

FILLMORE HOLIDAY NIGHT MARKET

Support the Historic Fillmore
Businesses & Community -
Become a Sponsor Today!



BUSINESSES ARE REBUILDING THE HISTORIC FILLMORE

In the 1950s hundreds of black-owned businesses made the Historic Fillmore a vibrant, multicultural community. Urban redevelopment in the '70s pushed many businesses out, but today community entrepreneurs, neighbors and activists are hard at work reclaiming the Historic Fillmore.

Now, the City and County of San Francisco is investing an unprecedented amount of funding into its African American community to rebuild what was broken.

The **Fillmore Holiday Night Market** is part of this multi-year effort to rebuild the district by creating community and supporting local businesses.



SUPPORT LOCAL ENTREPRENEURSHIP



“This is super exciting for me because I believe it’s crucial to represent a past era that was incredibly rich in African American businesses.”

Chef Fernay McPherson
Minnie Bell’s Soul Movement
3rd Generation Fillmore Resident

“To have a store, here, where my community supports me, it gives me the confidence to do more.”

Joseph Broussard
Dreamer Boyz
Fillmore Business Owner



THE 3RD ANNUAL FILLMORE HOLIDAY NIGHT MARKET

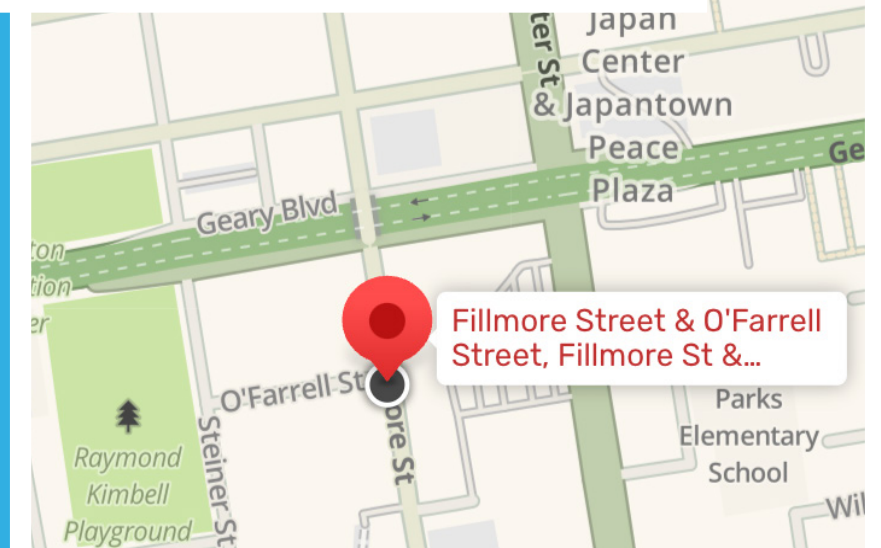
For three years running, local entrepreneurs, artists, community leaders, and nonprofits have come together to create a family-friendly Winter Holiday event. The Fillmore Holiday Night Market brings the spirit of the Western Addition to life with unity, hope and joy. It helps local merchants grow their businesses, builds connections with neighbors and visitors, and provides support to families in need—all to help revitalize San Francisco's Historic Fillmore. With every year, the Fillmore Holiday Night Market grows in size and in its significance to the Fillmore community.

DATE:

December 20, 2024 - 5-10 pm

LOCATION:

Fillmore Street at O'Farrell





EVENT HIGHLIGHTS

- Pictures with Santa!
- Santa's Holiday Raffle with present giveaways
- Free live concerts from popular bands and musicians
- Local artists, businesses, retailers and food vendors
- Holiday deals at many Fillmore St. shops like In The Black & Minnie Bell's
- Essential household supply gift packages for neighbors in need

LIVE PERFORMANCES



The Fillmore Holiday Night Market has become a musical highlight for the community. Past years have featured live music performances by local acts and renowned headliners like **Dave Hollister**, **Raheem DeVaughn**, and **Ashling Cole**.

