THE SAN FRANCISCO FALL SHOW
ART | ANTIQUES | DESIGN
THE ANNUAL BENEFIT FOR ENTERPRISE FOR YOUTH
SEPTEMBER 23-27, 2020
4 days
40 pounds of caviar
50 Exhibitors
50,000 Square Feet

39 years and counting

THE SAN FRANCISCO FALL SHOW
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THE ANNUAL BENEFIT FOR ENTERPRISE FOR YOUTH
For 39 years, The San Francisco Fall Show has been considered one of the most important art and antiques shows in the world and the oldest on the West Coast.
OPENING NIGHT GALA

Called “one of the most anticipated happenings of the year” by Architectural Digest, the Gala is attended by nearly 2,000 people and offers everything a great party should: fabulous people, sumptuous food, lively music, and great art and antiques in a breathtaking setting.
THE SHOW

• A robust four days, The Show hosts a breadth of events: a renowned Lecture Series, Book Signings, Private Luncheons, Cocktail Hour Talks, and Guided Show Tours.

• Every year, a theme is selected that comes to life at the Show, offering a focal point and insight into an influence found in art, antiques, and design.

• 2020 theme: *The Timeless Twenties: Anything Goes!*
DEMOGRAPHICS

Age:  
- 18 - 39: 10%
- 40 - 65: 56%
- 65 +: 34%

Education:  
- College: 44%
- Graduate: 45%
- PhD: 7%

Property owners: 82%  
- Own multiple properties: 45%

Household income:  
- Over $500k: 19%
- $300 - $499k: 22%
- $100 - $300k: 40%

San Francisco residents: 47%

Art & Antiques collectors: 83%  
- Collecting for over 10 years: 83%
- Typically purchase at over $5k: 48%

Members of cultural institution: 81%  
(museums, opera, ballet, etc.)

* Results based on a 2019 survey of attendees
EXHIBITORS
The best international art and antiques dealers are invited to exhibit and sell pieces from around the globe and through the centuries.
SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – $100,000

RECOGNITION

• Category exclusivity at the Show
• Presenting Sponsor title listed alongside Show name (ex: The San Francisco Fall Show Presented by [sponsor logo])
• Logo placement on print materials, including:
  • Advertisements in local and national publications
  • 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  • Gala invitations sent to 3,500 households (printing deadline: April 15)
  • Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
  • Floorplan & event schedule distributed to all Show attendees
• Presenting Sponsor listing on digital materials, including:
  • Website homepage
  • E-blasts to over 9,500 subscribers
  • Eventbrite ticketing page
  • Slideshow that plays prior to each lecture
• Presenting Sponsor signage at Show entrance
• Opportunity to host a private event at the Show with rental fees waived

BENEFITS

• First double-page spread in 4,000 Show catalogues (value $15,000)
• 12 tickets to the Opening Night Gala for the earliest entry at 4pm (value $30,000)
• 50 Show tickets (value $1,250)
• 36 lecture tickets (must be redeemed in advance)
• 6 tickets to the Chairman’s Luncheon for top donors
SPONSORSHIP OPPORTUNITIES

**Lead Sponsor – $75,000**

**RECOGNITION**
- Category exclusivity at the Show
- Logo placement on print materials, including:
  - Advertisements in local and national publications
  - 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  - Gala invitations sent to 3,500 households (printing deadline: April 15)
  - Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
- Lead Sponsor listing on digital materials, including:
  - E-blasts to over 9,500 subscribers
  - Eventbrite ticketing page
  - Slideshow that plays prior to each lecture
- Lead Sponsor signage at Show entrance
- Opportunity to host a private event at the Show with rental fees waived
- Name inclusion in press release distributed to top-tier newspapers, magazines, and online media
- Advertorial content on the Show’s blog
- Thanked in a minimum of three social media posts
- Invitation to exclusive patron pre-party
- Acknowledgment at the start of all 6 lectures (lecture sponsors are also acknowledged)
- Logo on Sponsor Signage at Show entrance
- Logo, company description and hyperlink on sponsor page of the Show website
- Opportunity to distribute collateral at the Show

**BENEFITS**
- Outside back cover advertisement in 4,000 Show catalogues (value $10,000)
- 10 tickets to the Opening Night Gala for the earliest entry at 4pm (value $25,000)
- 30 Show tickets (value $750)
- 24 lecture tickets (must be redeemed in advance)
- 4 tickets to the Chairman’s Luncheon for top donors
SPONSORSHIP OPPORTUNITIES

