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
www.orchidsanfrancisco.org
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
## Pacific Orchid Exposition
### Proposed Sponsorship Benefits

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Premier</th>
<th>Presenting</th>
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<tbody>
<tr>
<td>Potential Benefits and Options</td>
<td>$500</td>
<td>$1,000</td>
<td>$3,000</td>
<td>$5,000</td>
<td>$10,000</td>
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<td>Event Tickets</td>
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<td>4</td>
<td>6</td>
<td>8</td>
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<td>Name on Sponsor List</td>
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<td>Promotional materials distributed to attendees</td>
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<td>Program advertisement</td>
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<td>Logo/company info in electronic advertising (website, social media placement, email blasts)</td>
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<td>Prominent display of company banner</td>
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<td>Private Docent Tour</td>
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<td>“Presented by” or Logo on specific items: trophies, phone app, wine/beer glasses, …</td>
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<td>Opportunity to address attendees</td>
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<td>“Show Presented by” on all materials, promotions and advertising</td>
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Orchid Masquerade

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Preview Night: Feb 24, 2022

County Fair Building
1199 Ninth Avenue
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