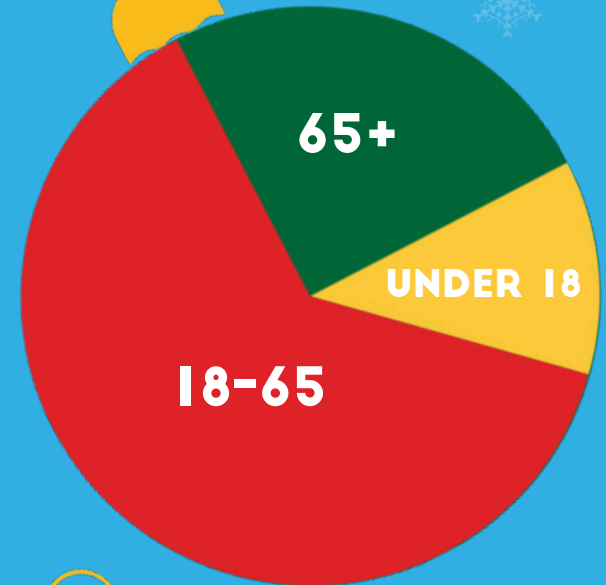
COMMUNITY REACH & BUSINESS IMPACT

Following numbers are averages

- 3,000 visitors attend this fun-filled family-friendly event
- All merchants report Night Market sales equal a week of income
- Visitors stay for 2+ hours of shopping, and engaging with neighbors, small businesses and nonprofit service providers

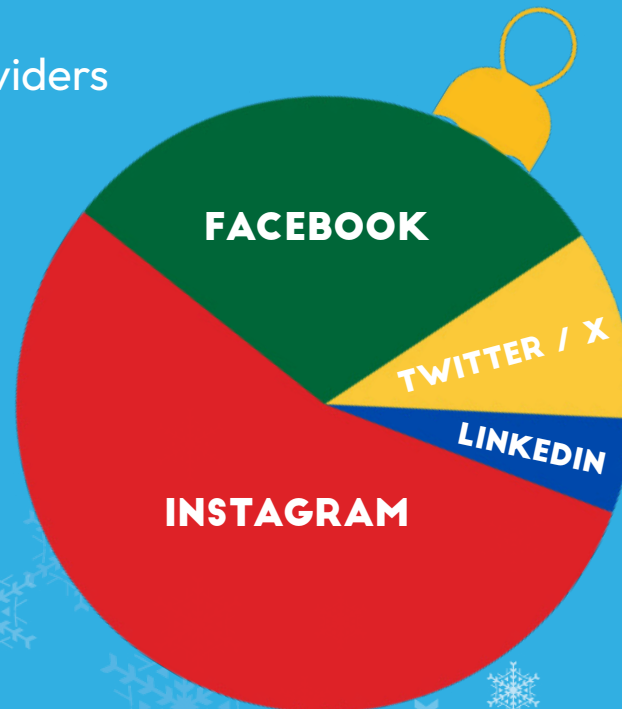
FILLMORE DISTRICT POPULATION

total: 34,193



SOCIAL MEDIA REACH

total: 37,388



BECOME A HOLIDAY NIGHT MARKET SPONSOR TODAY!

Sponsorship Benefits	Platinum \$15,000	Gold \$10,000	Silver \$5,000
Night Market 10' x 20' booth	✓	✓	✓
Brand or Name Recognition on:			
Santa's Backdrop	✓	-	-
Santa's Raffle Giveaways	✓	✓	-
Main Stage Banner	✓	✓	✓
Vertical Event Banners	✓	✓	-
Posters	✓	✓	✓
Postcards & Flyers	✓	✓	✓
Event Website	✓	✓	-
Social Media Posts & Tags	4	3	2
Partner Newsletters	✓	✓	-
Volunteer Sweatshirts	✓	✓	-



THE POWER OF WORKING TOGETHER.

The Fillmore Holiday Night Market is a collaboration between neighborhood businesses, artists, civic leaders, and trusted brands.

Led by community partners like **San Francisco's Office of Economic and Workforce Development**, **Livable City** and **Citizen Film**, and sponsored by trusted brands, the cross-promotional partners reach a wide range of potential customers on social media and throughout the Bay Area.

PARTNERSHIPS





**Become a sponsor
today!**
Contact
Tamara@citizenfilm.org
to get started!