



BERNAL HEIGHTS  
Neighborhood Center

32<sup>nd</sup>

# FIESTA

## ON THE HILL

### SPONSORSHIP

VALID TO: 06/15/2023  
515 CORTLAND AVE  
SAN FRANCISCO, CA 94110





## FIESTA ON THE HILL

Bernal Heights Neighborhood Center (BHNC) is excited to announce the return of the 32nd Fiesta on the Hill! Fiesta will take place on Sunday, September 10, 2023, from 10 am – 4 pm. After canceling Fiesta for three years due to Covid-19, this year, we want to celebrate everything that makes Bernal a thriving, bustling community and announce to San Francisco that Bernal is only open for business but more robust than ever. We are excited to see everyone after three years of pandemic shutdowns!

### WHAT IS FIESTA ON THE HILL?

Fiesta On The Hill is a day of community building and fun like no other that enhances the quality of life in our beautiful city. It is an opportunity for 8,000+ residents from across San Francisco to connect with a new neighborhood and enjoy over 7 blocks with dozens of arts and crafts, local goods/services, and food vendors. Along with 60+ vendors, highlights include live music & dancing, guest speakers, and family-friendly attractions, including a children's area with games, and more. The event kicks off with a Costume Parade with Marching Band at noon!

### WHO DOES FIESTA SUPPORT?

Nearly 2,000 of our lowest-income neighbors in Bernal Heights and the Excelsior. Proceeds benefit the work of BHNC, a woman-led, majority BIPOC-staffed neighborhood center that is deeply rooted in the community. Programs and services for seniors, families, and people with disabilities strengthen the vitality and diversity of Bernal Heights and surrounding neighborhoods. BHNC's affiliate arm, the Bernal Heights Housing Corporation, develops, preserves, and rehabilitates affordable housing for adults with low incomes and their children. In times of crisis, BHNC provides assistance to residents needing food pantry support or access to critical housing, health, financial or legal services. BHNC helps to make our community strong and resilient.

Unrestricted revenue from event sponsorships makes a healthier organization. It provides flexibility and the capacity to be nimble, responsive, and far-sighted. It makes it possible to leverage other restricted funding sources and strengthens BHNC's position when funders look for signs of community commitment.

### WHAT IS THE MARKETING OPPORTUNITY FOR MY COMPANY?

It's hard to beat the festive spirit and whimsy of Fiesta On The Hill. People from across SF visit the area and have the opportunity to get acquainted with businesses in Bernal Heights and the vicinity. As a sponsor, your business or company's presence will gain visibility among residents of Bernal Heights and citywide in the weeks leading up to the event through a wide variety of print (maps, signage, postcards) and online formats. San Francisco residents love businesses that understand their community and care about the environment. This is a one-of-a-kind occasion to strengthen your business identity and signal your support for these core values. There are opportunities for every sponsorship budget.

### BERNAL HEIGHTS BY THE NUMBERS

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**189K**

AVERAGE BERNAL  
HOUSEHOLD INCOME

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**128K**

MEDIUM BERNAL  
HOUSEHOLD INCOME

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**40**

MEDIUM AGE OF  
BERNAL RESIDENT

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**54%**

RESIDENTS HAVE AN  
ASSOCIATE'S DEGREE  
OR HIGHER LEVEL  
OF EDUCATIONAL  
ACHIEVEMENT

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**40%**

HOUSING UNITS ARE  
OWNER-OCCUPIED



# SPONSORSHIP

## LEVELS & BENEFITS

We offer a range of sponsorship options to suit your preferences and needs. By supporting this event, you are not only providing crucial resources for enhancing the lives of seniors, children, working families, and people with disabilities in our community, but you will also have an outstanding opportunity for promoting yourself or your business. We welcome creative advertising or promotional concepts you may have. If you have a unique promotional activity in mind, our Fiesta Committee is eager to hear about it.

Your sponsorship will highlight your presence in San Francisco and carry particular significance in the Bernal Heights, Glen Park, Outer Mission, and Excelsior communities. With your assistance, BHNC can make a bigger impact and help more of our neighbors, which will result in a more robust and thriving community for all of us.



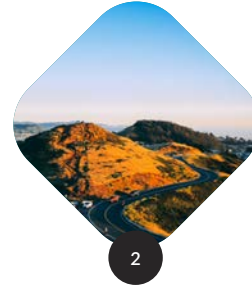
### TO BECOME A SPONSOR CONTACT:

Gina Dacus  
Executive Director  
Fiesta@bhnc.org  
415.206.2140



**CITY BY THE BAY LEVEL SPONSOR**  
**\$20,000**

- Naming opportunity for Main Stage
- Speaking opportunity from main stage
- Logo placement on day of signage and maps
- Prominent logo placement on all marketing materials for Fiesta including banners, bus ads, posters, postcards, website, social media, event t-shirts, and more!
- 30' x 10' Booth space in area of your choice



**TWIN PEAKS LEVEL SPONSOR**  
**\$10,000**

- Naming opportunity for one activity area
- Recognition Banner on Main Stage
- Logo placement day of signage and maps
- Prominent logo placement on all marketing materials for Fiesta including banners, bus ads, posters, postcards, website, social media, event t-shirts, and more!
- 20' x 10' Booth space in area of your choice



