



UNION STREET FESTIVAL

BRAND OPPORTUNITIES

Summer
in the
City

FILLMORE ST TO GOUGH ST
JUNE 1-2 • 2024



MUSIC



ARTISTS



FOOD & DRINKS

UNION STREET FESTIVAL

Prepare for a cosmic shift in the street festival scene – Union Street Festival 2024 is the antidote to the mundane, a riot of color, sound, and unfiltered expression. We're tearing up the rulebook and giving San Francisco a taste of the uncharted. A haven for the bold, the edgy, and the unapologetically unique.

The Union Street Festival is an annual celebration of San Francisco's vibrant culture, bringing together locals and visitors alike for a weekend of up-and-coming musicians, art, and unforgettable experiences. Now in its 46th year, the festival continues to push boundaries and redefine what it means to celebrate in the heart of the city.



9

UP-AND-COMING BANDS

5

DJS & STREET MUSICIANS

140

JURIED ARTISTS

20

FOOD TRUCKS

Event Highlights:

High-End Artisan Market

Discover a shopping haven for trendsetters and fashion rebels, where vintage finds and unique designer creations take center stage.

Indie Soundscapes

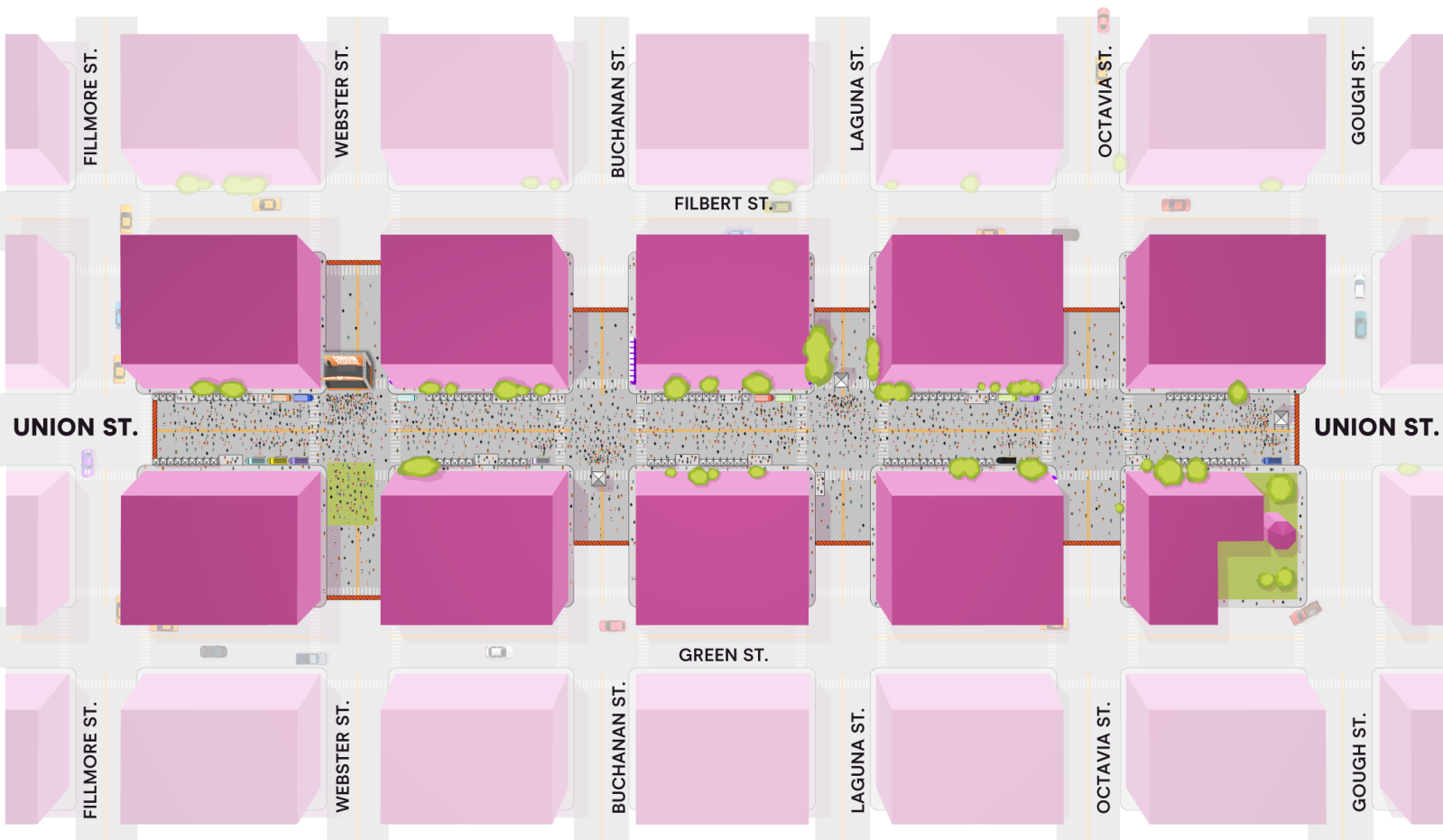
We're not here for mediocre tunes just because the event is on the house. Music should never settle for subpar. Union Street Festival is unleashing some of West Coast's top emerging bands, rivaling some of the hottest ticketed music festivals in the area.

