

EST. *San Francisco* 1977

# DECORATOR SHOWCASE

BENEFITTING THE FINANCIAL AID PROGRAM OF  
SAN FRANCISCO UNIVERSITY HIGH SCHOOL

## Sponsorship Opportunities

**2018 Dates: April 28 – May 28**

**Sponsor Preview Gala: April 26 • Friday Night Opening Party: April 27**

The San Francisco Decorator Showcase, now in its 41st year, is widely considered to be the West Coast's premier design show house event, renowned for featuring the work of the region's top interior and landscape designers. Each year a stately home in San Francisco is transformed into a jewel box of color, textures and styles. Countless design manufacturers and showrooms loan one-of-a-kind items to designers to make their creations extraordinary.

The nationally recognized San Francisco Decorator Showcase has been named as one of House Beautiful's Ten Best Showcase Rooms and is featured regularly in national magazines, such as Traditional Home and Architectural Digest. In 2014 and 2017, House Beautiful featured the Showcase kitchens as Kitchen of the Year.

With significant local and national media attention each year, Showcase sponsors have an opportunity to enjoy the benefits of visibility and prestige, as well as access to a highly valued, discerning audience. Showcase receives large numbers of visitors from throughout the Bay

Area and across the country. Sponsors receive significant visibility in Showcase promotional and marketing materials, along with a variety of opportunities to entertain clients and employees. Sponsorship opportunities are offered in a range of giving levels.

All the funds raised through the Decorator Showcase go directly to support the San Francisco University High School Financial Aid Program. An independent high school in San Francisco, University High School has been recognized as one of America's top 50 schools. Since its inception, the San Francisco Decorator Showcase has raised nearly \$16 million. The annual Decorator Showcase provides significant revenue to UHS' financial aid budget that provides annual tuition assistance to over 22% of the School's diverse student body.

Through Corporate Sponsorship of the San Francisco Decorator Showcase, your company will be proud to be associated with design excellence and educational opportunity.

# 2018 San Francisco Decorator Showcase Sponsorships

Please note: Some of these opportunities may have been sold. Contact Thelma Garza at 415-447-3115 for details.

## Diamond Sponsor

**\$25,000**

- Name or logo on both Sponsor Gala and Opening Night Party invitations and recognition in all press releases
- Prominent placement of name or logo with direct link to company's own website on the Decorator Showcase website
- Prominent placement of name or logo on Sponsor page in Program Book
- Name or logo on 35,000 direct mail and email post cards distributed to Showcase subscribers in the San Francisco metropolitan area, NorCal and SoCal, and out of state
- Showcase social media mention
- **2-page color ad spread in the Showcase Program Book distributed to 15,000 Showcase visitors**
- **One dedicated email to 8,000 Showcase email subscribers**
- **Exclusive opportunity to host a private cocktail party at the Showcase house**
- **Ten (10) Sponsor tickets to the Sponsor Preview Gala on Thursday, April 26, 2018**
- **Products placed onsite at both Preview Parties, per Showcase approval**
- **Twenty (20) General Admission tickets good for one visit to the Showcase house any time and day open to the public**

## Platinum Sponsor

**\$10,000**

- Name or logo on both Sponsor Gala and Opening Night Party invitations and recognition in all press releases
- Prominent placement of name or logo with direct link to company's own website on the Decorator Showcase website
- Prominent placement of name or logo on Sponsor page in Program Book
- Name or logo on 35,000 direct mail and email post cards distributed to Showcase subscribers in the San Francisco metropolitan area, NorCal and SoCal, and out of state
- Showcase social media mention
- 1-page color ad in the Showcase Program Book distributed to 15,000 Showcase visitors
- **Products placed onsite at one of four Friday Night Happy Hours, per Showcase approval**
- **Six (6) Sponsor tickets to the Sponsor Preview Gala on Thursday, April 26, 2018**
- **Ten (10) General Admission tickets good for one visit to the Showcase house any time and day open to the public**

## Gold Sponsor

**\$5,000**

- Name or logo on Sponsor page in Program Book
- Name or logo on the Decorator Showcase website
- Showcase social media mention
- 1-page color ad in the Showcase Program Book distributed to 15,000 Showcase visitors
- **Two (2) Sponsor tickets to the Sponsor Preview Gala on Thursday, April 26, 2018**
- **Six (6) General Admission tickets good for one visit to the Showcase house any time and day open to the public**

*\* Please note, all in-kind donations are valued at half of cash*

# Other Branding Opportunities

## Friday Night Happy Hour Sponsor

**FEE: \$2,500 + 30% OF PRODUCT SOLD**

On Friday nights in May, Showcase remains open late to visitors interested in design, art, fashion and architecture. Help them unwind during the happy hour with complimentary wine and snacks. Sponsors have an opportunity to display and/or sell product, make a presentation and offer giveaways to guests. Showcase your fine product during these popular evenings!

