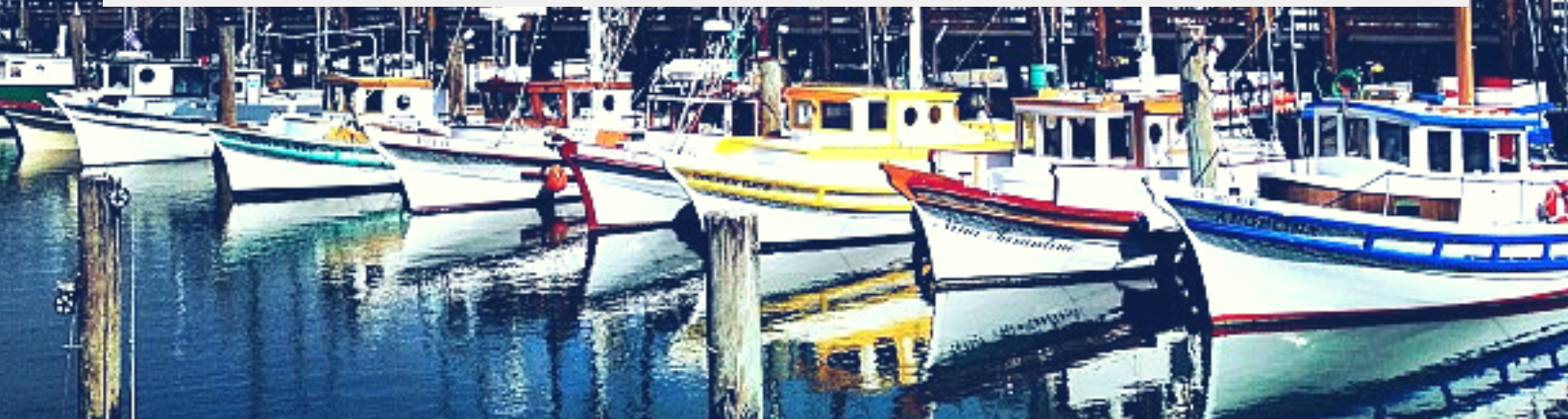




DISTRICT SPONSORSHIP



OPPORTUNITIES
FOR 2017 - 2018

Fisherman's Wharf Statistics & Info

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. OF THOSE SURVEYED, 63.8% HAVE A BACHELORS DEGREE OR HIGHER.

93%

OF PEOPLE ARE "SATISFIED" OR "VERY SATISFIED" WITH THEIR VISIT

86%

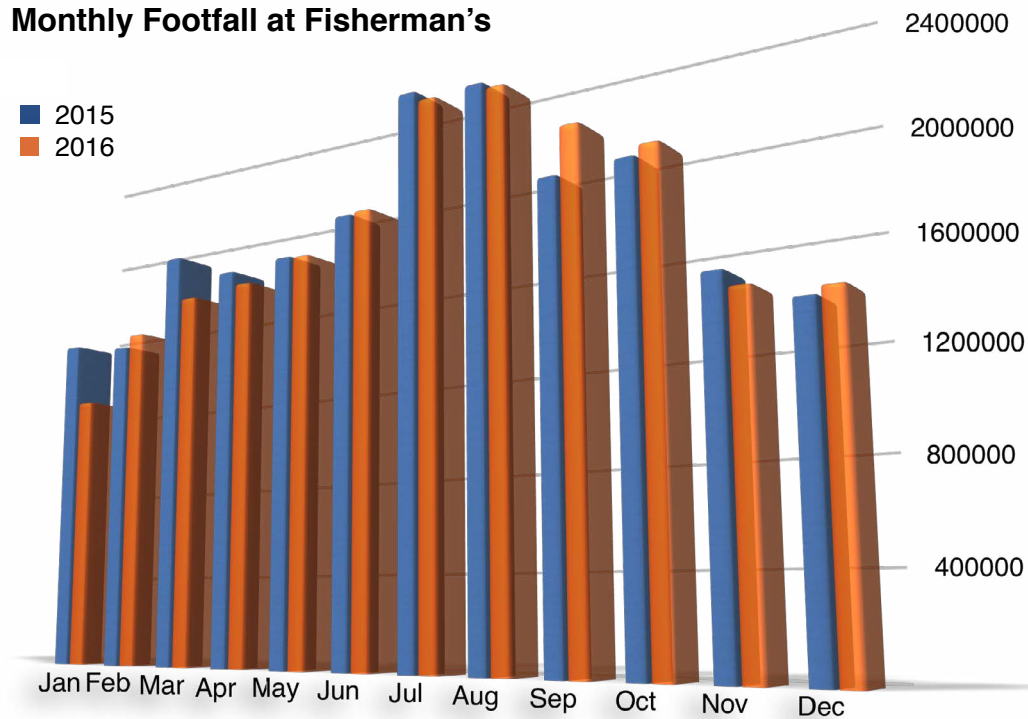
OF PEOPLE ARE "LIKELY" OR "VERY LIKELY" TO RETURN



SOURCE: 2014 VISITOR INTERCEPT SURVEY FROM DESTINATION ANALYSTS PRODUCED BY THE FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
FWCBD.COM

Footfall & Pedestrains

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.



