

# Partnership Opportunities: East Cut Sports & Dog Park

AN INNOVATIVE URBAN OUTDOOR  
EXPERIENCE FOR SAN FRANCISCO



The East Cut is San Francisco's new 21st century downtown, where residents and workers mix, enjoying an active, accessible community.

Major corporate offices blend with small businesses, retail and restaurants, and the Salesforce Transit Center serves as San Francisco's transportation hub.

With 22,000 residents/families, over 100,000 employees and 1,000 hotel rooms, the East Cut is a true live/work/play community.

What's missing in San Francisco's fastest growing neighborhood? A park that can serve all living and working in the East Cut and adjacent neighborhoods. That's where the Sports & Dog Park comes in.

Creatively designed under and around freeway ramps, the park will provide workers, residents, and families with access to fitness facilities, public space, gathering areas, and one of the largest dog parks in the City.

## THE EAST CUT SPORTS & DOG PARK WILL:

- Beautify four city blocks, removing urban blight
- Improve connectivity, encouraging walking and biking
- Foster community and support growth
- Create a destination for the extended community
- Enhance services and family-friendly amenities
- Establish a new public-private urban parks model



Your support unlocks a \$50 million community investment.

Most of the project funding has been secured. However, the District is responsible for about 10% of the costs and is generating this revenue through corporate partnerships. Naming rights for three different park features – sports, dog and pavilion – are available and being actively considered by brands based in and out of the district.



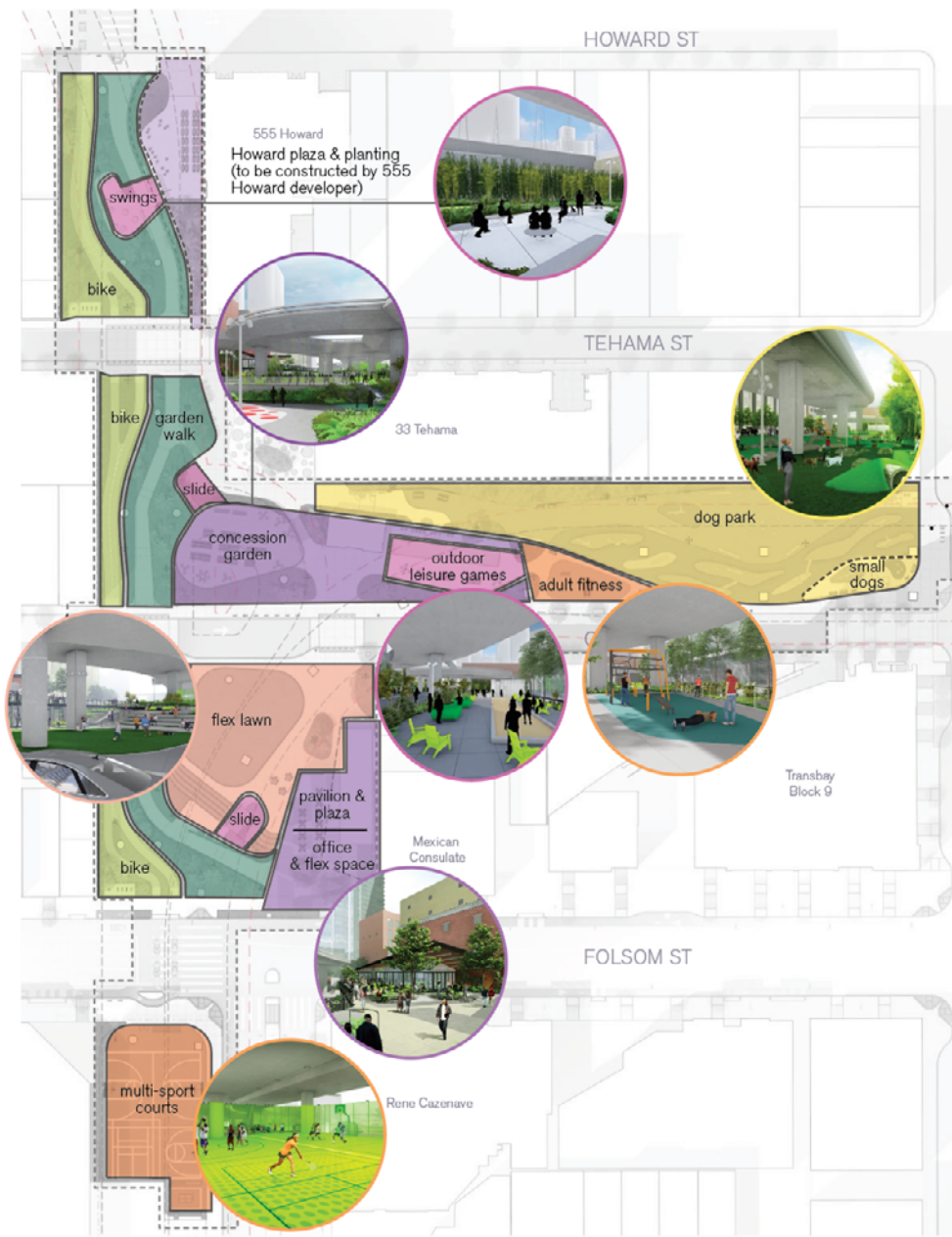
SPORTS COURTS



DOG PARK



PAVILION



The park is being developed with sustainability, social impact and employee relations top of mind. Community organizations are invited to participate in programming and events will be planned and executed by the district and its partners.

Final funds are sought from sponsors, including naming partners, to begin construction by the end of 2024, with park opening planned for early 2027. In the interim, Salesforce Park (on top of the transit center) and The Crossing (open through 2024) will serve residents and be used to activate park partners.

In addition to the lead partners sought, we've established the East Cut Parks Coalition to engage corporations and other organizations in planning and programming for the new park. We are immediately seeking Coalition Partners to help fund the project as naming sponsors are developed.

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

