DISTRICT SPONSORSHIP

OPPORTUNITIES FOR 2017 - 2018
One of the most eclectic neighborhoods in all of San Francisco, Fisherman’s Wharf is a commercial, civic, cultural and historic district that is visited by over 12 million people annually. Located at the north end of the city, its proximity to Alcatraz Island, Fort Mason, the Golden Gate Bridge, Coit Tower, and other top attractions make it a must-see for visitors. In 2012, many infrastructure and capital improvements were made along Jefferson Street and the waterfront, which has elevated the pedestrian, biking and shopping environment.

• Fisherman’s Wharf is the number one destination in San Francisco and PIER 39 is the most visited attraction.

• As a destination, over 12 million people visit Fisherman’s Wharf annually.

• During certain months, Jefferson Street, the main thoroughfare of the neighborhood, receives more pedestrian traffic than Times Square in New York City.

• The intersection of Jefferson & Taylor Streets is one of the busiest pedestrian intersections in the country and can swell to approximately 90,000 people per day.

• Our website, VisitFishermansWharf.com, receives approximately 30,000 unique visitors per month

• 25% of visitors to Fisherman’s Wharf are San Francisco and Bay Area residents.

• Fisherman’s Wharf has 13 hotels with a total of 3,200 guest rooms.

• Fisherman’s Wharf is the #6 top attraction in the US - Forbes Magazine

GREAT PLACE FOR YOUR BRAND
People love Fisherman’s Wharf, in addition to having a high return rate of visitors, the district scores high with customers on travel sites and in social media.

• Facebook rating 4.5 (out of 5) stars
• Trip Advisor 4 (out of 5) star review rating and the recipient of their 2015 and 2016 Certificate of Excellence for the consistent achievement of high ratings from travelers.
• TripExpert 4 star (out of 5) star review and the winner of their 2016 Experts’ Choice Award.
THE FISHERMAN'S WHARF AUDIENCE

WHO VISITS THE NEIGHBORHOOD?

12 MILLION VISITORS PER YEAR
1.6 MILLION PEDESTRIAN IMPRESSIONS PER MONTH (AVERAGE)

54% OF VISITORS TO SAN FRANCISCO WILL COME TO FISHERMAN’S WHARF

PLACE OF RESIDENCE

14% SAN FRANCISCO
11% BAY AREA (NOT SF)
14% CA (NOT BAY AREA)
30% OTHER USA
31% FOREIGN

40.3 THE MEAN AGE OF VISITORS TO FISHERMAN’S WHARF
16% OF GROUPS WERE VISITING WITH CHILDREN UNDER 18

AFFLUENT & WELL-EDUCATED

THE MEAN ANNUAL HOUSEHOLD INCOME OF THIS AUDIENCE IS $92,797. 63.8% OF THOSE SURVEYED, HAVE A BACHELORS DEGREE OR HIGHER.

93% OF PEOPLE ARE "SATISFIED" OR "VERY SATISFIED" WITH THEIR VISIT
86% OF PEOPLE ARE "LIKELY" OR "VERY LIKELY" TO RETURN

SOURCE: 2014 VISITOR INTERCEPT SURVEY FROM DESTINATION ANALYSTS
PRODUCED BY THE FISHERMAN’S WHARF COMMUNITY BENEFIT DISTRICT
FWCBD.COM
The Fisherman’s Wharf CBD operates four footfall counters on Jefferson Street, three on the north side of the street and one on the south side. The graph below illustrates footfall impressions (each time a person passes in front of the camera) for Jefferson Street in 2015 & 2016 to help illustrate the district’s visitation.

**Monthly Footfall at Fisherman’s**

The Fisherman’s Wharf CBD produces the annual Wharf Fest Chowder Competition and Street Fair on the third Saturday in October.

An estimated 30,000 people attended the event in 2016, including 500 attendees of the Chowder Competition which was a ticketed event. The festival also includes activities, rides, games, and live music, which are all free to the public.

Separate sponsorship packages for Wharf Fest are also available or negotiable as part of a District Sponsorship. Please inquire if you are interested.
DISTRICT SPONSORSHIP INCLUSIONS

1 WEBSITE
Logo and link on all pages of the Fishermans Wharf website VisitFishermansWharf.com & District Website FW CBD.com (average 32,000 visitors per month)

2 POCKET GUIDE & MAP
Logo and website on the official Fishermans Wharf Pocket Guide brochure (500,000 printed per year and distributed at over 800 locations in California. Also available for download online.)

