

Presented by The East Cut
Community Benefit District (ECCBD)

Partnership Option: The East Cut Parks Coalition

SUPPORTING THE SPORTS & DOG PARK:
AN INNOVATIVE URBAN OUTDOOR EXPERIENCE



As San Francisco works to bring workers and visitors back to the city, the East Cut Community Benefit District is developing long-planned and much-needed park space for its diverse mix of residents, families, workers and neighbors.

The East Cut Sports and Dog Park will provide the community with access to 2.4 acres of sports facilities, public gathering space, trees and lush foliage along with ample space for the many neighborhood dogs who reside here and who accompany their fur parents to work.

Construction will start in early 2025 with opening planned for early 2027.



We invite all major employers based in and near the district to join the coalition and contribute to this innovative park system that will lift the quality of life for workers and neighbors for decades to come.

The \$50 million cost of the park is mostly covered by funding already generated over years of planning. However, the ECCBD is required to raise \$5 million for planning and operations prior to the start of construction, in cash and contracted sponsorships. That's where our corporate partners come in—our sponsors will help close the gap and become community heroes in the process.

BENEFITS OF JOINING THE EAST CUT COALITION:

- Promotions and events during park development
- Onsite recognition signage post-opening
- Branding on fence screens and other signage during construction
- VIP events with elected officials, celebrities, community leaders, corporate partners
- Employee engagement through tours, volunteer events and hospitality gatherings
- Access to “first look” and behind-the-scenes events.
- Use of marks, sign to display at place of business
- Integration and recognition provided in digital and social media
- Invitations to community gatherings
- Priority access to remaining naming positions and new sponsorship offerings



Coalition members are recognized via social media/digital promos; receive access to spaces for employee social events; and participate in milestone and opening events, and in park planning. Partner employees have exclusive access to special events, behind-the-scenes tours, and volunteer activities that bring the community to life.

In addition to the East Cut Parks Coalition opportunities, *we are offering three naming/lead sponsor positions—for the Sport/Fitness facilities, the Dog Park, and a Community Pavilion.* We can provide custom proposals for each of these positions with fees spread over a 5-10 year term.



For more information, contact:
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ON BEHALF OF THE EAST CUT COMMUNITY BENEFIT DISTRICT



Coalition Benefits by Level

RECOGNITION & BENEFITS		COALITION LEAD \$250,000	COALITION PATRON \$125,000	COALITION MEMBER \$75,000
IMMEDIATE	Logo on park development promotions—web, digital, video	Most Prominent	High Priority	Contributor
	Invitation to community gatherings and volunteer events	✓	✓	✓
	Use of event space (Crossing, Salesforce Park) for employee and client entertainment	4 Annually	2 Annually	1 Annually
	Digital and social media integration	3 Quarterly	2 Quarterly	1 Quarterly
	Recognition as founding member in perpetuity	As Lead (logo)	As Patron (listed)	with upgrade
	Custom company volunteer events	2 Annually	1 Annually	N/A
CONSTRUCTION	Private tours (groups of up to 25)	4 Annually	2 Annually	1 Annually
	“First-look” and behind-the-scenes events	1st Access	2nd Access	If Available
	Employee engagement through hospitality gatherings	4 Annually	2 Annually	1 Annually
	VIP event access with elected officials, celebrities, community leaders, and corporate partners	Host (1 annually)	✓	✓
	Use of marks, sign to display at place of business	✓	✓	✓
	Recognition on construction fence wraps	Largest	2nd Largest	Listing
OPENING	Recognition on park development digital assets	Most Prominent	2nd Level	3rd Level
	Priority access to naming positions and new sponsorship offerings	First Right	High Priority	Priority
	Recognition on onsite Coalition signage post-opening	Largest	2nd Largest	Listing
	Recognition at Opening Events, Promotions, and Gala	Most Prominent	2nd Level	3rd Level

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