Culinary Alchemy

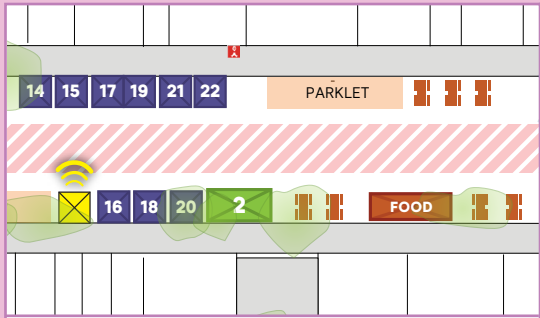
Leave the funnel cakes and kettle corn for the carnivals. Think avant-garde flavors, spicy sensations, and culinary concoctions that defy tradition.

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Event Layout



*MAP NOT TO SCALE

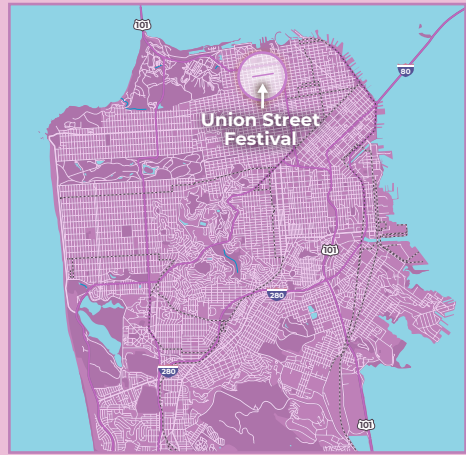


Scaled Drawing of Union Street



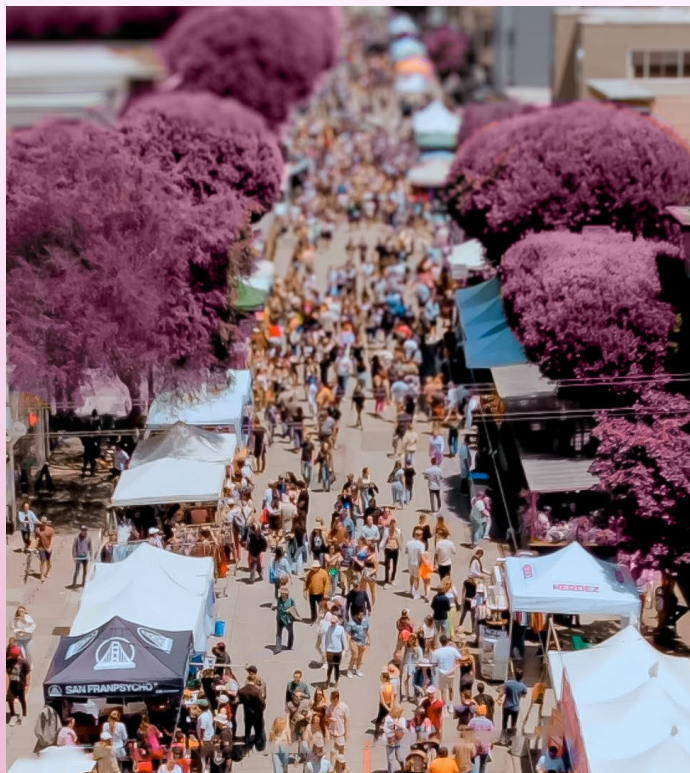
Event Length
2,345 Feet

Street Width
44 Feet



UNION STREET FESTIVAL

Demographics



The Union Street Festival primarily caters to a demographic with a significant representation of millennials, distinguishing it from many other events in the area.

