



Ghirardelli
SQUARE

14th Annual Ghirardelli Square
Chocolate Festival
September 12-13, 2009

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Background on Ghirardelli Square

Ghirardelli Square is one of the most well-known and best-loved icons of San Francisco. The enormous illuminated Ghirardelli sign and the smell of chocolate beckons over 4 million visitors per year to Ghirardelli Square.

In 2008 Ghirardelli Square became home to Fairmont Heritage Place, an elite Private Residence Club offering second home ownership benefits. In addition Ghirardelli Square has welcomed several new stores & restaurants including Crown & Crumpet Tea Salon, Cellar360 wine center, and Peekadoodle Kids Club. In late 2009 renowned San Francisco Chef Gary Danko's new restaurant and Willow Stream Spa will also open.

Ghirardelli Square hosts several signature events throughout the year to attract both local and tourist business. This proposal offers a sponsorship opportunity at Ghirardelli Square to participate in the 14th Annual Ghirardelli Square Chocolate Festival.

Ghirardelli Square Statistics

- 4 million visitors annually
- National Historic Landmark
- Average HHI of \$93,000
- 56% of visitors have a college degree or higher
- Average age is 38
- Average shopper expenditure is \$81, 45% above the national average
- Over 45k unique visitors to www.GhirardelliSQ.com per month

Background on Chocolate Festival

On Saturday & Sunday September 12-13, 2009 Ghirardelli Square will host the 14th Annual Chocolate Festival attracting about 40,000 visitors from the Bay Area and around the world. This family-friendly event features prominent local chefs creating chocolate inventions during cooking demonstrations, live musical entertainment, children's activities and the popular "Earthquake" Ice Cream Sundae Eating Contest. Over 30 different booths from local restaurants, bakeries and chocolate companies will provide dessert samples during the two-day event.

All proceeds from the event are donated to Project Open Hand, a non-profit organization that provides food and compassion to people living HIV/AIDS, homebound and critically ill people, as well as seniors in San Francisco. For more information on Project Open Hand, visit www.openhand.org. In 2008 we raised over \$60,000 for Project Open Hand.

Chocolate Festival Sponsorship Opportunities

Advertising Benefits

Logo placement on the following advertising:

- MUNI bus ads for 6 weeks
- San Francisco Chronicle ads
- San Francisco Magazine ad
- Northside SF & The New Fillmore Newspaper ads
- Diablo Magazine ad
- Edible SF Magazine ad
- Event programs
- Onsite event posters and signage

Promotional Benefits

- 10x10' - 20x40' booth space at the event
- Banners hung at event entrances
- Logo & link on Ghirardelli Square event website
- Logo & link on Project Open Hand website
- Logo & link on 3 Ghirardelli Square email blasts

Hospitality

- Tasting tickets to the event
- Opportunity to host VIP/client event

** All sponsorship programs are fully customizable to meet the sponsor's objectives and goals.

** Sponsorship costs are negotiable based on benefits used by sponsor.

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