

# 2023 SPONSORSHIP GUIDE



Let's  
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**SF** 



Let's  
**GLOW**  
SF 

# SF's Projection Arts Festival

December 1 - 10, 2023 | 5:00 pm - 10:00 pm Nightly





# DOWNTOWN REIMAGINED

## Reimagining the Holidays in Downtown San Francisco

The Downtown SF Partnership is making a significant investment to revitalize downtown and reopen San Francisco after lockdown and business closures. We need your help to build Let's Glow SF as a new holiday tradition to bring residents, workers, and visitors back to downtown.

Restaurants, bars, and shops have reopened and need all the support they can get during this holiday season. Be a part of SF's recovery while celebrating the diversity and talent of Bay Area artists.

Let's Glow SF offers a multitude of opportunities to make a positive impact on our recovering city.





# HIGH TECH MASSIVE SCALE

## Glow Big or Go Home

In December of 2021, the Downtown SF Partnership hosted the premier Let's Glow SF, an activation to revitalize downtown San Francisco while celebrating the holiday season like never before. The largest holiday projection mapping display in the US drew Bay Area residents to the Financial District to not only celebrate the holidays but also provide a much needed economic boost to the area while highlighting artists of all backgrounds. DSFP is proud to host Let's Glow SF for a third consecutive year.

In 2022, Let's Glow SF featured:

- A diverse group of 14 cutting edge artists and four content studios, both local and global
- Projections on four towering buildings throughout the Financial District
- 5-7 minute shows on each building that ran continuously from 5:00pm – 10pm for ten nights
- A VIP launch party the premier night of the event and an accompanying Countdown to Glow press conference with opening statements by the Mayor and local stakeholders





# PRESENTED BY

## DOWNTOWN SF PARTNERSHIP

The Downtown SF Partnership is a 501(c)(3) non-profit organization founded in 2020. Developed by a coalition of property and business owners, the community benefit district serves two of the oldest continuous business districts in San Francisco. The Downtown SF Partnership funds special benefit services over and above what the City already provides within a 43-block radius. These services include cleaning, safety, district identity and promotion, and public space activations.

As part of the Downtown SF Partnership's mission to improve the district's vitality, Let's Glow SF activates the District during the holiday season like never before.



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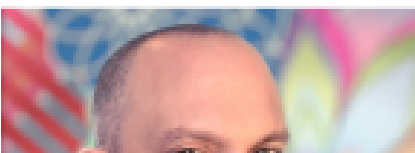
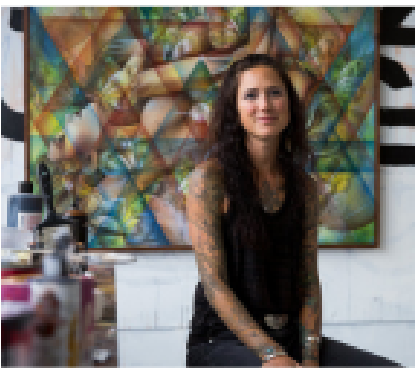
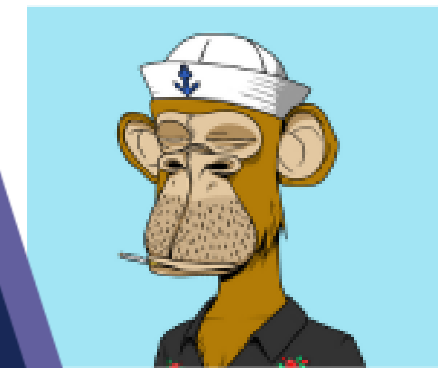
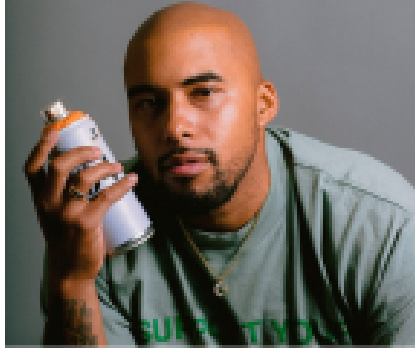


# CREATING AN IMPACT

## Let's Glow SF Artists | 2022

In 2022, Let's Glow SF featured works from 14 total artists: seven (7) local visual artists, two (2) local music producers, one (1) local animator, and four (4) world class, award winning international visual design companies. Beginning last year, the DSFP extended an open call for submissions to local Bay Area artists to participate in 2022's event.