Premier Sponsor – $50,000

RECOGNITION

- Logo placement on print materials, including:
  - 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  - Gala invitations sent to 3,500 households (*printing deadline: April 15*)
  - Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
- Premier Sponsor recognition in:
  - E-blasts to over 9,500 subscribers
  - Eventbrite ticketing page
  - Slideshow that plays prior to each lecture
- Opportunity to host a private event at the Show with rental fees waived
- Name inclusion in press release distributed to top-tier newspapers, magazines, and online media
- Thanked in a minimum of two social media posts
- Invitation to exclusive patron pre-party
- Acknowledgment at the start of all 6 lectures (lecture sponsors are also acknowledged)
- Logo on Sponsor Signage at Show entrance
- Logo, company description, and hyperlink on sponsor page of the Show website
- Opportunity to distribute collateral at the Show

BENEFITS

- Inside cover advertisement in Show catalogue (*value $7,000*)
- 8 tickets to the Opening Night Gala for the earliest entry at 4pm (*value $20,000*)
- 25 Show tickets (*value $625*)
- 12 lecture tickets (must be redeemed in advance)
- 2 tickets to the Chairman’s Luncheon for top donors at the Show
SPONSORSHIP OPPORTUNITIES

Host Sponsor – $25,000

RECOGNITION

• Special recognition in:
  ▪ 18,000 brochures mailed internationally and distributed in San Francisco, Marin, and Silicon Valley
  ▪ Gala invitations sent to 3,500 households (printing deadline: April 15)
  ▪ Catalogues distributed in the Grand Entry Hall of the Show, acknowledgement also includes company description and website
  ▪ Slideshow that plays prior to each lecture
• Opportunity to host a private event at the Show with rental fees waived
• Name inclusion in press release distributed to top-tier newspapers, magazines, and online media
• Thanked in a minimum of one social media post
• Invitation to exclusive patron pre-party
• Acknowledgment at the start of all 6 lectures (lecture sponsors are also acknowledged)
• Logo on Sponsor Signage at Show entrance
• Logo, company description, and hyperlink on sponsor page of the Show website
• Opportunity to distribute collateral at the Show

BENEFITS

• Premium position advertisement in Show catalogue (value $4,500)
• 4 tickets to the Opening Night Gala for the earliest entry at 4pm (value $10,000)
• 10 Show tickets (value $625)
• 6 lecture tickets (must be redeemed in advance)
THE FALL SHOW CATALOGUE

The Show Catalogue is a beautifully designed 250-page book, printed on high-quality paper. It is a coveted item that many people keep and collect each year.
The Fall Show is covered in national and international press throughout the fall season. Sponsors at the Presenting level and above are featured in all press releases.
ADVERTISING

Show ads run in over 40 national and local publications and websites, as well as customized advertising throughout San Francisco. The Fall Show’s marketing and advertising campaign is tailored to reach a targeted audience of art and antiques collectors and enthusiasts.

Publications include:

Antiques & Fine Art Magazine
American Art Collector
American Fine Art Magazine
Apollo
Art & Antiques magazine
The Art Newspaper
C magazine
California Home + Design
California Homes
Capture magazine
Chairish
Flower magazine
Galerie magazine
Gentry magazine & Gentry Home
Gold Collective
Grail magazine
InCollect.com
Interiors California
Luxe Interiors + Design
The Magazine ANTIQUES
Marin Magazine
Milieu
Nob Hill Gazette
Red Carpet | Bay Area
San Francisco Arts Monthly
San Francisco magazine
SF Gate (San Francisco Chronicle)
Silver Magazine
Western Art & Architecture
7x7
ENTERPRISE FOR YOUTH

Over 50 years of empowering youth to reach their potential through transformative paid internships

• 100% of the net proceeds of the Show directly support Enterprise for Youth, a nonprofit founded in 1969.

• More than 25,000 youth have learned the skills and values essential to workplace success at Enterprise.

• Serving predominantly low-income students, Enterprise provides youth with the edge to succeed and contribute to a more vibrant economy.

• Through training, guidance, and paid internships in a broad array of fields, youth are empowered to find and retain jobs.

• Youth explore different career paths, establish an education plan, and develop life skills crucial to their transition into adult life.
SPONSORSHIP LEVELS

Exposure and benefits are based on sponsorship level. Sponsors have the opportunity to own certain programs. Customized proposals are available for all sponsorships.

Presenting Sponsor: $100,000
Lead Sponsor: $75,000
Premier Sponsor: $50,000
Host Sponsor: $25,000
Principal Sponsor: $15,000 - $10,000
Supporting Sponsor: $5,000

We have numerous In-Kind and Media sponsorship opportunities.
2020 SHOW DATES

September 24-27
Opening Night Gala: September 23

We would be happy to review sponsorship options and customize a benefits package on request. Please contact:

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