

The San Francisco Orchid Society (SFOS) presents:

69th Annual Pacific Orchid Exposition *Orchid Masquerade*

Sponsor Information

February 24th to 27th, 2022

San Francisco County Fair Building - "Hall of Flowers" – 9th Avenue at Lincoln Way

Preview Night – Thursday February 24th - 6pm - 9:30pm

Show and Plant Sale: Friday – Sunday February 25th to 27th - 10am – 5pm

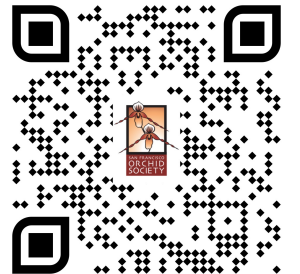
[@SFOrchidSociety](https://www.instagram.com/SFOrchidSociety)

www.orchidsanfrancisco.org



SAN FRANCISCO
ORCHID SOCIETY

PACIFIC ORCHID EXPOSITION



Pacific Orchid Exposition

At a glance ...

- Largest & Most Prestigious Orchid Show in Northern California
- Supports year round activities of the San Francisco Orchid Society
- Estimated 2022 attendance: ~1200 per day
- Demographics:
 - Age range 50% 50 and over; 30% 30-50; 20% below 30
 - Income: 20% over \$150k; 25% \$100k-\$150k; 25% \$75k-\$100k
 - Residence: 30% San Francisco; 20% South Bay/Peninsula; 10% North Bay; 35% East Bay and Outside Bay Area



San Francisco Orchid Society (SFOS)

- Founded in 1951
- A California 501(c)(3) organization – all donations and sponsorship is tax deductible

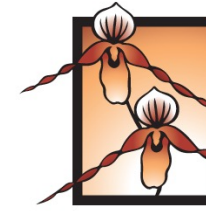
Activities:

- Funding to expand and maintain the orchid collection at the SF Conservatory of Flowers
- Funding to purchase and maintain botanically important reference books at the SF Botanical Garden's Helen Crocker Russell Library in Golden Gate Park
- Grants for education and conservation programs in the United States and abroad
- Support for the Orchid Conservation Alliance (OCA) to help preserve wild orchid habitats
- Donations to City College SF (CCSF) to support students in horticultural programs.



San Francisco Orchid Society - Sponsorship Opportunities

- General Financial Support – benefits commensurate with funding level
- Item specific support available – Smartphone app, Wine or Beer Glasses, Trophies/awards, Speaker event, ...
- Silent Auction Donations – gift certificates, tickets, gift baskets, artwork, ...
- Serving wine/beer beverages to Preview Night attendees



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Pacific Orchid Exposition Proposed Sponsorship Benefits

Sponsorship Level	Bronze	Silver	Gold	Diamond	Platinum	Premier	Presenting
Potential Benefits and Options	\$500	\$1,000	\$3,000	\$5,000	\$10,000	\$20,000	\$50,000
Event Tickets	2	4	6	8	10	12	14
Name on Sponsor List	*	*	*	*	*	*	*
Promotional materials distributed to attendees			*	*	*	*	*
Program advertisement			*	*	*	*	*
Logo/company info in electronic advertising (website, social media placement, email blasts)				*	*	*	*
Prominent display of company banner					*	*	*
Table/Kiosk at Show					*	*	*
Private Docent Tour						*	*
“Presented by” or Logo on specific items: trophies, phone app, wine/beer glasses, ...	Amount varies, opportunities start as low as \$1,500						
Opportunity to address attendees						*	*
“Show Presented by” on all materials, promotions and advertising							*

The 69th Annual Pacific Orchid Exposition

Orchid Masquerade

Dates: Feb 25-27, 2022

Preview Night: Feb 24, 2022

County Fair Building
1199 Ninth Avenue
San Francisco, CA



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