Four local artists were selected from applicants and Ryan Uzilevsky was selected as the headlining artist and received a \$15,000 commission from Downtown SF Partnership for providing five minutes of content. Three supporting artists, Yiyi Lu, Kalani Ware and Sean Capone were selected to provide one minute of content and each received \$5,000 commissions.





# QUESTIONS ANSWERED

## Frequently Asked Questions

**How long has Let's Glow SF been in existence?**

2023 will be Let's Glow SF's third year.

**What's the purpose of this event?**

To help downtown SF businesses recover from the impact of COVID-19

**How much is it to attend Let's Glow SF?**

\$0! Let's Glow SF is a free, family event that's open to the public. Pets are also welcome.

**Why doesn't Let's Glow SF span the entire month of December?**

The cost of production, equipment, and artists is quite high. DSFP counts on funding from grants and sponsors to keep the event financially sustainable and continuously growing each year.



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2022  
PROMMO VIDEO





# BY THE NUMBERS



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# Let's GLOW SF

SHINING A LIGHT ON

What is Let's Glow SF?

#1 LARGEST

HOLIDAY PROJECTION ARTS FESTIVAL IN THE US

17 ARTISTS / CONTENT STUDIOS

10

NIGHTS LONG

5-7 MINUTE LIGHT SHOWS  
5 PARTICIPATING PROPERTIES



In December 2022, Let's Glow SF invited attendees from the Bay Area and beyond to reimagine the holidays in Downtown San Francisco. The Downtown SF Partnership hosted the largest holiday projection arts festival in the U.S. for the second consecutive year, featuring awe-inspiring light shows on four towering buildings in the Financial District. From December 2nd - 11th, Let's Glow SF encouraged visitors, residents, and workers to come downtown during the holidays and enjoy festive creations while supporting local businesses.

## What Was Its Impact?



51,000 PEOPLE ATTENDED



42,000 WEBSITE VISITS

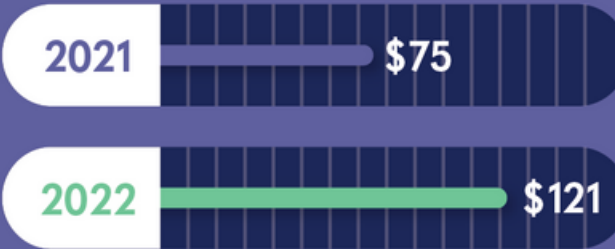


307,500 VIEWS ON INSTAGRAM AND TIKTOK



50 MEDIA HITS

"I believe the promotion brought new guests. In addition, the guest spend was way up across the board."  
- Johnny Metheny, Toy Soldier

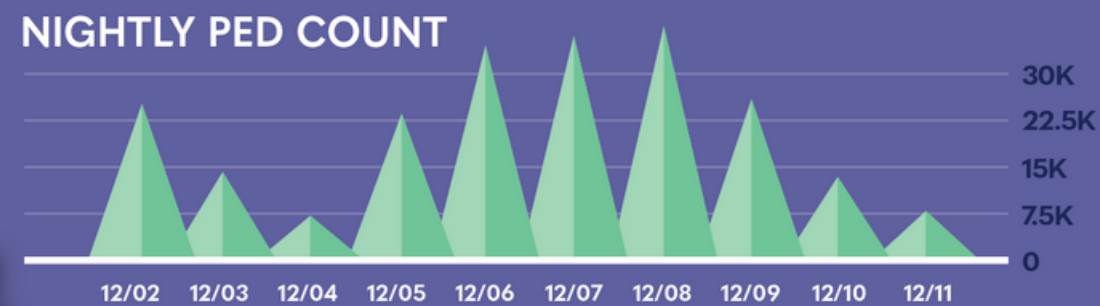
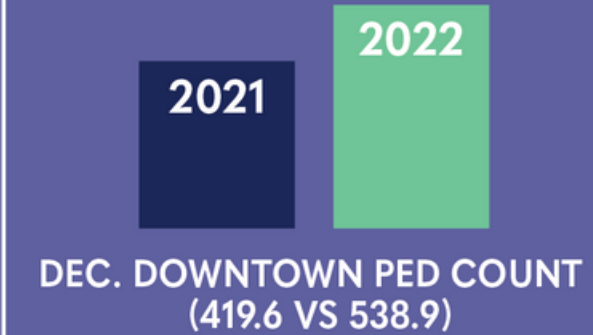


