x 8'D; 5'W x 8'H x 5'D
- Option display your logo on bench or on decorative pole*

Glacier Tunnel



- Logo display on decorative pole*
- 6'W x 10'H x 6'D
- Option display your logo on bench and on decorative pole*

**Deadline to be included in printed materials 11/01/24*

UNION SQUARE

Saks Fifth Avenue

WINTER WALK

Join us for a happy holiday season!



APPENDIX

Media Coverage

<https://www.cbsnews.com/sanfrancisco/news/winter-walk-san-francisco-union-square-draws-thousands/>

<https://www.cbsnews.com/sanfrancisco/news/winter-walk-returns-sf-union-square-after-5-year-hiatus-stockton-street/>

<https://www.axios.com/local/san-francisco/2023/12/15/winter-walk-union-square>

<https://www.sf.gov/news/visitors-union-square-and-downtown-areas-increasing-holiday-season>

<https://www.sfgate.com/local/article/why-street-blue-sf-union-square-winter-walk-18555138.php>

<https://www.sfchronicle.com/entertainment/article/winter-walk-sf-2023-18549933.php>

<https://www.nbcbayarea.com/news/local/san-francisco-holiday-event-returns-winter-walk/3398381/>

<https://www.sfchronicle.com/sf/article/stockton-street-closure-union-square-winter-walk-18549145.php>

https://www.sfexaminer.com/news/transit/winter-walk-closes-stockton-street-reroutes-muni-lines/article_b904c354-9932-11ee-a4f5-ef7fa2d3fa88.html

<https://sfist.com/2023/12/12/stockton-street-winter-walk-returns-for-first-holiday-season-since-2018/>

<https://www.ktvu.com/news/san-francisco-gears-up-for-return-of-winter-walk>

https://www.sfexaminer.com/news/business/san-francisco-union-square-stands-at-crossroads-this-holiday/article_f42e413a-9626-11ee-8d44-9372f2b8ebe0.html

<https://www.kron4.com/live-in-the-bay/union-square-winter-wander-land-offers-perfect-reason-to-explore-the-district/>

<https://www.cbsnews.com/sanfrancisco/news/union-square-sees-increased-police-presence-for-holiday-season/>

<https://patch.com/california/san-francisco/union-square-sees-increased-police-presence-holiday-season>

<https://sfist.com/2023/11/30/multiple-data-sources-say-retail-theft-is-declining-in-san-francisco/>