

Bernal Heights Neighborhood Center

2024 Sponsorship Deck

Making an Impact

Bernal Heights Neighborhood Center (BHNC) is a 501(c)(3) non-profit organization working to preserve and enhance the ethnic, cultural, and economic diversity of Bernal Heights, the Excelsior, and surrounding neighborhoods. We promote action to build a just and equitable community for all. To achieve our mission, we develop and preserve affordable housing (BHHC) throughout San Francisco. We also provide linguistically and culturally responsive services to our community's most vulnerable adults, seniors, youth, and their families.



Affordable Housing



Senior Services



Youth Development



Community Engagement



Adult Employment

Meet Our Team



Gina Dacus
Executive Director



Zelda Saeli
BHNC Board President



Michael Smith
BHHC Board President



Fiesta On The Hill

Celebrating 33 years, Fiesta On The Hill is a day of community building and celebration of the vibrant neighborhood in San Francisco’s Bernal Heights. This festival brings a diverse group from near and far to explore several blocks of live performances, family-friendly experiences, guest speakers as well as local food and artisans.

As this event is supported by BHNC, proceeds continue to invest and support the wide-array of services provided to the community’s most vulnerable members.



Audience & Demographics

50.6%	25K
FAMILY HOUSEHOLDS	BERNAL HEIGHTS POPULATION
6.2	9K
AVERAGE HOUSEHOLD SIZE	AVERAGE ATTENDEES
92%	189K
STARTED AND/OR COMPLETED COLLEGE	AVERAGE BERNAL HOUSEHOLD INCOME

Become a Sponsor

Bernal Heights Neighborhood Center, a non-profit organization, relies on sponsors to support its impactful work in uplifting the community. By becoming a sponsor, you're not just investing in an event; you're investing in a thriving cultural hub that extends far beyond Cortland Ave. Our sponsorship program offers an unparalleled opportunity to connect with our diverse and engaged audience, amplifying your brand's visibility and impact. We're not just looking for sponsors; we're looking for partners who share our values and are committed to making a difference.

Our team is dedicated to crafting customized sponsorship packages that align with your brand's vision and objectives, ensuring maximum value and impact. From logo placement and brand recognition to experiential activations and unique storytelling opportunities, we'll work closely with you to create a sponsorship experience that truly stands out. Join us in celebrating diversity, community, and culture at the Fiesta on the Hill festival. Together, we can make a lasting impact and create a brighter future for Bernal Heights and beyond.

Sponsorship & Branding Opportunities

- * ONSITE BRANDING
- * EXPERIENTIAL MARKETING
- * SALES AND SAMPLING
- * LEAD GENERATION
- * AD HOC EVENT BRANDING
- * DIGITAL MARKETING INTEGRATION
- * CUSTOMIZABLE OPPORTUNITIES



2024 Sponsorship Packages

SPONSORSHIP BENEFITS	Supporter <\$999	Bronze \$1500	Silver \$2500	Gold \$5000	Platinum \$10,000	Diamond \$20,000
PRE-EVENT RECOGNITION						
Sponsor's Name on Website	✓	✓	✓	✓	✓	✓
Social Media Promotion + Announcement at Event		✓	✓	✓	✓	✓
Placement in E-newsletter, Event materials, T-shirts, Ads, and more				✓	✓	✓
Access to branding for ad hoc events			✓	✓	✓	✓
DURING EVENT						
Logo on Main Stage, Event Map, Sponsor Banner, Event T-shirts				✓	✓	✓
Main Stage Speaking Opportunity			✓	✓	✓	✓
Event Booth Space Placement			Standard	Standard	Premium	Premium
Booth materials provided (Table, canopy, etc)				✓	✓	✓
On-Stage Sponsor Acknowledgement			✓	✓	✓	✓
POST-EVENT						
Social Media Thank you				✓	✓	✓
Newsletter Mention					✓	✓
Annual Sponsor Visibility (Board + regional presentations)						✓
Named Sponsor						✓

Contact Us



BERNAL HEIGHTS
Neighborhood Center

Phone: (415) 206-2140

Email: fiesta@bhnc.org

Visit us: www.bhnc.org



Gina Dacus

Executive Director

Appendix

FAQ

When and where is the 33rd annual Fiesta On The Hill?

The 33rd annual Fiesta On The Hill is on Sunday, September 29, 2024. The main stage and celebration site opens at 10am and ends at 4pm. The celebration site can be accessed by both Mission and Cortland and Bayshore and Cortland.

When is the deadline to register for sponsorship or to be a vendor?

Vendor applications will be accepted until Sept 18th, or until we run out of available spaces and sponsorship package deadlines vary.

How can I register to be a vendor at Fiesta on the Hill?

To register to be a vendor at Fiesta on the hill, please email us Fiesta@bhnc.org, or click [here](#) for vendor link.

Can I choose my space?

Yes, we do allow sponsors to choose their own spaces. Spaces are available on a first come, first serve basis according to your sponsorship tier. Spaces are not confirmed or guaranteed until you pay for your registration.

When will logistics information be shared?

We will be sending out our day of logistics information before Sept 23rd.

Can I sell / distribute food & beverages?

Only registered food vendors are allowed to sell or distribute food & beverage at Fiesta On The Hill. If you have not registered as a food vendor, and have not completed the necessary permit applications, you will not be able to sell or distribute food or beverages.

If I have additional questions about sponsorship or being a vendor, who should I contact?

We can be reached via email at fiesta@bhnc.org, and by phone at (415) 206-2140. Our phones are staffed Monday - Friday from 9am - 5pm PST. If you call outside of business hours, please leave a message and we will return your call.