

# SUNDAY STREETS

Co-Creating Free Joy and Connection since 2008



*Sunday Streets is San Francisco's pioneer open streets program with an annual season of events that reclaim car-congested streets for community health and connection, transforming them into car-free spaces filled with fun, free activities for all to enjoy.*

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## Sunday Streets SF

transforms miles of streets into car-free community spaces for kids to play, seniors to stroll, businesses and organizations to connect, and neighbors to meet. Since 2008, the nonprofit Livable City has served over 60,000 San Franciscans a year with Sunday Streets SF.



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# Joy and Connection



*Sunday Streets works with neighborhood partners to co-create events that reflect the unique character of each community. Sunday Streets events have become local traditions that bring together every generation to socialize, renew old friendships, and make new connections.*

*Partners include St. Anthony's, the American Indian Cultural Complex, the San Francisco African American Arts & Culture District, the I Love the Tenderloin Festival, SoMa Pilipinas, and many more.*



# 2025 SEASON

Dates subject to change until City permitting is approved.

JUNE 15 • TENDERLOIN

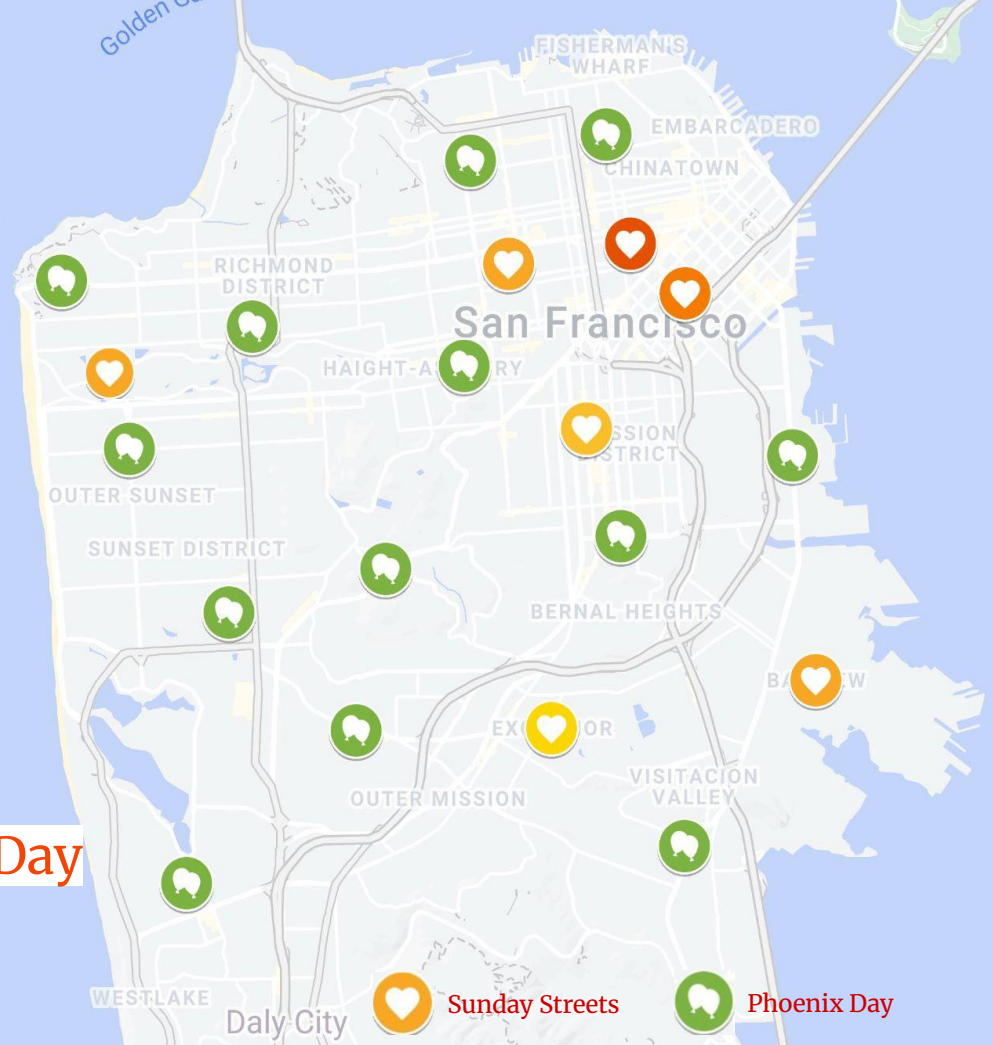
JUL 20 • MISSION

AUG 24 • BAYVIEW

SEP 21 • WESTERN ADDITION

OCT 5 • SOUTH OF MARKET

OCTOBER 19 • EXCELSIOR and Phoenix Day



*The Sunday Streets SF 2025 season brings active living, social connection, economic recovery and good old fashioned fun to a variety of neighborhoods through 6 street festivals, plus the fifth annual Phoenix Day Disaster Preparedness Block Parties. Families, friends, and visitors connect in a fun, authentic setting surrounded by a mix of local talent and community groups hosting everything from live music to free bike repair, pickup soccer, health screenings, yoga, hopscotch, interactive art, and cultural performances.*

# AUDIENCE

## 2024 SEASON DATA

Season attendance	69,000+
Exhibitors & vendors onsite	300+
Volunteers	140+

## VISITORS AT A GLANCE

Age 18-64, Age 65+	62.1%, 14.2%
Asian & Pacific Islander	23.8%
Latinx	17.2%
Black or African American	14.9%

## DIGITAL ENGAGEMENT

Facebook, Twitter, & Instagram	48,000
Newsletter, TV, & press reach	35,000



*Sunday Streets SF is an impactful investment in San Francisco, its health, and its people because we bring out the locals!*