Many of the attendees include local and regional residents but also has many tourists visiting from out of state.

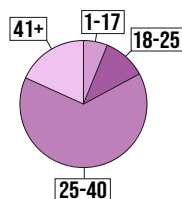
The neighborhood is characterized by a mix of young professionals, families, and older residents. Many residents are well-educated and work in various industries, including technology, finance, and healthcare.

The median household income tends to be higher than the city average, and the housing market consists of a mix of historic Victorian and Edwardian homes, as well as modern condominiums and apartments. Cow Hollow attracts a population that appreciates its proximity to the amenities of Union Street, upscale shopping, and the nearby parks like the Presidio.

Consumer Identifiers

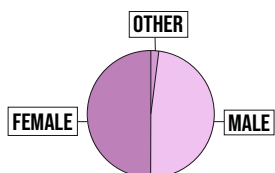
AGE

The primary age range of attendees is between the ages of 25 and 40



GENDER

Union Street Festival has a slightly higher percentage of females than males.



INTERESTS & PERSONALITY

The predominant audience is highly socially conscious, deeply invested in both social and environmental issues. They lead an active lifestyle, participating in activities such as hiking, biking, and fitness classes.

Many harbor an entrepreneurial mindset, with aspirations to either launch their own ventures or contribute to innovative environments. Additionally, there is a keen interest in culinary exploration, characterized by a passion for trying new restaurants and embracing the latest food trends.



Unity Stage Sponsor

Elevate your brand with a bold statement as the Unity Stage sponsor. Showcase top emerging musicians, revolutionizing the music scene at street fairs. Benefit from high-profile logo placement, significantly boosting brand visibility and creating the perfect photo op for attendees.



Award Winning Stage Designer Ryan Montgomery is redesigning the 2024 Unity Stage at Union Street Festival

Get ready for a stage like no other! Picture a 3D face on the front trussing and a custom backdrop at the back. While the final design is in the works, expect an epic stage taking shape. This concept is just the beginning, with some tweaks expected for the ultimate stage design. Stay tuned for the grand reveal!.

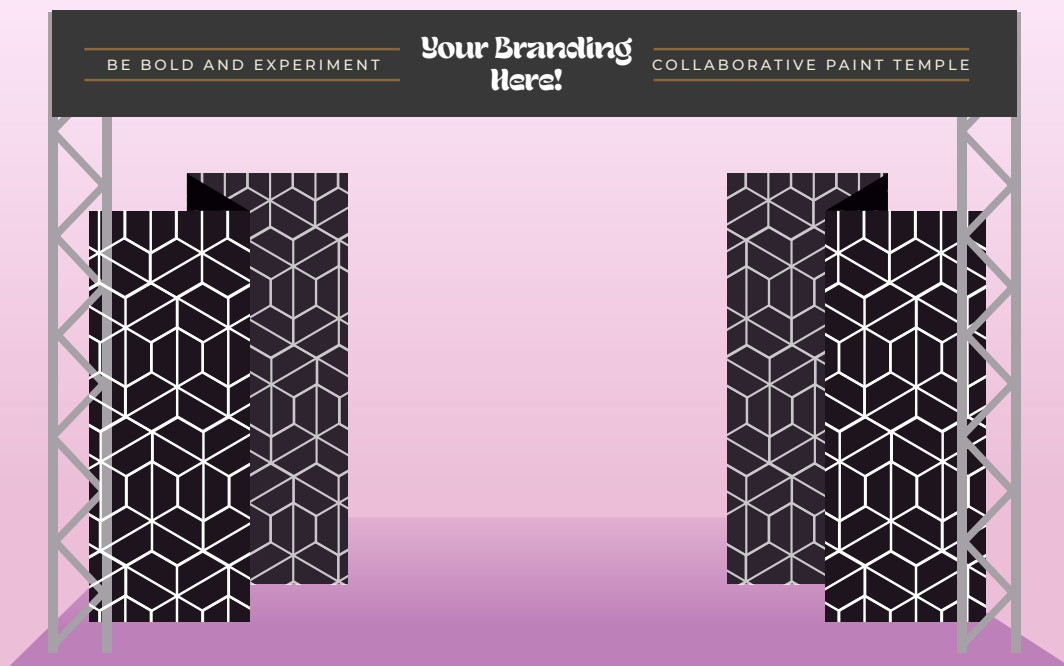
Ryan Montgomery has designed stages for Adobe Max in Los Angeles, We all Scream in Las Vegas, August Hall in San Francisco, Dustfish Stage at Burning Man

