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# 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



## WALK IN ART

1st Thursday Each Month  
5-10 p  
300+ Est. Attendance



## 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 Sponsor**

- Logo and Link on Website
- Logo on Event Collateral

**\$250 per  
event**

## **Commercial Booth**

- Logo and Link on Website
- 10'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

**\$750**

## Commercial Booth

- Logo and Link on Website
- 10'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 Sponsor**

- Logo and Link on Website
- Logo 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 Sponsor**

- Logo and Link on Website
- Logo 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 Sponsor**

- Logo and Link on Website
- Logo on Event Collateral



# CONTACT US

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