### Sponsor Provides:

White wine, sparkling water, snacks

### Sponsor Presence:

- Table, giveaways, signage, tent, pop-up store (per Showcase approval; subject to space, location and size limitations)

## Press Day Sponsor

**FEE: \$5,000**

On April 25, 2018, dozens of press and media outlets visit Showcase to get a preview of this year's interior designs. Sponsorship of Press Day offers the opportunity to expose your brand via signage, lanyards and giveaways. This sponsorship is not to media outlets. Cash sponsors only.

### Sponsor Presence:

- Badges for all attendees
- Opportunity to provide branded lanyards for ID badges for all attendees
- Table for giveaways/collateral (subject to space, location and size limitations)
- Showcase provides signage on food table acknowledging sponsorship

## Designer Day Sponsor

**FEE: \$5,000**

On January 25, 2018, several hundred interior and landscape designers, architects and artists tour the Showcase house to decide on spaces for which they may want to submit design proposals. It is an exciting day as this creative group looks at the blank canvases throughout the house and begin formulating their unique visions. Sponsorship of Designer Day offers the opportunity to showcase your brand via signage and giveaways to these members of the design community.

### Sponsor Presence:

- Table for giveaways/collateral (subject to space, location and size limitations) to designer/artist attendees
- Showcase provides signage on food table acknowledging sponsorship

## Wi-Fi Sponsor

**FEE: \$2,000**

Each Showcase season, approximately 15,000 guests interested in design, art, fashion and architecture tour the house. Most are engaged on social media while they make their way from floor to floor sending messages and photos to friends and family or compiling design ideas for their own homes. The Wi-Fi sponsor has an opportunity to display their brand to every person accessing the free public wi-fi during their visit.

### Sponsor Presence:

- Branded wi-fi/password and signage in house

## Automotive Sponsor

**FEE: \$5,000**

Display a luxury vehicle at the Showcase house during both Preview Parties, Thursday and Friday, April 26th and 27th. Sponsor will be responsible for the display of vehicles and information, and for security of the vehicle. Sponsor may display a different vehicle for each party. Two representatives may be onsite to talk with interested guests and will also have access to the parties.

### Sponsor Presence:

- Display a luxury vehicle outside of house for Thursday Sponsor Gala and Friday Opening Night Party

## Host a private event at the Showcase House

**FEE: \$7,500\* + \$500\*\***

Be the host of a unique private cocktail party for your premier customers and friends at the Showcase house. Designers and/or representatives will be available to greet guests and answer questions about their designs. Sponsor will be responsible for invitations, catering, valet parking and all other costs related to the event. Event time is 6:00 pm – 8:00 pm. Date will depend on availability.

*\*Fee included up to 100 guests. Additional fee for over 100 guests.*

*\*\*Housekeeping Fee*

## Beverage Sponsor of Showcase Preview Parties

**FEE: IN-KIND**

The Decorator Showcase Preview Parties are attended by our discerning, sophisticated and generous supporters who enjoy sumptuous food and quality spirits, champagne & fine wine. As guests enter the exquisitely designed Showcase house on both evenings, they are greeted by waiters with champagne & white wine. The sponsor will be thanked with signs on every bar which will have bottles prominently displayed. The elegant Thursday Sponsors Preview Gala includes a signature caviar station and vodka bar also with a display. The sponsor may also create a specialty cocktail for the Gala. The Friday Night Opening Party, an annual design community event, has sold out each of the last 10 years. Make your libations the life of the parties!

### Sponsor Provides:

White wine, champagne and vodka for the Preview Parties

### Sponsor Presence:

- Bottles displayed on bars
- Signage displayed on bars
- Branded specialty cocktail (w/ some restrictions)

## Decorator Showcase Stats

In the last **40 years**, with the help of **40 gracious homeowners**, over **1200 designers** and **over half a million visitors**, the Decorator Showcase has raised nearly **\$16 million** for the University High School Financial Aid Program. Annually, Showcase sees **15,000 visitors**, communicates with **9,000+ email subscribers** and **35,000 people via mail**, and has **thousands of followers and likes** on social media. Showcase is featured in over **100 media outlets** each year.

## Past Event Sponsors

HouseBeautiful

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