



UNION SQUARE IN BLOOM

Presented by

JPMorganChase

Partnership Opportunities

Contact us

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Union Square in Bloom

A Floral Community Driven Campaign

Union Square in Bloom is a powerful, **six-month celebration** (March-August 2026) designed to captivate San Francisco. This vibrant campaign **will draw hundreds of thousands to the city's iconic heart** through major events like Tulip Day, generating widespread positive media and positioning our partners at the center of San Francisco's comeback story.

More than a campaign, this is **a cultural movement**. We are leaning into our rich floral traditions **to champion the city's recovery, cultural identity, and economic vitality**. This is a unique opportunity to align your brand with the beauty, innovation, and unwavering spirit of Union Square, creating a lasting legacy.

We invite you to join this landmark celebration and secure a premier role in writing the next chapter of San Francisco's success.



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What

Union Square in Bloom is a six-month celebration of floral artistry, fashion, music, and community, transforming San Francisco's iconic Union Square into a living canvas of color and creativity from March through August **enjoyed by 3.3 Million visitors**

Why

For decades, flowers—especially daffodils—have been a vibrant part of our community, from Maiden Lane giveaways to Macy's Flower Show dating back to 1964.

The Alliance continues this tradition with Union Square in Bloom. By uniting the district around this seasonal theme, we aim to welcome visitors, workers, and residents to support the heart of San Francisco

When

March 21 - August 20, 2026

Event Highlights*

Tulip Day: March 21

Bloom Fashion Show: May 8

Local Garden Program: April - August

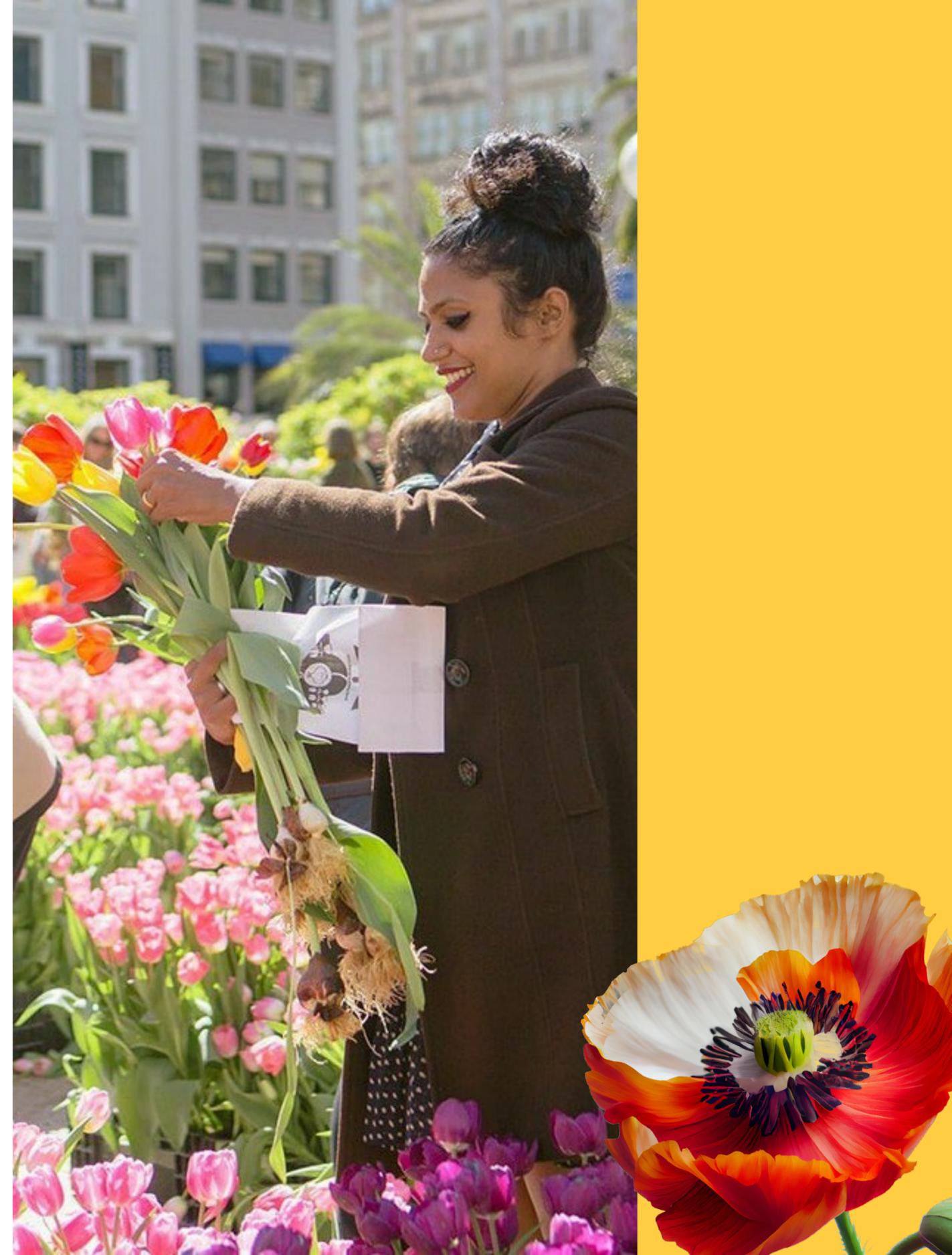
Private Bloomie Awards and Closing Event: August 20

