UNION SQUARE FOUNDATION

Holiday Fundraiser

Sponsorship Sheet

EVENT DETAILS
Tuesday, December 1, 2026, 6:00–9:00 p.m.
Chotto Matte

The Union Square Foundation is the 501c3 non-profit arm of the Union Square Alliance. The Mission of the Union Square Foundation is to establish a renewed 'sense of place' for the Union Square Area by supporting diverse artistic, cultural, and culinary programs and projects – and by cultivating a welcoming, caring community for all humankind. We provide critical support to both create and maintain an active and beautiful environment that serves to enrich its public spaces for the enjoyment of San Francisco's residents and visitors. Projects funded by the Foundation include those focused on the public realm, such as our holiday décor and Union Square in Bloom, and streetscape projects and improvements, like the Powell Street Promenade and Maiden Lane activations. The proceeds from this event support all these important programs.

This exciting annual fundraiser organized by the Union Square Foundation is a special moment for members and stakeholders to highlight Union Square as a world-class destination. It's a festive and important night to celebrate all the hard work and accomplishments for the year.

Union Square is a treasured part of our San Francisco community, serving as a focal point for residents and visitors alike. With you as our partner, we are thrilled to elevate the experience for our attendees, and also serve as a testament to the enduring spirit and vibrancy of Union Square. This event will be a symbol of unity, reinforcing the importance of coming together no matter the industry or demographic, especially during the holiday season, to create moments of joy and shared celebration.

WHO ATTENDS THE HOLIDAY LUNCHEON AND FUNDRAISER?

Approximately 200 attendees including Corporate Executives, Business Owners, Government Department Directors and Managers, Public and Government Affairs Officers, Business Development Directors, Union Square Stakeholders, brokers, Hotel Operators, Restaurant Proprietors, Property Holders, Marketing Directors and Executive Directors, Stakeholders, Tenants, Leaders of City Affiliated Organizations and Non-Profits, Elected City and State Officials, including the Mayor, Chief of Police, City Council and the District Attorney.

UNION SQUARE FOUNDATION

Sponsorship Levels and Benefits

Presenting Sponsor | $25,000

SOLD OUT

- Limited to one sponsor
- 15 guests to the event
- Speaking opportunity at event
- Logo on reminder E-blasts sent to 1300+ Alliance members and supporters
- Logo at Event & Foundation Website
- Top name recognition as the Presenting Sponsor in our PR materials and press releases, including quote in Press Release
- A collaborative effort in promoting this partnership and your brand through personal introductions to Alliance members and supporters
- Official Sponsor of Winter Walk 2025, which includes logo on all digital and physical collateral and recognition at the VIP opening event by Union Square Alliance CEO, Marisa Rodiguez.
- 2 tickets to the Winter Walk VIP opening event

Platinum Sponsor | $12,000

(1 sponsorship available)

- 10 guests to the event
- Logo on reminder E-blasts sent to 1300+ Alliance members and supporters
- Logo at Event & Foundation Website
- A collaborative effort in promoting this partnership and your brand through personal introductions to Alliance members and supporters
- Official Sponsor of Winter Walk 2025, which includes logo on all physical and digital collateral.

Gold Sponsor | $8,000

(2 sponsorships available)

- 8 guests to the event
- Logo on reminder E-blasts sent to 1300+ Alliance members and supporters
- Logo at Event & Foundation Website
- A collaborative effort in promoting this partnership and your brand through personal introductions to Alliance members and supporters

UNION SQUARE FOUNDATION

Food Sponsor / Bar Sponsor | $5,500

(5 sponsorships remaining)

- 5 guests to the event
- Logo on reminder E-blasts sent to 1300+ Alliance members and supporters
- Logo at Event & Foundation Website
- A collaborative effort in promoting this partnership and your brand through personal introductions to Alliance members and supporters

Decor Sponsor / Entertainment Sponsor | $3,500

SOLD OUT

- 4 guests to the event
- Logo on reminder E-blasts sent to 1300+ Alliance members and supporters
- Logo at Event & Foundation Website
- A collaborative effort in promoting this partnership and your brand through personal introductions to Alliance members and supporters

AV Sponsor | $3,000

(1 sponsorship still available)

- 3 guests to the event
- Logo display during event and emcee recognition

Individual Tickets

$550 Sponsor* | $200 Guest

**Individual Sponsors will be acknowledged on printed materials during the event.*

For more information on sponsorship opportunities, please contact:
Eva Schouten, Sponsorship & Program Director
Eva@UnionSquareAlliance.com, (415) 781-7880

The Union Square Foundation is a 501(c)3 charitable organization.
Deadline to be included in printed materials is 11/13