Wharf Fest

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 FWCBD.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 FWCBDETAILS NEWSLETTER

Logo and link included in monthly FWCBDetails 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 FWCBD 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



Web & Social Media

Web: VisitFishermansWharf.com
Facebook: Facebook.com/VisitFishermansWharf
Instagram: @FishermansWharf
Twitter: @TheWharfSF

Digital & Print Examples

5-Panel Pocket Guide & Map



GET SOCIAL WITH US!

Like us on Facebook at [Facebook.com/VisitFishermansWharf](https://www.facebook.com/VisitFishermansWharf) for:

- Adorable Sea Lion Pics
- Weekly Events & Festivals
- Historic Photography
- All the Latest & Greatest at the Wharf
- Sweepstakes Worth over \$1,000

Follow us on Instagram @FishermansWharf

- Share your selfies, seafood snaps, and scenic shots with the hashtag #FishermansWharf.
- You could be featured as our Instagram of the week!

Follow us on Twitter @TheWharfSF for:

- Foodie Photos
- News & Events
- Need a Fisherman's Wharf recommendation? Send a tweet our way!



DISTRICT SPONSORS

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



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

Printed on recycled paper
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SOMETHING FOR EVERYONE

Fisherman's Wharf is the #1 must-see destination in San Francisco. This historic waterfront district is home to breathtaking bay views, family-friendly attractions, seafood restaurants, over 500 barking sea lions, and more. Whether you're looking for the traditional visitor tour or an off the beaten wharf adventure, this Pocket Guide will help you navigate your unique Fisherman's Wharf experience.

VisitFishermansWharf.com

Newsletter (1 of 3)

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 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.

Photo Credit @carloseat



Photo Credit @FishermansWharf

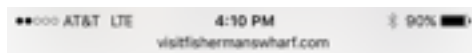
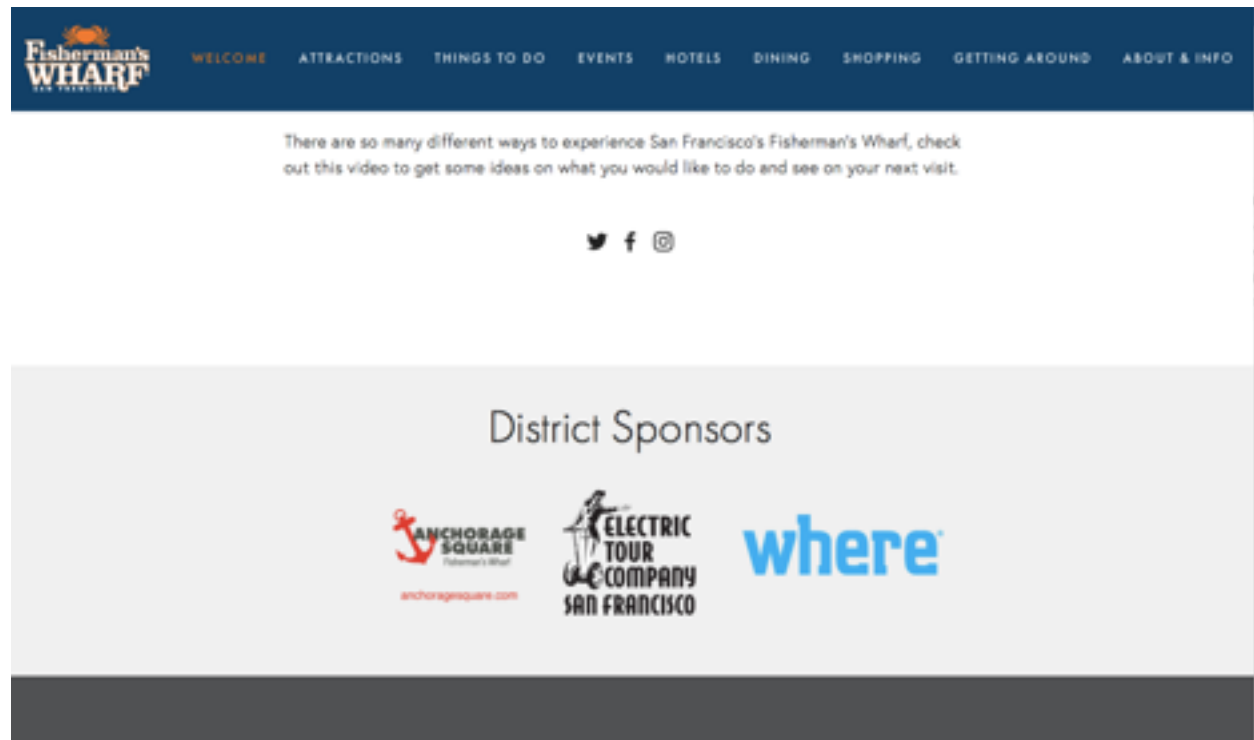
District Sponsor