3 FW CBD DETAILS NEWSLETTER
Logo and link included in monthly FW CBD Details newsletter (600 distribution)

4 WHAT’S UP WHARF? NEWSLETTER
Logo and link included in the quarterly What’s Up Wharf? consumer newsletter (4,000 distribution)

5 MEETING & EVENT PLANNER NEWSLETTER
Logo and link included in the quarterly Event & Meeting Planner newsletter (1000 distribution)

6 FACEBOOK
One post per month on the Facebook page for Fishermans Wharf (39,000 followers)

7 SEASONAL COLLATERAL
Logo inclusion on MerryTime at the Wharf (December), 4th of July and Fleet Week (October) rack card handouts delivered to all Fisherman Wharf Hotels, tourist centers and at various locations around the city. (quantity 3,000 per event)

8 DISTRICT PRESENCE
Logo inclusion on the Segway shield and Kubota vehicle used by Fishermans Wharf Ambassadors in the heavily-trafficked tourist areas. (1 Segway, 1 Cart)

Sponsorship Details
- District Sponsorships are $10,000
- the FW CBD is a 501(c)3 non-profit
- Fisherman’s Wharf Sponsors are valid for one year from the date of signing the sponsorship agreement.
- There is no deadline for Fisherman’s Wharf Sponsorship.
- Spaces are limited and are on a first come, first serve basis.

Sponsorship Contacts
Troy Campbell | Executive Director
troy@visitfishermanswharf.com
Rachel Brown | Director of Marketing & Communications
19 MILLION LBS. OF SEAFOOD AT THE WHARF ANNUALLY
COMMERCIAL FISHING BOATS UNLOAD

Monterey fishing boats line the inner lagoon along Jefferson street. To this day, the area is home to San Francisco's fishing fleet. Historic to feed the hungry fishermen after a long day out on the water. Dungeness crab. Seafood restaurants were then created population began fishing for local delicacies and the area's now 1800s when Italian immigrant fishermen came to the city. The historic waterfront district gets its name from the mid to late FISHING INDUSTRY HISTORY OF THE

VisitFishermansWharf.com/Restaurants
eateries from celebrity chefs, and a diverse food truck corridor. Don't be afraid to venture down the foodie road less traveled. The Chocolate and Irish coffee from its originator, The Buena Vista Café.

VESSELS FISHING ACTIVE
22 largest concentration on the west coast

For dates and event details go to VisitFishermansWharf.com/Events
Ghirardelli Square Light the
gate on the Bay
FESTIVALS & EVENTS
April
• Opening Day on the Bay
• Pier 39's Tulipmania
• Sea Lion Anniversary at PIER 39
• Fisherman's Wharf Crab Month

May
• Uncorked at Ghirardelli Square

June
• Veteran's Day Parade & Living History Days

July
• 150th SFFD Anniversary
• Italian Heritage Day Parade
• Fleet Week
• Wharf Fest

August
• Crab Season

September
• 4th of July Festival

October
• Ghirardelli Square Tree Lighting
• Pier 39 Tree Lighting Celebration
• Ghirardelli Square Light the
• Veteran's Day Parade & Living History Days

November
• Ghirardelli Square Light the

December
• Saloon Season

Get Social With Us!
Web: VisitFishermansWhar.com
Facebook: Facebook.com/VisitFishermansWharf
Instagram: @FishermansWharf
Twitter: @TheWharfSF

5-Panel Pocket Guide & Map

District Sponsors
Sponsor Websites:
ElectricTourCompany.com
WhereTraveler.com/San-Francisco

Photography Courtesy of:
Troy Campbell, Ghirardelli Square, PIER 39, & San Francisco Travel Association

VisitFishermansWharf.com

Digital & Print Examples

Printed on recycled paper
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VisitFishermansWharf.com
District Beautification Initiatives

New Cable Car Turnaround Signage

For the last year, the SOBO committee and FWCBD staff have been working on district beautification initiatives that showcase our brand and welcome visitors. To welcome visitors to the Wharf, we have repaired and refurbished the Bay-Taylor cable car turnaround sign, and have plans to install a matching one at the Hyde Street cable car turnaround in early 2017.

