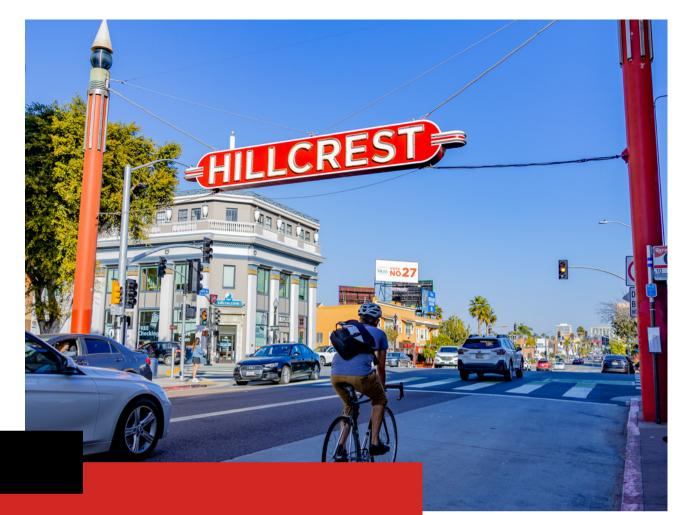


SPONSORSHIP OPPORTUNITIES FABULOUS HILLCREST

1601 UNIVERSITY AVE SAN DIEGO, CA 92103

2024





About Fabulous Hillcrest

Hillcrest is San Diego's progressive and LGBTQ+-friendly neighborhood. It has a welcoming and open-minded atmosphere that embraces diversity. Hillcrest's unique blend of history, culture, and inclusivity makes it a distinct and cherished neighborhood within San Diego. It continues to evolve while maintaining its reputation as a welcoming and diverse community.

Fabulous Hillcrest is a promotional program of the Hillcrest Business Association. The Hillcrest Business Association was established in 1921, making it the oldest business association in San Diego. The HBA represents over 1,300 businesses and acts as a liaison between the business community and the city while encouraging economic development for the Hillcrest area through events and promotions.

ANNUAL EVENTS AT A GLANCE









TASTE OF HILLCREST April 13, 2024 12-4 p 1,200 Est. Attendance



SUNDAY FUNDAY 3rd Sunday in April-June 12-6 p 1,000 Est. Attendance



PRIDE BLOCK PARTY July 19, 2024 5-11 p 3,000 Est. Attendance



CITYFEST August 11, 2024 12-11 p 80,000+ Est. Attendance



NIGHTMARE ON NORMAL October 26, 2024 5-11 p 2,500 Est. Attendance



TASTE 'N' TINIS December 12, 2024 5-9 p 1,000 Est. Attendance



SHOP HILLCREST Small Business Saturday -December 26th 5,000 Est. Attendance



CUSTOM SPONSORSHIPS Custom sponsorships available upon request!

Walk in ART

Discover the thrilling experience of Walk in ART! Join us every month for an exciting night of art, entertainment, and food at Mural Alley, located in Hillcrest between 4th and 5th St, south of University. This classic urban alleyway has been transformed by muralists and is now a breathtaking sight to behold. The event features a variety of food vendors serving up delicious dishes, live music, unique performers, and fun surprises. Come walk with us and explore the beauty of Walk in ART.



\$5,000 per year	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo and Link on Website 10' x 10' booth space
\$1,500 per year	Community SponsorLogo and Link on WebsiteLogo on Event Collateral
\$250 per event	Commercial BoothLogo and Link on Website10'x 10' Booth Space

Taste of Hillcrest

Calling all foodies! Over 25 of Hillcrest's hottest restaurants are opening their doors and serving up their mouth-watering, signature dishes. From cozy cafes to swanky bistros to high-end dining spots, this self-guided culinary walking tour is THE event of the year in San Diego! Get your taste buds ready for a flavor-packed journey through Hillcrest, with Pad Thai, Sashimi, Italian Antipasto, and Classic American Comfort Food all on the menu! So, gather your pals, soak up the sun, and get ready for a food adventure like no other!



\$8,000	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo and Link on Website Logo on Ticketing Platform 10' x 10' booth space available
\$75 0	Commercial BoothLogo and Link on Website10'x 10' Booth Space
\$250	Community Sponsor • Logo and Link on Website • Logo on Event Collateral

Sunday Funday

Listen up, party people! If you're a Sunday slacker, you're doing it all wrong, especially if you're not in Hillcrest. This magical neighborhood has Sunday Funday down to a science, and now, they're adding a new event to the scene on the 3rd Sunday of April - June. Get ready for an epic Sunday afternoon packed with music, refreshing summer drinks, your favorite neighborly faces, and comfy lawn chairs all under the watchful eye of the Hillcrest Pride Flag. First stop? The Farmers Market, then it's time to bop over to Sunday Funday on Herbert Street. Don't miss out on the fun!