Where

Major Events take place at Union Square Plaza while community driven programming and floral installations cover all of the Union Square District.

The Union Square district is a 27-block area surrounding Union Square approximately from Market Street - Bush Street and Kearny - Mason Street.

*Dates subject to change



Bloom Events

Free and open to the public

Tulip Day

March 21, 2026

A spectacular extravaganza where 80,000 tulips blanket Union Square, drawing 40,000+ attendees and 3.7M+ social impressions, 35 total broadcasts, digital, and print coverage, 21.8M end users reached, \$260K total local market publicity value.

The Local Garden

Every first week of the Month
April - August, 2026

A recurring program showcasing our local bloomed restaurants, floral cocktails, art galleries, salons and all that Union Square has to offer. This program highlights the local businesses that make Union Square and San Francisco thrive.

Bloom Fashion Show

May 8, 2026

A dazzling floral runway and live music event in partnership with the Halston Foundation and Academy of Arts. The Bloom dresses and partners will also gain prominent appearance at the Union Square Foundation Annual Luncheon.

Bloomie Awards

August 20, 2026

A private event for all bloom sponsors, partners, participants, florists and friends with music, beverages, food and an awards ceremony. A thank you and celebration for another successful year of Union Square in Bloom.

**Exact dates subject to change*



Bloom Installations

Bringing vibrancy to Union Square

Public floral installations will pop-up all over Union Square in partnership with the local businesses. In addition, the Union Square Alliance installs surprising floral installations around the center of Union Square.*

Union Square Stage

The stage at Union Square will be decoratively covered with a large floral installation.

On average, 8.5M people walk past this location throughout the campaign.

Maiden Lane Gates

The Maiden Lane Gates at the entrance of Stockton Street. It provides a welcoming entrance to this iconic location which will also hold illuminated flowers on both blocks.

On average, 60,700 people visit and few this location through the campaign.

Union Square Garage Entrance

Floral installation at the top of the Union Square Garage Entrance located on Geary Street between Powell and Stockton Street, right in front of the Macy's entrance.

On average, 353,900 people walk past this location throughout the campaign.

Bus Stops on 38 Geary

Two bus stops of the 38 Geary within Union Square get decorated. Specifically, the bus stops located on Geary/Stockton and Geary/Powell.

This bus has a daily ridership of 37,500 people.

**Sponsor logo integration dependent per installation*



Marketing Reach

Union Square In Bloom generated record-breaking engagement across social media, with posts reaching hundreds of thousands, sparking widespread shares, and boosting the event's online visibility like never before.

❖ Tulip Day

- ❖ Total reach: 28M
- ❖ Total visitors in Union Square: 146K
- ❖ Economic Impact: \$3.7M

❖ Fashion Show

- ❖ Total reach: 41K
- ❖ Media outlets: 21

Union Square Alliance Reach

- ❖ 100K Followers on Social Media Platforms (Instagram, Facebook, TikTok, X)
- ❖ 1,000 Member Newsletter Subscribers
- ❖ 5,000 Consumer Newsletter Subscribers
- ❖ 50% Open Rate on Newsletters
- ❖ 38,541 Union Square Home Page Visits
- ❖ 5,942 Bloom website visits

❖ Partner Collaboration Campaign

- ❖ Total reach: 10.7M
- ❖ Media outlets: 8
- ❖ 279K Instagram Impressions

❖ One Day Local Business Event*

- ❖ Total reach: 35K
- ❖ Total attendees: 140



**Program in 2026 to be extended over several weeks throughout Union Square in Bloom 2026 with the Local Roots Program.*

Partnership Advantages

Union Square in Bloom

Union Square in Bloom is more than a campaign; it is a cultural movement where we lean into our rich floral traditions in Union Square, supporting our cultural identity and solidifying the recovery of San Francisco. A movement that will celebrate Union Square all spring and summer leading right up to the Holiday Season. We welcome our partners to align their iconic brand with the beauty, innovation, and community spirit for which Union Square is known.