Nob Hill's unique village market and deli experience. Family owned and operated since 1984.

[Become a Sponsor>>](#)

Logo Location (all pages) on Website & Mobile Version



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.



Event Rack Card Example



**OCT
7-12**

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



**FLEET
WEEK**

★ SCHEDULE ★

Wednesday, October 7, 2015
 4pm Navy Band Southwest, PIER 39 Entrance Plaza Stage

Thursday, October 8, 2015
 12pm-4pm Blue Angels Circle and Arrival Maneuvers Practice
 10am-2pm Ship Tours (HMCS Calgary), Piers 15-17
 10am-2pm Ship Tours (USS Somerset), Piers 30-32
 10am-2pm Ship Tours (USS Stockdale, USS Mobile Bay, USS Coronado, USCGC Boutwell), Pier 80

4pm Navy Band Southwest, PIER 39 Entrance Plaza Stage

Friday, October 9, 2015
 10am-4pm Marina Green Festival and Humanitarian Village
 11am Navy Band Southwest, PIER 39 Entrance Plaza Stage
 11am-12:30pm Parade of Ships, Best Viewing at Fisherman's Wharf
 12:30-4pm Fleet Week Air Show (US Navy Blue Angels 3-4pm)
 4pm 1st Marine Division Band, PIER 39 Entrance Plaza Stage

Saturday, October 10, 2015
 8am S.S. Jeremiah O'Brien Cruise (sailing 9-5pm), Pier 45
 9am-4pm Ship Tours (HMCS Calgary), Piers 15-17
 9am-4pm Ship Tours (USS Somerset), Piers 30-32
 9am-4pm Ship Tours (USS Stockdale, USS Mobile Bay, USS Coronado, USCGC Boutwell), Pier 80

10am-5pm Humanitarian Assistance Village, Marina Green
 10am Pier 80 Maritime Festival
 11am Navy Band Southwest, PIER 39 Entrance Plaza Stage
 12:30pm-4pm Fleet Week Air Show (US Navy Blue Angels 3-4PM)
 4pm LiveWine, PIER 39 Entrance Plaza Stage
 6:10pm - 6:50pm Blue Angels Meet & Greet, PIER 39 Entrance Plaza Stage

Sunday, October 11, 2015
 8am S.S. Jeremiah O'Brien Cruise (sailing 10-5pm), Pier 45
 9am-4pm Ship Tours (USS Somerset), Piers 30-32
 9am-4pm Ship Tours (USS Stockdale, USS Mobile Bay, USS Coronado, USCGC Boutwell), Pier 80

10am-5pm Humanitarian Assistance Village, Marina Green
 10am Pier 80 Maritime Festival
 11am USNSCC Band of the West, PIER 39 Entrance Plaza Stage
 12:30-3pm Italian Heritage Parade, Jefferson Street & North Beach
 12:30pm-4pm Fleet Week Air Show (US Navy Blue Angels 3-4PM)
 4pm Petty Theft, PIER 39 Entrance Plaza Stage

Monday, October 12, 2015
 9am-4pm Ship Tours (HMCS Calgary), Piers 15-17
 9am-4pm Ship Tours (USS Somerset), Piers 30-32
 9am-4pm Ship Tours (USS Stockdale, USS Mobile Bay, USS Coronado, USCGC Boutwell), Pier 80

10am-12:30pm High School Band Challenge, Golden Gate Bandshell

Come back for Wharf Fest on October 24! Find Info and buy tickets at WharfFest.com

Fisherman's Wharf Sponsors

Get more info and book
Fleet Week cruises at
VisitFishermansWharf.com



where

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.