Activation Plan For Sleigh This Holiday Art and Craft Fair & Month long Decorations

Presented in Collaboration with:
Event Overview:  
2nd Annual Sleigh this Holiday Arts and Crafts Fair & Month Long Decorations along the corridor.

Location:  
Unity Plaza

Date:  
Saturday December 3, 2022

Time:  
12 noon to 4 pm with end by 5pm

Event Timeline & Staging plan: Unity Plaza

All Equipment to be delivered between 9 & 10 am with Setup to take place from 9:00-11:30 am
Unity Plaza permit fee with month long tree $100.00
Hanson & Fitch portable restrooms delivered $688.00
Waste removal & Recycling - Recology $162.00
Santa Clause $250.00

Entertainment & Food
This year we will Feature a Chili Cookoff between the Corridor Restaurants & with prizes for:
Overall Best tasting $1000
Best presentation $500
Most San Francisco $500

Each participating restaurant will supply 3 gallons of Chili to be handed out for free to the community during the event. This allows for cross promotion of the businesses who participate. This is a way to stimulate participation for community events. While adding a bonus to Winners of the 3 categories to be Judged by the Mayor, and our 2 supervisors.

Bowls, spoons, cups, coffee, hot chocolate and napkins $300.00

Hernandez Party Rental
100 Chairs
6 portable heaters
4 12x30 tent
30 - 8ft tables
5- 6ft Tables
8’ x 24’ stage $3500.00
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>12pm to 12:45 pm</td>
<td>School Band</td>
<td>$250.00</td>
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<tr>
<td>12:45pm to 1:00pm</td>
<td>Welcome Ocean Incubators, OAA &amp; OmiCPP</td>
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<tr>
<td>1pm to 1:45 pm</td>
<td>Reirdon Show Choir</td>
<td>$250.00</td>
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<td>1:45pm to 2pm</td>
<td>Introduction of D7 Supervisor</td>
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<tr>
<td>2pm to 2:45pm</td>
<td>Other School Band</td>
<td>$250.00</td>
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<tr>
<td>2:45 to 3pm</td>
<td>Introduction of D11 Supervisor</td>
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<td>3pm to 3:45pm</td>
<td>School choir</td>
<td>$250.00</td>
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<td>3:45pm to 4:30</td>
<td>speakers and community partners before the tree lighting</td>
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<td>4:30-5pm</td>
<td>Tree Lighting. With the Mayor</td>
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<td></td>
<td>Tree and Decorations</td>
<td>$1500.00</td>
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<td></td>
<td>Kids corner Crafts</td>
<td>$500.00</td>
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Marketing for the Event:
- Flyers and Posters around the city with all respective parties logos listed
- Social media on all of the following
  - OMI-CPP
  - Ocean Incubators

Marketing Budget: $1000.00
- 2500 printed flyers/postcards
- Booster Social Media Posts

**Total budget for the event** $11,000.00

Tree will be a living tree that can be donated to the Sf Parks Alliance for planting. Local artists and crafters are invited to showcase their work without cost to them.