AVAILABLE FOR PRESENTING SPONSOR & STAGE SPONSOR PACKAGES



Paint Temple Sponsor

Ignite your brand with our Collaborative Paint Temple—an interactive experience that sparks creativity and leaves a lasting impression. Attendees choose their paint, follow a guided process, and contribute to a 'Unity' theme by filling in a personalized 'square.' Inspire, create, and make your mark at the event!



Guided by Richard Felix, a local artist with 300+ interactive art projects under his belt and a perfected process for overseeing these engaging installations

Witness the mesmerizing evolution of a vibrant mosaic, crafted with passion and meaning by our amazing attendees. Dive into the immersive experience, as this installation isn't just about the end result—it's about savoring every step of the creative process. And to top it off, a Neptune-themed art car sets the scene playing melodic house music and infusing those feel-good vibes into the entire installation and watch the mosaic bloom with color.

Richard Felix brought his interactive experience to the 2023 Union Street Festival. Pictures above.

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Waiters Race Sponsor

No San Francisco bash is complete without a dash of quirky tradition, right? Brace yourself for the Union Street Festival's iconic Waiters Race—a decades-old spectacle of speed and skill! Picture teams in a relay frenzy, balancing serving trays laden with drinks as they conquer a hill. The first team to conquer all heats nabs the grand prize and the envy-inducing trophy. Get ready for a race like no other—because in San Francisco, we take fun to a whole new level!



The Waiters Race takes place noon on Sunday, June 2nd in front of the Unity Stage.
The race is about 30 minutes long.

THE FORMAT: Teams of 3 will race 100 feet up and down the street with a serving tray and drink in a relay format. Each relay teammate will add an additional drink to their serving tray with the last relay teammate with 3 drinks on their tray.

The team that completes the race fastest will proceed to the next heat and have the chance to take home the title.

Teams are always encouraged to dress up, and in 2023 Team Banana took home the title.

AVAILABLE FOR PRESENTING SPONSOR & WAITERS RACE PACKAGES

UNION STREET FESTIVAL

Other Brand Activations

Step out of the ordinary! Not every shoe fits the same, and neither should your brand activation. Join forces with us to craft a one-of-a-kind, show-stopping brand experience that goes beyond the expected. Whether you want to amplify your current experiential marketing impact or introduce an entirely new thrill to your brand activation, we've got you covered. Unlock the excitement—custom activation pricing provided upon request. Below are examples of custom activations.



Luxury Lounge

Craft an exclusive VIP experience in a luxurious lounge setting where attendees can unwind, toast to unforgettable moments, and revel in the epitome of good times!



Racing Simulator

Two driving simulators are networked together, allowing customers to race each other on the same track at the same time



Photo Wall

Collaborate with our team of designers to bring your vision to life! We can craft a photo backdrop, a stunning 3-dimensional photo wall, or utilize a modern interactive photobooth to create an opportunity for attendees to take photos with.



Live Mural Painting

Immerse your brand in the spotlight! Witness a talented muralist bring your logo to life in a vibrant masterpiece unfolding live throughout the event. And here's the thrill – you get to take this unique, branded mural with you as the ultimate event keepsake.



~~We must wake up all of the stories locked up inside these streets. Connect today's everyday locals with the important elements of community. Share experiences, create memories and relish in moments together.~~



ABOUT US

Miramar Events is an innovative full-service event promotion and production agency. Founded in 1986, we're specialists in the San Francisco Bay Area's community-focused events adventures.

Consider us your street crew for festivals, fundraisers and forward-thinking pop-ups. Who celebrate emerging musicians, fresh talent and sizzling eateries like our lives depend on it.

Much like our namesake, we strive to curate experiences that feel expansive, twinkly and dunked in a kind of iridescent magic you can't quite put your finger on. Experiences that come with a 'choose your own ending' kind of vibe.

Miramar crafts unexpected, unreal and unexplored events adventures for curious creatures and imaginative earthlings alike. The real question is: how deep will you go?



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