**Craig Tobey** and his wife have been coming to Sunday Streets since the beginning - they're proud Excelsior residents.

**Best friends on a playdate** at Bayview Sunday Streets. - one came all the way from the Sunset.

**Jill** is a member of the senior line dancers, here to perform onstage in the Western Addition with all her friends!

**Christina** comes to Sunday Streets Excelsior every year and loves the activities for kids: free books, painted rocks, and the chance to run around.

Sunday Streets is a tradition in every neighborhood.





**Laura and son Nuru.** Her husband performs capoeira, at several Sunday Streets. She likes Sunday Streets because it makes her visit neighborhoods that they don't normally see.



**Simon** has volunteered for 15 years to help set up nearly every Sunday Streets event – a true labor of love! He likes to see the whole community come out to enjoy life together.



**Mike, Aaron, and Jonelle** are super involved in many aspects of the Excelsior. They feel that it's a “forgotten neighborhood” and that Sunday Streets is incredibly important for the small businesses on Mission.

Sunday Streets is a tradition in every neighborhood.





FIFTH ANNUAL  
**PHOENIX DAY**  
OCTOBER 19TH, 2025

The first Sunday Streets SF Phoenix Day took place in October of 2021 to celebrate our city's rise from the pandemic.

**Phoenix Day Disaster Preparedness Block Parties**

are run by residents across the city to build relationships, resiliency, knowledge, and concrete plans to help each other when things go wrong.

In the immediate aftermath of any disaster, the help that neighbors provide can make a critical difference. Help Phoenix Day help neighbors to make that difference.



# The Sunday Streets Story

## 2008 / **Founding**

Mayor Gavin Newsom asks Livable City to launch Sunday Streets to unite San Franciscans through active living. In partnership with the SFMTA and the SF Dept of Public Health, Livable City brings Sunday Streets to the Embarcadero and the Great Highway.

## 2010 – 2020 / **Equity Neighborhoods**

Sunday Streets brings active living to neighborhoods that lack open space and that are impacted by poor health outcomes. Sponsorships provide the additional funding that enables Sunday Streets to operate in equity neighborhoods.

Sunday Streets proved that free public street festivals can be safe in any neighborhood, thus laying the groundwork for the recent expansion of night markets across the City.

