



HOW WEIRD STREET FAIRE

SUNDAY / APRIL 26, 2015

SPONSORSHIP OPPORTUNITIES



HOW WEIRD STREET FAIRE

The How Weird Street Faire is a menagerie of attractions, including a world renowned music festival featuring 10 stages of different styles of dance music, an open air art festival filling an expanded Art Alley, a unique market of interesting vendors and delicious food, and a platform for performers of every type.

How Weird offers a unique opportunity to potential sponsors, by enabling them to reach a very difficult but desirable demographic, young adults who are tech savvy, media sophisticated, picky trend setters. The audience is about half male and female. Most people are between 18-35. The audience embraces new things, and are hard to reach with traditional marketing. The faire attracts around 20,000 people, many of them working for the area's technology industry. The faire is located in the heart of SoMa, the technology and art center of San Francisco. Many influential people attend the faire, as well as many of Northern California's event producers. It would be an ideal place to showcase new products.

HOW WEIRD STREET FAIRE

The festival season begins with the 16th annual How Weird Street Faire on Sunday, April 26, 2015.

The How Weird Street Faire is a menagerie of attractions, including a world renowned music festival featuring 10 stages of different styles of dance music, an open air art festival filling an expanded Art Alley, a unique market of interesting vendors and delicious food, and a platform for performers of every type. The faire is also a colorful costume party for thousands of people in their weirdest wares. How Weird takes place from Noon to 8pm. All ages are welcome.

The How Weird Street Faire is centered at Howard and 2nd Streets, in downtown San Francisco. The faire is located in the SoMa district of San Francisco, what has become the center of the technology industry for the city, and perhaps the world. How Weird attracts many of the area's innovative technologists, who are making a profound effect on the world with their digital tools. The area is home to a large concentration of art galleries and museums. How Weird also attracts many types of artists and lovers of art and culture. The faire, the area, and the participants represent the convergence of art and technology, the fusion of creativity and possibilities. How Weird is a place where evolutionary ideas can form, paving the way for fresh perspectives and new ways of viewing the world.

The theme for How Weird 2015 celebrates the transformation that happens when people embrace new realities, and enter a funhouse of awe. How Weird 2015 will be a spectacle of sensory delights and a colorful carnival of activities, recalling memories of Playland at the Beach in San Francisco, and the circus gatherings of old... complete with an impressive collection of beautiful freaks on display, unusual food to eat, and exotic performers to entertain and amaze. It will be the Weirdest Show on Earth.

Art Alley will showcase the visual arts, with live and exhibited artwork, interactive pieces, and local craft vendors. Art Alley will expand again this year, filling both sides of Tehama Street off of 2nd Street. People can stroll the legendary open air gallery, and be inspired. Art Alley features fantastic visionary artists from around the Bay Area, along with ambient and downtempo music by SomaFM, and a dub music stage at the end of the alley by Mountain Lion Hi-Fi.

How Weird features some of the best electronic music played on some of the world's most advanced sound technology. Cutting-edge artists from across the Bay Area will provide a sampling of the latest sounds. This year, there will be 10 stages of electronic dance music, along with world beat and dub. Each stage represents different styles and communities. Together they form one of the most diverse and talented music festivals in the world.

The How Weird Street Faire is filled with vendors from around the world selling unique and designer goods. From clothing to art to jewelry and accessories, there are plenty of interesting things and new styles for the beginning of the 2015 festival season. How Weird features an unusually diverse shopping experience that can't be found anywhere else. People can visit the Magic Sticker page on the How Weird website to see who will be there, and what specials they will be offering.

The How Weird Street Faire will participate in National Dance Week again, for the third year. How Weird will join with people from across the country in a special dance for 2015. And there will be dance performers of many different styles on the Dance Stage next to the center intersection. How Weird celebrates the wonders of dancing, and all the many forms dance takes. As Nelson Mandela once said, "It is music and dancing that makes me at peace with the world."

ATTENDEE SURVEY

Survey conducted by the SF Office of Economic Analysis (OEA) for the City and County of San Francisco

Out-of-town visitors	57%
SF Residents	43%

Region + % of Attendees:

San Francisco	43%
Bay Area excluding SF	43%
CA excluding Bay Area	7%
US excluding CA	5%
Another Country	2%

Was this event the MAIN reason you chose to visit San Francisco today?

Yes	91.1%
No	8.9%

Among the out-of-town visitors, 91% stated that the How Weird Street Faire was the main reason for visiting San Francisco.

Total spending generated by all attendees of the How Weird Street Faire is estimated at \$1.9 million.

OEA estimates that total visitor spending at the How Weird Street Faire to be \$1.2 million.

Of this spending, 38% occurred at the event itself, and the remaining 62% occurred at other local businesses not connected to the event.

The total visitor impact of the How Weird Street Faire is estimated to be \$2.4 million, including \$528,000 at retail trade establishments, \$443,000 at restaurants, and \$189,000 at hotels.

This visitor-driven spending during the day of the event represents 4% of average daily retail spending in San Francisco, 5% of average daily restaurant spending, and 3% of average daily accommodations spending.



ABOUT

The How Weird Street Faire is a project of the educational non-profit World Peace Through Technology Organization. The faire, like the non-profit, aims to inspire peace through music, art, ideas, raising consciousness, and the benevolent uses of technology. The faire is a musical and visual sensorium, a term used by Chet Helms to describe the Family Dog venue located in the former dance club of Playland at the Beach. The faire is also a paxorium, or place of peace, filled with thousands of people accepting and appreciating each other, connecting with each other, and forming one interconnected community.

The How Weird Street Faire attracts people from across San Francisco and the Bay Area, the entire state of California, most of the United States, and every continent with permanent residents on the planet. How Weird was cited in 2012 by a Fodors article as one of the 5 best events in one of the 5 best cities in the world.

"As if all of the great music, unique vendors, and funky dance jams were not enough, the people and setting are really what sets How Weird apart from other festivals."

—BURN AFTER READING MAGAZINE

"Festival season officially kicks off this Sunday in SOMA as the 14th Annual How Weird Street Faire celebrates 'Weirdi Gras'."

—SAN FRANCISCO TRAVEL ASSOCIATION

"The perfect start to the festival season."

—NITEVIBE

"The real SF that had eluded me on previous visits."

—FROM AMSTERDAM, HOLLAND TO THE FAIRE IN 2014