Social Good

Directly support Union Square's local businesses, which are the economic engine of San Francisco. This support strengthens the district's role as a central hub for culture and tourism and bolsters the hotels and hospitality services.

Brand Visibility

Broaden your brand's reach by leveraging the Union Square Alliance's channels and prominent brand placement to connect with a global audience of tourists, California visitors, and Bay Area residents.

Reach Desired Demographics

Connect with a large audience both in person and digitally. Union Square is a magnet for residents, workers and tourists, who make the District a top attraction in the city.

Civic Positioning

Sponsors have the opportunity to speak at major events, connect with City Officials, local business owners, and visitors.

Long-term Presence

This 6-month campaign provides extended exposure to keep your brand top of mind, offering exceptional value and a sustained return on investment.



Exclusive Presenting Sponsor

SOLD

Secure the pinnacle of partnership as the **Exclusive Presenting Sponsor** for Union Square in Bloom 2026. This is the only level that offers headline positioning for the entire campaign, lead sponsorship of the massive Tulip Day event, and broad category exclusivity.

Your brand will be synonymous with this celebrated San Francisco tradition, benefiting from unmatched media exposure, top billing on all materials, and unique C-suite engagement, including a private meeting with City Officials.

This is the premier opportunity for a brand seeking to lead and own the narrative and provides the most powerful platform.



Featured Sponsor 2 available

Capture the premier spotlight as a **Featured Sponsor**, securing the highest level of visibility under the Presenting position.

This tier is designed for high-impact brand association, offering prominent level positioning at all major events, including Tulip Day, and significant features in top-tier media.

While sharing some executive-level perks with the Presenting Sponsor, such as public speaking roles, this level provides a strong platform for brand elevation and widespread recognition for a market leader.



Local Business Sponsor

1 available

Become the heart of the celebration with the **Local Business Sponsor** level, a community-centric tier focused on gaining primary positioning for the “Local Garden” monthly event program.

Unlike other levels, this sponsorship is designed for deep, hyper-local engagement, requiring active partnership with other Union Square businesses. It offers unique, relationship-building benefits like a speaking opportunity at the private Bloomie Awards, making it the ideal choice for businesses focused on cultivating authentic, grassroots connections within the community.

This is an ideal opportunity for brands that want to be seen as supporting small businesses, the engine of our local economy.



Supporting Sponsors

3 available

Establish a consistent and ubiquitous brand presence throughout the six-month campaign as a **Supporting Sponsor.**

This foundational level is the most accessible way to ensure your brand is associated with the entirety of Union Square in Bloom. It guarantees your logo will be included on most event collateral, the campaign webpage, and across core marketing channels.

While other tiers offer deeper engagement, this level is perfect for brands seeking continuous, widespread visibility and recognition as a key supporter of the event series.



Event Activation Sponsors

5 available

Achieve direct, hands-on brand activation as an
Event Activation Sponsor.

This highly targeted level moves beyond passive logo placement and allows your team to engage face-to-face with attendees at premier events like the Bloom Fashion Show.

Ideal for brands focused on experiential marketing, this package provides the physical space and promotional support to create memorable, personal interactions at the campaign's most exclusive gatherings.



Partnership Benefits

Union Square in Bloom

	Exclusive Presenting Sponsor	Featured Sponsor	Local Business Sponsor	Bloom Sponsor	Event Booth Sponsor
Visibility					
Exclusive Presenting Sponsor in logo mock-up	X				
Logo on printed and digital advertisements and materials	X	X	X	X	
<i>Logo on floor decal at select installations</i>	X	X	X	X	
<i>Logo on Union Square in Bloom Digital Map</i>	X	X	X	X	
Event Promotion					
Speaking opportunity at major events	X	X			
Logo on all on-site collateral (A-Frames, Banners, Posters, Barricade Covers)	X	X	X	X	
Stage Announcements by EMCEE or CEO for live audience at select events	X	X	X	X	X
Booth presence on select events	X	X	X	X	X
Presenting sponsor title and logo placement for local business series			X		
Media Promotion					
Recognition in select TV and Radio Promotions	X	X			
Recognition in select magazine placement	X	X	X		
Acknowledgement in Press Releases (3)	X	X	X	X	X
Website, Email & Social Media Promotion					
Logo <i>with Hyperlink</i> on Alliance front page on Union Square in Bloom banner	X				
Logo <i>with Hyperlink</i> on Alliance Union Square in Bloom Webpage	X	X	X		
Logo on select Newsletters	X	X	X	X	X
Collaboration with Partner for personal social media posts	X	X	X	X	
Logo on Alliance Union Square in Bloom Webpage				X	X

Thank You

Please reach out with questions to:
Kevin@bartrampartnerships.com