## 2020 to the Present / **Pandemic Lessons**

The pandemic taught us the necessity of creating community in the streets. With the Surgeon General declaring an “epidemic of loneliness”, Sunday Streets’ unique mix of free, highly interactive fun that brings family, friends, and neighbors together is more important than ever.

*Sunday Streets showed that community can be created in the streets. The pandemic taught us this is a necessity, not a luxury.*



# Next: More Joy & Connection

## Sunday Streets to increase its impact on the “epidemic of loneliness”.

Sunday Streets will build community joy and social connection by pouring additional human, financial, cultural, and partner resources into...

- Shared, joyful experiences like four-square, double-dutch, and other playground sports; board game tournaments and introductions; arts & crafts, interactive science activities; dance lessons, and more.
- Showcasing neighborhood talent. Each Sunday Streets is a showcase of the talent and passions of the neighborhood, with free music from local bands and displays by local artists. More schools, scouts, churches, senior centers, cultural organizations and residents with hidden talents are joining Sunday Streets to strut their stuff in 2025.

*Most festivals are saturated with booths selling stuff. Sunday Streets invites you over and over to participate, socialize, learn, and play. . . all for free! Anyone can have a great time!*



# SPONSORSHIP PACKAGES

## *Sunday Streets – Single Event Sponsor*

Join **one of six** Sunday Streets routes or participate in Phoenix Day.

**\$5,000 – \$10,000 per event / Depending on event size**

### DIGITAL RECOGNITION

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- Logo recognition on Sunday Streets event page and digital event-day program
- Logo recognition in one pre-event newsletter

### PRINT & PRESS

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- Logo recognition on the printed event poster and event-day program
- Name recognition in press releases for the event and invitation to the press conference

### ONSITE RECOGNITION

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- Onsite placement at one Sunday Streets, full equipment package: 1 tent, 1 table and 2 chairs.
- Additional space for brand activations that benefit the community may be accommodated

*No IRL Personnel? No Problem! Substitute in-person benefits for digital placements of mission-aligned content and onsite messaging.*

# SPONSORSHIP PACKAGES

## *Sunday Streets – Season Sponsor*

*Join all six Sunday Streets + Phoenix Day!*

**SEASON SPONSOR DISCOUNT RATE: \$40,000**

### **DIGITAL RECOGNITION**

- Logo recognition on Sunday Streets event page and digital event-day program
- Logo recognition in one pre-event newsletter
- Two dedicated social media posts, plus tags, leading up to the event

### **PRINT & PRESS**

- Logo recognition on the printed event poster and event-day program
- Name recognition in press releases for the event and invitation to the press conference

### **ONSITE RECOGNITION**

- Onsite placement at one Sunday Streets, full equipment package: 1 tent, 1 table and 2 chairs.
- Additional space for brand activations
- Invitation to one VIP event with electeds
- For Phoenix Day, sponsor has the option to provide collateral that Sunday Streets will distribute to block party sites.

*Let us know if you'd like to explore Title Sponsorship!*



## REST STATIONS

Sponsor an Outdoor Dining & Rest Station and provide water, shade and a place for people to gather and rest as they enjoy the event.

\$3,000 one event  
\$12,000 season/6 Sunday Streets



## HULA HOOPS & CHALK BLOCKS

Activate your booth and bring in the crowds! This easy activity for all ages will invite attendees to stay at your booth.

\$1,000 one event  
\$5,000 season/6 Sunday Streets



## PEDICABS

Sponsor the popular pedicabs! Professional drivers pick up and drop off attendees on the mile+ footprint, bringing joy and sustainable mobility to the street.

\$6,000 one event  
No season rate

*“Add-Ons” for Season and Single Event Sponsors or Exhibitors*

**Bring joy and connection to San Francisco neighborhoods.  
Become a sponsor today!**

**To get started, please email  
[SPONSOR@LIVABLECITY.ORG](mailto:SPONSOR@LIVABLECITY.ORG)**

**For general information, visit  
[LIVABLECITY.ORG/SUNDAYSTREETS](https://LIVABLECITY.ORG/SUNDAYSTREETS)**