AVG. DOLLARS SPENT PER PERSON IN THE DISTRICT DURING LET'S GLOW

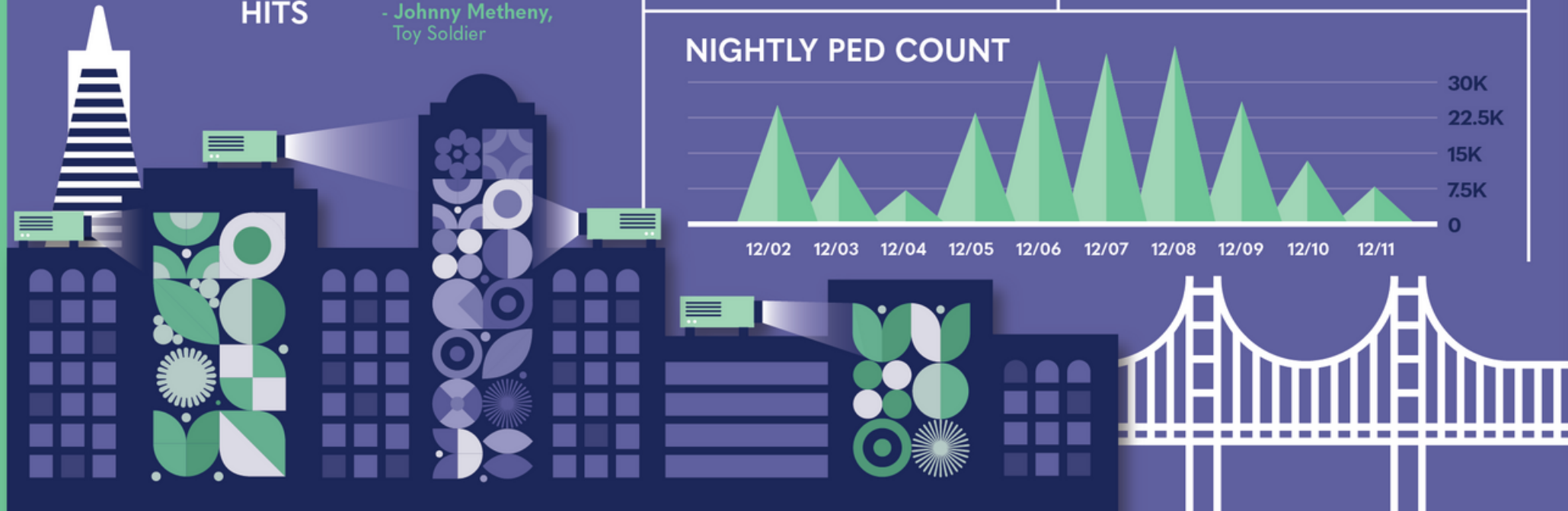


PEOPLE DESCRIBED DOWNTOWN AS:

- #1 WALKABLE
- #2 FUN
- #3 INNOVATIVE



SOCIAL MEDIA FEEDBACK





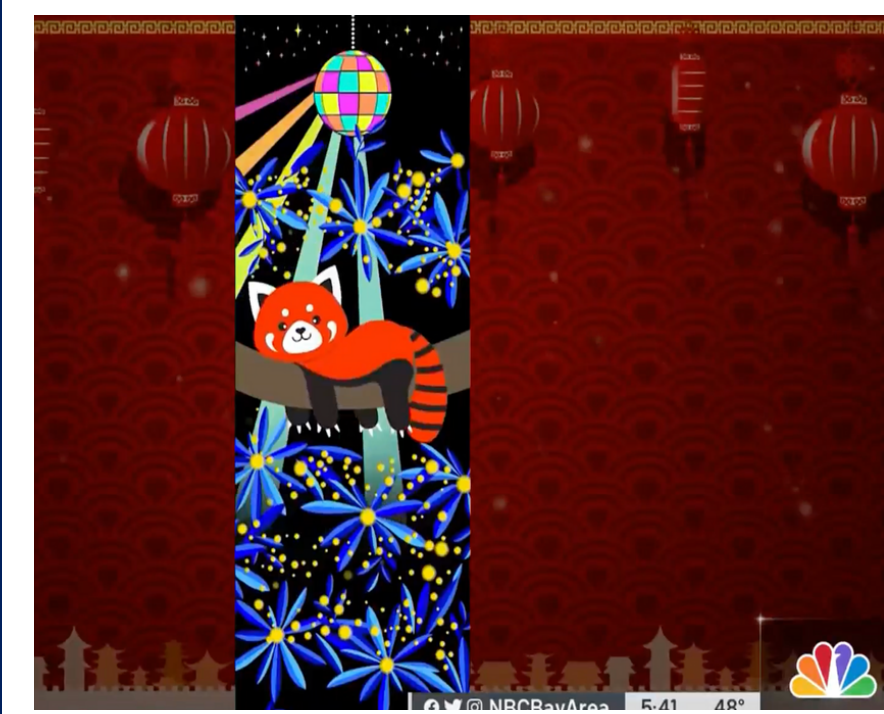
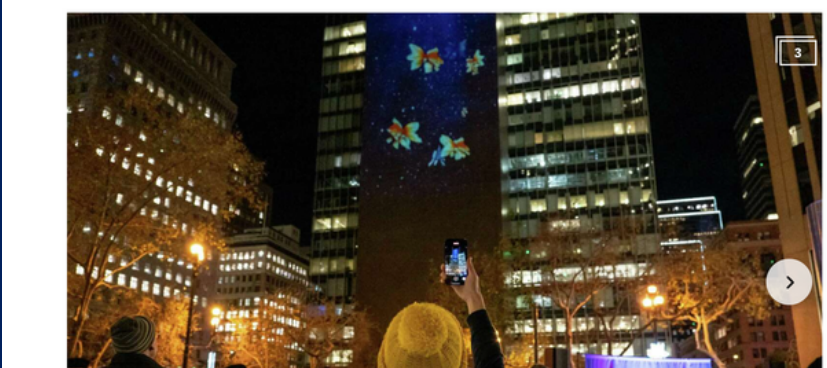
# PUBLIC RELATIONS

## Changing the Narrative

As in years past, Let's Glow SF garnered substantial positive media attention for both the event itself and downtown San Francisco as a whole, the City adapts and redefines itself in a post-lockdown world.

Which resulted in:

- 2 major local TV stations (NBC11 and CBS5)
- 48 online hits including calendar listings, event mentions and “listicles”
- 7 features about Let’s Glow SF that reported about the festival with interviews, specific details and more in-depth information shared via the media kit (SFGate, San Francisco Standard, Standard, San Francisco Chronicle, World Journal, SF FunCheap, San Francisco Examiner)
- Radio mention in traffic report (KCBS Radio has a partnership with FOX News, which was pitched Let’s Glow SF)





# SOCIAL

## Starting Conversations

Each year, Let's Glow SF is an opportunity to not only gain followers through interest in the event, but to also increase awareness of and engagement with the Downtown SF Partnership.

- Influencers – IN 2022 DSFP created a social media influencer list identifying over 60 influencers and bloggers with impactful followings, audience engagement and reach in and around the Bay Area. More than 60 influencers and bloggers received the Let's Glow SF media kit, invitations to the Countdown to Glow celebration and opportunities to meet with artists and DSFP staff for tours of the festival. As a result, LGSF posts received 307,500 views on TikTok and Instagram.
- District Partners – DSFP collaborated with local businesses to organically promote Let's Glow SF themed specials across their platforms to their collective 20,260 followers.





# SPONSOR OPPORTUNITIES



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# PRESENTING SPONSOR

## Presenting Sponsor

\$100,000

Contribute in making a significant investment in the economic recovery of downtown San Francisco.

- Limited to one sponsor
- Logo displayed during the countdown timer before each show
- Logo displayed after each light show during the end credits
- 3 minute speaking opportunity during the Countdown to Glow Ceremony & Press Conference on Friday, December 1st, 2023 with the Mayor
- Photo opportunity with SF City Officials and event producers
- Quote in all press release distributions
- Interview in 2023 promotional videos
- Dedicated blog and social media post on Instagram, Facebook, Twitter, and LinkedIn
- "Presenting Sponsor" and logo on all applicable onsite signage
- (10) Tickets to VIP Reception after the Countdown to Glow Ceremony
- VIP Swag Bag
- "Presenting Sponsor" and logo on the DowntownSF.org website - all year
- "Presenting Sponsor" and logo on all applicable marketing materials





# PLATINUM SPONSOR

## Platinum Sponsor

\$75,000

Platinum sponsorships are ideal for those seeking to be featured on all Let's Glow SF building locations.