**GOLDEN GATE LEVEL SPONSOR \$5,000**

- Logo placement on all marketing materials for Fiesta including banners, bus ads, posters, postcards, website, social media, event t-shirts, and more!
- Logo placement day of signage and maps
- Premium 10' x 10' Booth space



**PIER 39 LEVEL SPONSOR \$2500**

- Logo placement on all marketing materials for Fiesta through including posters, postcards, website, social media, event t-shirts, and more!
- Logo placement on event maps
- Premium 10' x 10' Booth space



**PAINTED LADIES LEVEL SPONSOR \$1500**

- Name recognition on marketing materials for Fiesta through including posters, postcards, website, social media, event t-shirts, and more!
- Standard 10' x 10' Booth space



**CABLE CAR LEVEL SPONSOR \$500**

- Name recognition on marketing materials for Fiesta through including posters, postcards, website, social media, event t-shirts and more!

# ABOUT BHNC

CELEBRATING 45 YEARS OF PUBLIC SERVICE

## 01.

### DIVERSITY IS IN OUR ROOTS

BHNC is proud to share that our non-profit organization is women led and 94% of our team is made up of people from Black, Indigenous, and People of Color (BIPOC) communities. We believe that diversity, equity, and inclusion are essential to achieving our mission and creating positive change in the world. With the unique perspectives and experiences of our team members, we are better equipped to serve and uplift our communities.



## 02.

### LINGUISTICALLY AND CULTURALLY SENSITIVE SERVICES

Linguistically and culturally sensitive services are provided in a way that respects the language and cultural backgrounds of individuals who seek services at BHNC. This promotes inclusivity, improves outcomes, and increases satisfaction with the services. Currently, we are able to serve clients in 9 different languages.



# 03.

## HOUSING FOR ALL

BHNC owns 16 buildings which in total provide 584 units of affordable housing through out San Francisco. Our mission is to provide safe, stable, and affordable housing to individuals, families and Seniors in need. We believe that access to affordable housing is a fundamental human right, and we are committed to serving our communities by creating and maintaining quality affordable housing options. We understand that housing insecurity can have a profound impact on individuals and families, and we are dedicated to supporting those who are most vulnerable.

**Top Left:** 49 Low-income housing units for seniors.

**Top Right:** 55 Low-income housing units for young adults, seniors and families.

**Bottom Left:** 71 Low-income housing units for seniors, transitional aged youth and families.

**Bottom Right:** 46 Low-income housing for young adults and families.



# SPONSORSHIP

ASSISTANCE  
& QUESTIONS  
CONTACT:

GINA DACUS  
LSANCHEZ@BHNC.ORG  
415-206-2140 EXT 169

DUE DATE: JULY 15<sup>TH</sup> 2023

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## FIESTA ON THE HILL - BHNC COMMUNITY EVENT

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### SPONSORSHIP

### LEVEL COST

City By The Bay Sponsor Level	<input type="checkbox"/>	\$20,000
Twin Peaks Sponsor Level	<input type="checkbox"/>	\$10,000
Golden Gate Sponsor Level	<input type="checkbox"/>	\$5,000
Pier 39 Sponsor Level	<input type="checkbox"/>	\$2,500
Golden Gate Park Sponsor Level	<input type="checkbox"/>	\$1,000
Cable Car Sponsor Level	<input type="checkbox"/>	\$500

COMPANY/ORGANIZATION:

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CONTACT NAME:

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ADDRESS

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CITY:

STATE:

ZIP CODE:

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PHONE NUMBER:

E-MAIL:

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WEBSITE:

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YOUR DONATION IS LIKELY TAX-DEDUCTIBLE; CONSULT YOUR TAX ADVISOR. FOR MORE  
INFORMATION, PLEASE CONTACT US AT FIESTA@BHNC.ORG





*At the Bernal Heights Neighborhood Center, we deeply appreciate your support for our organization and the community of Bernal Heights, the Excelsior and beyond. Your sponsorship helps us to continue providing vital services and programs to individuals and families in need.*

*We are committed to ensuring that your sponsorship experience is outstanding from start to finish. As soon as we receive your sponsorship form, we will be in contact with you to coordinate the next steps and discuss the specific benefits that you will receive as a sponsor. We want to ensure that your sponsorship aligns with your goals and objectives. We will work with you to customize your sponsorship package, so that it meets your specific needs and provides the maximum value for your investment.*

*Again, thank you for your support of the Bernal Heights Neighborhood Center and the community we serve. We look forward to working with you and delivering an outstanding sponsorship experience. If you have any questions or concerns in the meantime, please do not hesitate to contact us.*

**PRINT NAME:**

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**DATE:**

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*Please return form via mail or email:*

**Mail:**

*BHNC c/ Gina Dacus*

*515 Cortland Ave, San Francisco, CA 94110*

**Email:**

*fiesta@bhnc.org*



# BERNAL HEIGHTS

## Neighborhood Center

### **BHNC**

515 Cortland Ave  
San Francisco, CA 94110

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### **CONTACTS**

[Fiesta@bhnc.org](mailto:Fiesta@bhnc.org)

[BernalFiesta.com](http://BernalFiesta.com)

415.206.2140