



The Potrero Hill R&B Festival will take place **Saturday, October 18, 2025** on 20th Street between Wisconsin and Missouri Streets from 10 am – 4 pm. We are excited to announce this year's Potrero Hill R&B Festival will feature many great musical acts on 2 stages. This annual family-friendly festival features local food vendors and artists, musicians, historians, homegrown entertainment and much more! We hope you'll join us for this one-of-a-kind community event for all-ages! The Festival is a benefit for our two local public elementary schools, Daniel Webster and Starr King; and for Potrero Hill Neighborhood House. All donations are tax-deductible.

Supporting the Festival The Potrero Hill Festival attracts thousands of people from around the San Francisco Bay Area who spread out over 4 blocks with 2 stages and over 100 arts, crafts, local goods/services and food vendors. Highlights include live music, dancing, guest speakers, a talent show and other family-friendly attractions including rides, bounce houses, carnival games and more.

Potrero Hill has the fastest growing population of young families in San Francisco and is home to generations of diverse communities. Potrero is also home to many Silicon Valley commuters as well as those involved with the flourishing tech and biotech firms near the Design Center and Mission Bay. Your support of the festival not only benefits our neighborhood elementary schools and the NABE, your support also provides great exposure for your company to the Hill's hip, tightly-knit and diverse community. We hope you find a level that inspires you to join us!

2025 Sponsorship Levels & Benefits

Presenting Sponsor - \$50,000+

- 40' x 10' Dedicated Activation Area OR Naming opportunity for one activity area
- Speaking opportunity from main stage with your banner on main stage
- Prominent logo placement/name recognition on t-shirt plus all marketing materials
- Please contact us to discuss additional benefit opportunities

Executive Producer - \$25,000

- Speaking opportunity from main stage with your banner on main stage
- Prominent logo placement/name recognition on all marketing materials
- 30' x 10' Booth space in area of your choice

Director - \$15,000

- Logo on main stage banner
- Prominent logo placement /name recognition on all marketing materials
- 20' x 10' Booth in area of your choice

Promoter - \$5000

- Logo placement /name recognition on all marketing materials
- 10' x 10' Corner Booth

Enthusiast - \$2500

- Logo placement /name recognition on all marketing materials
- 10' x 10' Booth space

Supporter - \$1000

- Listing on promotional materials
- 10' x 10' Booth space

Good Neighbor - \$500

- Listing on promotional materials

YES! I'd like to Sponsor the 2025 Potrero Hill Festival. Please complete and return the form below. See bottom for payment instructions.

Circle One Level: \$50,000 \$25,000 \$10,000 \$5,000 \$2,500 \$1,000 \$500

\$_____Other Please contact us for payment by credit card. _____

Company/Organization: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone #: _____ Website: _____

Thank you for supporting our local schools and the NABE!

**Please make checks out to: The Potrero Hill Festival Fund and mail to:
1459 18th St, Box 105, San Francisco, CA 94107**

All forms of payment are accepted, are non-refundable and must be received by September 15, 2025 to guarantee recognition in our print materials.

A portion of your donation is tax-deductible.

For more information, please contact Stephanie Alston at 510-282-2374 or email us at: potrerofestival@gmail.com