- Limited to six sponsors
- Logo displayed after each light show during the end credits at each location for 30 seconds
- Verbal recognition during Countdown to Glow Ceremony & Press Conference
- Mention in all press release distributions as a "Platinum Sponsor"
- "Platinum Sponsor" and logo on all applicable onsite signage
- (6) Tickets to VIP Reception after the Countdown to Glow Ceremony
- VIP Swag Bag
- Sponsor a blog post on event website - 250 words
- "Platinum Sponsor" and logo on the event website - all year
- "Platinum Sponsor" and logo on all applicable marketing materials





# GOLD SPONSOR

## Gold Sponsor

\$50,000

Gold sponsorships are ideal for those seeking to be featured at one specific Let's Glow SF building location.

- Limited to six sponsors
- Logo displayed after each light show during the end credits - one location
- Verbal recognition during Countdown to Glow Ceremony & Press Conference
- "Gold Sponsor" and logo on applicable onsite signage - one location
- (4) Tickets to VIP Reception after the Countdown to Glow Ceremony
- "Gold Sponsor" and logo on the event website - all year
- "Gold Sponsor" and logo on all applicable marketing materials





# LOCATION SPONSOR

## Location Sponsor

\$30,000 - \$45,000

This sponsorship option is ideal for property owners and managers that are looking to play an active role in the revitalization of Downtown San Francisco in a post-COVID world by hosting a Let's Glow SF light show on their building.

The Downtown SF partnership fiscally sponsored 100% of event costs in Year 1, 2021 and the large majority of the event costs in Year 2, 2022. To participate as a Year 3 location in December 2023, host locations will be responsible for 20% of their respective building's costs. This includes equipment and labor, digital content, and security. The Downtown SF Partnership is committed to funding the remaining 80%.

2022 Locations: One Bush, Pacific Stock Exchange, Hobart Building, 222 Leidesdorff Street





# SHOWS SPONSOR

## Show Sponsor

\$25,000

Support the work of local artists by sponsoring a show.

- Limited to six sponsors
- Name prominently displayed after each show during the end credits, supporting the contributing artist's work
- (2) Tickets to VIP Reception after the Countdown to Glow Ceremony & Press Conference
- "Show Sponsor" and logo on the event website - all year
- "Show Sponsor" and logo on all applicable marketing materials





# FRIENDS OF DOWNTOWN

## Friends of Downtown Sponsor

\$15,000

Making the arts accessible to all is a crucial part of reigniting the wonder of this resilient city in a post-lockdown world. By becoming a Friends of Downtown Sponsor, you're ensuring that we can continue to provide opportunities for local artists to display their work on a massive scale.

- (2) Tickets to VIP Reception after the Countdown to Glow Ceremony & Press Conference
- Name recognition on VIP event signage
- "Friends of Downtown SF" name on the event website - all year
- "Friends of Downtown SF" name on all applicable marketing materials and digital promotions
- Option to add branded item to VIP Swag Bag





# MEDIA SPONSOR

## Media Sponsor

\$15,000

- Contribute by providing at least \$15,000 in as in-kind advertising buys to promote Let's Glow SF 2023
- (2) Tickets to VIP Reception after the Countdown to Glow Ceremony & Press Conference
- Name recognition on VIP event signage
- "Media Sponsor" and name on the event website - all year
- "Media Sponsor" and name on all applicable marketing materials and digital promotions





# VIP RECEPTION SPONSOR

## VIP Reception Sponsor Help us kick-off Let's Glow SF 2023

The VIP Reception and Countdown to Glow will take place on opening night on Friday, December 1st, 2023 and will feature community speakers, entertainment, festive beverages, and bites. Be part of this cutting edge celebration of the digital arts while promoting your brand to 150 event attendees.

- Band/Entertainment Sponsor : \$7,000
- Bar Sponsor: \$6,000
- Appetizer Station Sponsor: \$6,000
- Decor Sponsor: \$6,000
- Cocktail Table Sponsor: \$4,000

Sponsors of the VIP event will receive logo recognition on event signage.







## Contact Us

Custom packages may be available. Reach out to learn more and to secure your spot.

The Downtown SF Partnership is a 501(c)(3) nonprofit organization. Sponsorships and donations are tax deductible.

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