\$5,000	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo and Link on Website Logo on Ticketing Platform 10' x 10' booth space available
\$500 per event	 Commercial Booth Logo and Link on Website 10'x 10' Booth Space
\$750	Community Sponsor • Logo and Link on Website • Logo on Event Collateral

Pride Block Party

The ultimate way to start Pride weekend in San Diego is at Pride Block Party! Join in the celebration of the diverse & vibrant LGBTQ+ community that calls San Diego home! Be dazzled by stunning drag shows, sip on delicious cocktails & brews, & dance the night away at the DJ dance party! At 6pm, join us and SD Pride for the Stonewall Rally.This free rally includes speeches and the raising of the pride flag.



\$10,000	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo on Stage Video Walls Logo and Link on Website 10' x 10' booth space available
\$4,000	 Lounge Area Sponsor Logo and Link on Website Product Placement within lounge Area
\$1,500	 Commercial Booth Logo and Link on Website 10'x 10' Booth Space
\$750	Community SponsorLogo and Link on WebsiteLogo on Event Collateral

CityFest

Get ready to feel the beat and be swept away by the creative energy of our community. Our yearly bash is packed with electrifying live bands, DJs that'll make you dance like nobody's business, jaw-dropping art, crafty creations, and mouthwatering food that draws over 80,000 visitors from San Diego and beyond! Brace yourself for the biggest and most amazing festival in San Diego, spanning nearly half a mile over 9 city blocks!



\$15,000	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo on University Stage Video Walls Logo and Link on Website 10' x 10' booth space available
\$8,000	 Pennsylvania Stage Sponsor (1) Sponsor Logo on Stage Banner Logo and Link on Website 10' x 10' booth space available within beer garden
\$2,000	 Kid Zone Sponsor Logo and Link on Website 10'x 10' Booth Space near Kid Zone
\$1,500 +	 Commerical / Activation Booth Booth / Activation space varies depending on size

Nightmare on Normal St

Get ready for the most spooktacular night of the year! Hillcrest's infamous Halloween bash and costume showdown, Nightmare on Normal St., is back and better than ever! Mark your calendars and head to the Pride Flag Plaza at Normal and University from 5-11 pm for a night of non-stop entertainment. You'll be howling with laughter at the pet costume contest and taking in the best people-watching in all of San Diego. With outdoor bars and killer costumes, this is the one party you won't want to ghost!



\$10,000	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo on University Stage Video Walls Logo and Link on Website 10' x 10' booth space available
\$3,000	 VIP Area Sponsor (1) Logo and Link on Website Product Placement within VIP Area
\$1,500	 Costume Competition Sponsor (1) Logo and Link on Website 10'x 10' Booth Space (host competition sign-up)
\$1,000+	 Commerical / Activation Booth Booth / Activation space varies depending on size

Taste 'n' Tinis

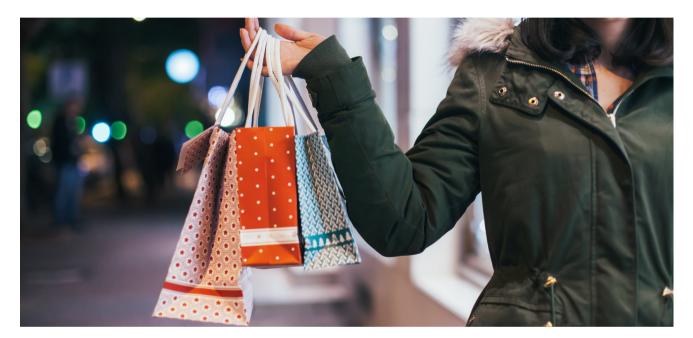
Get ready to jingle all the way with Fabulous Hillcrest's holiday sip and shop extravaganza Taste 'n' Tinis! It's all part of the SHOP Hillcrest for the Holidays campaign, where you can soak in the twinkling lights and decorations while exploring a self-guided tour of tantalizing eats, delectable drinks, and locally-made treasures. Get ready to sleigh the holiday shopping game!



\$8,000	 Presenting Sponsor (1) Sponsors name with "Presented by" appearing with event name on all event specific communication, promotional materials, signage, and street banners. Logo and Link on Website Logo on Ticketing Platform 10' x 10' booth space available
\$750	Commercial Booth • Logo and Link on Website • 10'x 10' Booth Space
\$250	Community SponsorLogo and Link on WebsiteLogo on Event Collateral

Shop Hillcrest

The jolliest time of year is upon us, and it's the perfect chance to relish in old traditions while making new ones! Whether you snag a cozy sweater from a cute local boutique or savor a steaming cup of cocoa from your go-to café, your support can warm the hearts of small businesses. Get ready to unwrap some festive joy with Shop Hillcrest for the Holidays! Starting on Small Business Saturday, when you shop at participating spots, you'll earn the chance to fill out a raffle ticket and score big with a shopping spree in Hillcrest! So, add some sparkle to your holiday haul and give a little love to your community shops. Who knows, you might just snag the ultimate shopping jackpot!



\$2,000	 Shop Hillcrest Banner Sponsor Logo on Shop Hillcrest street banners Logo and Link on Website Logo and Link on Event Collateral
\$750	 Shop Hillcrest Bag Sponsor Logo on all Shop Hillcrest bags Logo and Link on Website
\$250	Community SponsorLogo and Link on WebsiteLogo on Event Collateral



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