CUESA's Summer Bash is an annual fundraising party showcasing over 40 restaurants and 20 beverages, all featuring peak-season summer produce from the farmers market. The event connects conscientious eaters and drinkers with farmers, chefs, and you, CUESA’s sponsors. Sponsors have the exclusive opportunity to host a station, putting their brand or product directly in front of value-driven consumers. We're a nonprofit organization dedicated to growing thriving communities through the power and joy of local food. In 2019, we gathered over 700 supporters together to raise $100,000, allowing us to continue our work creating groundbreaking education programs and world-class farmers markets. Please join us this year for the most delicious party in the city as we gather to create a fair, regenerative, and delicious food future for all.

YOUR IMPACT

» 2,600+ public elementary school students learning to love fresh fruits and vegetables in CUESA’s Foodwise Kids cooking program annually

» “We need Foodwise Kids to provide children with a positive introduction to fruit and vegetables and show them where food actually comes from.”—Pamela Gee, first-grade teacher at Longfellow Elementary School

» 100+ high school students empowered to build a sustainable food future in CUESA’s Foodwise Teens program annually

» “Other students need Foodwise Teens too, because everyone should have the opportunity to know what it feels like to be healthy.”—Samantha Gomez, John O’Connell High School Senior
CUESA’s SUMMER BASH

Who will your company reach?

SF BAY AREA RESIDENTS
75%+ of our shoppers are San Francisco residents

SOCIALLY AWARE
67% appreciate high quality, locally produced goods, and are willing to pay more for sustainably produced goods

FINANCIALLY SOUND
$200,000+ is the median annual household income of event attendees

DIVERSE AGE GROUPS
Our events appeal to a wide range of ages. The average age is 47; 23% are between the ages of 25-34, 21% between the ages of 35-44, 23% are between the ages of 45-54, and 23% are between the ages of 55-64.

SOCIALLY AWARE
67% of our shoppers are San Francisco residents

How will you reach them?

SOCIAL MEDIA
Acknowledgment as Presenting Sponsor on CUESA’s Facebook, Instagram and Twitter accounts, with links to your company’s pages. Possibilities of curated stories shared across social media platforms.

PRINT MATERIALS
Sponsors will have their company name and logo appear on the following: posters in the Ferry Building Marketplace, as well as at our outdoor farmers market stalls in San Francisco and Oakland; a 15-foot banner hanging from the second floor of the Ferry Building; postcards distributed to all participating restaurants.

TRADITIONAL MEDIA OUTREACH
Presenting Sponsor’s name and logo will be included on all press releases. All Sponsor’s logos will be included on the CUESA website (30,000 visits per month), and in our weekly e-letter, sent out to 15,000+ readers each Friday.

AT CUESA’S FARMERS MARKETS
With nearly 30,000 shoppers attending a summer Saturday market at the Ferry Plaza, Sunday market at Jack London Square, and Thursday Mission Community Market, Sponsor’s company names and logos will receive strong visual attention due to placement throughout all markets on posters each weekend.

SOCIALLY AWARE
67% of our shoppers are San Francisco residents

SAVVY EPICUREANS
91% shop at the Ferry Plaza Farmers Market because of the exceptional quality

80% shop for the diversity of products available

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CUESA's SUMMER BASH

Sponsorship Levels

PRESENTING SPONSOR: $10,000
» Top tier logo placement on the Summer Bash invitation, on CUESA’s website, on the main event banner, and in CUESA's weekly newsletter
» 10 tickets to Summer Bash
» Opportunity to host a custom display, table, or activity at the Summer Bash
» Integrated promotion within CUESA’s Passport to Prizes: A Culinary Treasure Hunt

CHANGE MAKER: $7,500
» Second tier logo placement on the Summer Bash invitation, on CUESA’s website, on the main event banner, and in CUESA's weekly newsletter
» 6 tickets to Summer Bash
» Opportunity to host a table (maximum one 6-foot table) at the Summer Bash
» Integrated promotion within CUESA’s Passport to Prizes: A Culinary Treasure Hunt

AFTER PARTY SPONSOR: $5,000
» Logo placement on the Summer Bash invitation, on CUESA’s website, on the main event banner, and in CUESA's weekly newsletter
» 4 tickets to Summer Bash
» Opportunity to display collateral at a shared table (maximum one 6-foot table) at the Summer Bash
» Shared promotion within CUESA’s Passport to Prizes: A Culinary Treasure Hunt

COMMUNITY PARTNER: $4,000
» Logo placement on the Summer Bash invitation, on CUESA’s website, on the main event banner, and in CUESA's weekly newsletter
» 4 tickets to Summer Bash
» Opportunity to display collateral at a shared table (maximum one 6-foot table) at the Summer Bash
» Shared promotion within CUESA’s Passport to Prizes: A Culinary Treasure Hunt

FRIEND, $2,000
» Logo placement on the Summer Bash invitation, on CUESA’s website, on the main event banner, and in CUESA's weekly newsletter
» 2 tickets to Summer Bash
» Opportunity to display event collateral at a shared table at Summer Bash

BEVERAGE SPONSOR, $2,000
» Opportunity to feature your beverage in a seasonal cocktail. Sponsor to provide all product.
» If a spirit company, guaranteed exclusivity in their spirit category (i.e. only 1 bourbon, gin, mezcal, etc.)
» Logo placement on the Summer Bash invitation, on CUESA’s website, on the main event banner, and in CUESA's weekly newsletter
» 2 tickets to Summer Bash