



# UNION SQUARE IN BLOOM

Partnership Opportunities

SPRING/SUMMER 2025



# 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
- 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



# Spring Has Sprung in Union Square

The Union Square District has a long and storied tradition of being adorned with flowers and other landscaping.

The presence of flowers and greenery has been abundant throughout the community—but never more so than during Bloom, a celebration running from March to August every year.

# Union Square in Bloom

A major event designed to help with downtown SF transformation, Bloom honors Union Square's floral heritage, beautifying the neighborhood while fostering community collaboration.

During the Bloom promo period (March-August), over 7 million people visit Union Square, with many visitors, residents, workers and tourists drawn to Bloom events, and the floral beauty and creative installations throughout the neighborhood.

# Bloom by the Numbers

Bloom saw an increase in visitors, retail revenue, and a financial boost of tens of thousands of dollars.

**7M**

VISITORS  
MAR-AUG

**7M**

SOCIAL MEDIA  
IMPRESSIONS

**1.7M**

LUX CLUB DIGITAL  
DISTRIBUTION

**500K**

SOCIAL MEDIA  
VIDEO PLAYS

**100K**

NOB HILL GAZETTE  
PRINT DISTRIBUTION

# Media Coverage



San Francisco  
Chronicle

AXIOS



LIVE!  
IN THE BAY

Alice  
@97.3

SAN FRANCISCO  
BUSINESS TIMES

\* SECRET  
SAN FRANCISCO



UNION  
SQUARE  
ALLIANCE



UNION SQUARE  
N BLOOM

# Media Impressions

@abc7newsbay area: Tulip Day 2024: festival brings hope for San Francisco Union Square's economic recovery [abc7ne.ws/4a5N6b5](https://abc7ne.ws/4a5N6b5)

## POSITIVE PRESS FROM MAJOR OUTLETS

**91.4M**

CBS NEWS UNIQUE  
MONTHLY VISITS

**1.84M**

ABC7 UNIQUE  
MONTHLY VISITS

**1.25M**

NBC BAY AREA UNIQUE  
MONTHLY VISITS

**34M**

SF CHRONICLE  
MONTHLY VISITS

**10.9M**

AXIOS  
MONTHLY VISITS

**524,000**

ALICE RADIO  
LISTENERS





## BLOOM ACTIVATION

# The Westin St. Francis

- Union Square in Bloom generated over 105 million media impressions
- The hotel marketed and sold over 100 visitation packages for Bloom
- From March to April marked the largest growth period of the year, resulting in an impressive overall increase of 48% in Instagram followers
- The Westin St. Francis also welcomed social media influencers who came to experience hotel offerings

## BLOOM ACTIVATION

# Parc 55 + Hilton

- With an eye on sustainability, the Parc 55/Hilton ensured that everything they purchased could be reused in 2024 with the long-term strategy of making their activations bigger and bolder year after year
- Bar sales increased by 30% and reservations were up year to year
- Parc 55's Bloom themed bar was recognized as a finalist for Visit California's 2024 Poppy Awards



# Major Events/Activations

**MARCH 22**

Tulip Day/Bloom Launch

**MAY 11**

Mother's Day Fashion Show

**JULY 19**

Blooms & Bubbles Bar Crawl

**AUGUST 16**

Bloomies Award Show/Closing

ALSO...

Digital Passport *sponsored by JP Morgan Chase*

Public Realm Installations

Couture Gown & Designer

MARCH 22

# Tulip Day/Bloom Launch

Tied to International Women's Day, the Union Square Tulip Garden opens as 50,000 descend upon the District and tens of thousands of visitors line up to receive free flowers.

*It's an epic viral event!*

*Note: Due to a projected tulip shortage, the 2025 event may require use of a different flower, offering an opportunity for variety and appealing to a wider range of floral aficionados.*





MARCH 22

# Tulip Day/Bloom Launch

- 50,000 people from throughout the region
- Extensive media coverage
- Heavy influencer involvement
- Civic leaders, chamber of commerce
- Media sponsors to be announced
- Signage/barricade covers
- Stage/photo ops

MAY 11

# Mother's Day + Fashion Show

A special floral-themed fashion show taking place in the plaza—open to the public, with special VIP experiences.

We are seeking a lead sponsor and others as we are able to creatively integrate brands into the show and related activities.





MAY 11

# Mother's Day + Fashion Show

- Post-brunch event in the Square from 2-5
- Stage with branded backdrop
- Runway with VIP and media seating
- Gift bags and giveaway opportunities
- Sampling and product integration
- VIP After-Party



# Partnership Opportunities

We are seeking corporate partners to support this massive downtown recovery. Activation/integration opportunities abound throughout this high traffic period, whether florally oriented or otherwise.

Consider joining United Airlines, Amazon and JP Morgan Chase as sponsors of Bloom, as a whole or for specific events.

*Note: partnerships listed are not category-exclusive.*





# PRESENTING SPONSOR – \$100,000

- Limited to one company – category exclusivity, if available
- Executive speaking role at launch event, Mother’s Day/fashion show, and closing/Bloomie Awards
- Sponsor position at one high-profile public realm installation
- Highest level recognition on all Bloom Marketing Materials (banners, A-frames, flyers)
- Position as sponsor of all primary events
- Activation or pop-up retail space for duration of event (hard costs covered by sponsor)
- Digital activation via website/Bloom landing page with company statement
- Six dedicated social media posts across Alliance channels (one per month)
- Optional custom social campaign w/boost by influencers and travel sites
- Integration into e-newsletters promoting Union Square in Bloom (merchants + consumers)
- 10 Tickets to VIP Tulip Day media event, Closing/Bloomie Awards



# GARDEN SPONSOR – \$50,000

- Presenting sponsor of one Bloom event
- Sponsor position at one high-profile public realm installation
- Executive speaking role at sponsored event and closing/Bloomie Awards
- Verbal recognition at all events
- Second-highest recognition on all Bloom Marketing Materials (banners, A-frames, flyers)
- Activation or pop-up retail space at Bloom events (hard costs covered by sponsor)
- Digital activation via website/Bloom landing page with company statement
- Four dedicated social media posts across Alliance channels
- Optional custom social campaign w/boost by influencers and travel sites
- Integration into e-newsletters promoting Union Square in Bloom (merchants + consumers)
- 5 Tickets to VIP Bloom Gown Reveal Event, Closing/Bloomie Awards



# PUBLIC REALM SPONSOR – \$20,000-\$30,000

Sponsor one of several Public Realm installations – options include:

- Maiden Lane gates
- Maiden Lane hanging flowers
- Union Square parking garage sign
- SFMTA bus stops
- Cable Car
- Hallidie Plaza flowers

Brand integration at installation and on passport maps plus linkage to sponsored display on website, in social media and in general Bloom promotional materials.

Other custom benefits available, commensurate with investment.



# Custom Sponsorships

PRICE COMMENSURATE WITH INVESTMENT LEVEL

Let us customize a package to maximize brand impact, engage executives and employees, and to connect your company to the Union Square community and downtown SF ecosystem.





# UNION SQUARE IN BLOOM

Please contact us for more details!



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