NEW No Trespassing Signs Needed for January

Please Contact the Ambassadors for New Signs

Twice a year, new “No Trespassing” signs have to be renewed. If you haven’t done so already, please contact the ambassadors for the YELLOW January-June 2017 signs. They will deliver them to your business. The ambassadors can be reached by email at mcastro@blockbyblock.com or by phone at 415-726-3088.

District Sponsor

Le Beau

Nob Hill’s unique village market and deli experience. Family owned and operated since 1984. Become a Sponsor>>
There are so many different ways to experience San Francisco's Fisherman's Wharf, check out this video to get some ideas on what you would like to do and see on your next visit.

Twitter: @FishermansWharf
Facebook: FishermansWharf
Instagram: FishermansWharf

District Sponsors

[Logos for Anchorage Square, Electric Tour Company, and where]

[Logo for Anchorage Square]
Event Rack Card Example

Fleet Week San Francisco

Fleet Week is a fun-filled week where we can give thanks to the men and women who tirelessly serve our nation. The celebration includes a parade of ships along the Bay, an air show featuring the Blue Angels, ship tours, and live entertainment throughout Fisherman's Wharf and San Francisco.

VisitFishermansWharf.com

**Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>Wednesday, October 7, 2015</td>
<td>4pm</td>
<td>Navy Band Southwest, Pier 36 Entrance Plaza Stage</td>
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<tr>
<td></td>
<td>12pm-4pm</td>
<td>Blue Angels Outdoor Artistic Performance Practice</td>
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<td></td>
<td>10am-1pm</td>
<td>Ship Tours: WCD, San Francisco, Pier 36</td>
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<tr>
<td></td>
<td>10am-3pm</td>
<td>Ship Tours: USS Midway, Pier 36</td>
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<tr>
<td></td>
<td>12pm-4pm</td>
<td>USS Hornet, Pier 36</td>
</tr>
<tr>
<td></td>
<td>4pm</td>
<td>Navy Band Southwest, Pier 36 Entrance Plaza Stage</td>
</tr>
<tr>
<td>Friday, October 9, 2015</td>
<td>10am-4pm</td>
<td>Military Veterans and Veterans Village</td>
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<tr>
<td></td>
<td>11am</td>
<td>Navy Band Southwest, Pier 36 Entrance Plaza Stage</td>
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<tr>
<td></td>
<td>12:30pm</td>
<td>Veterans of the Navy: USS San Francisco Pier 36</td>
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<td></td>
<td>12:30pm</td>
<td>Fleet Week Air Show: USS Blue Angels - 3:45pm</td>
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<td></td>
<td>4pm</td>
<td>7th Marine Division Band, Pier 36 Entrance Plaza Stage</td>
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<tr>
<td>Saturday, October 10, 2015</td>
<td>9am</td>
<td>SS Jeremiah O'Brien Cruise (2:30pm), Pier 46</td>
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<td></td>
<td>9am-4pm</td>
<td>Ship Tours: WCD, San Francisco, Pier 36</td>
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<td>USS Midway, Pier 36</td>
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<td>Sunday, October 11, 2015</td>
<td>9am</td>
<td>SS Jeremiah O'Brien Cruise (10:30pm), Pier 46</td>
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<td>9am-4pm</td>
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Come back for Yacht Fest on October 24! For info and buy tickets at WharfFest.com
About the Fisherman’s Wharf CBD

The Fisherman’s Wharf Community Benefit District (FWCBD) was founded in November of 2005 by the business and property owners of the San Francisco neighborhood. The district is funded through an annual assessment for 15 years from the property owners. The association is also a 501(c)(3), which allows the organization to apply for federal, state and locally funded grants, as well as to seek out sponsorships from companies with a philanthropic division. The Community Benefit District serves as a catalyst for unification of Fisherman’s Wharf constituents to support a positive change to their San Francisco neighborhood. The purpose of the FWCBD is to preserve and enhance its vast waterfront landscape and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far through market research, brand and destination marketing, sidewalk operations, district beautification, traffic and urban planning, and emergency preparedness.