



# GOLDEN GATE BRIDGE 75<sup>TH</sup> ANNIVERSARY

*STRATEGIC PARTNERSHIP OPPORTUNITIES, 2011 – 2012*



The culmination of four years of work by thousands of people, the Golden Gate Bridge opened to traffic in 1937. More than just a vital link between San Francisco and the Redwood Empire, the Bridge swiftly became *the* cultural icon of California, helping the San Francisco Bay Area to emerge as a focal point of the world. Seventy-five years later, it remains a lasting symbol of American progress and ingenuity, beloved by our city and visited annually by millions of people from around the world.

In 2012, the Golden Gate National Parks Conservancy will oversee a world-class **75<sup>th</sup> Anniversary Celebration** befitting this iconic American icon. The celebration will touch millions of people with activities taking place over the course of a year and involving government, corporate, media and community partners. Via social media, the 75<sup>th</sup> Anniversary will reach a global audience. Our program has three components:

- **Celebrating our Bridge: Golden Gate Festival, May 26-27, 2012**
- **Bridging to the Community: The Anniversary Year**
- **Leaving a Legacy: Our Gift to the Landmark**

The centerpiece of the celebration will be the **Golden Gate Festival**, which will take place over the 2012 Memorial Day Weekend in parklands along the San Francisco Bay waterfront:



- Estimated on-site audience of 300,000 at sustainable event
- Family-friendly activities and entertainment
- *Light Up The Bridge* fireworks/light show
- Bridge pavilion with displays, memorabilia, Bridge workers' stories and historical presentations
- Community partner events such as *Kids Span the Bridge*
- Corporate partner hospitality tents and VIP reception in prime viewing area
- Many details to follow in the months ahead

Throughout the anniversary year, we will share the Bridge story with the community through the following actions:

- **75 Tributes** – A series of Bridge-themed events produced by Community Partners that include the Bay Area’s highest-profile cultural, sports and entertainment institutions
- **Education** – A K-12 education program to share the Bridge story with Bay Area youth
- **Marketing** – An extensive campaign to garner local, national and international visibility

A significant outcome of the anniversary will be the transformation of the Bridge into a visitor destination befitting its natural beauty, historical significance and value to the community:



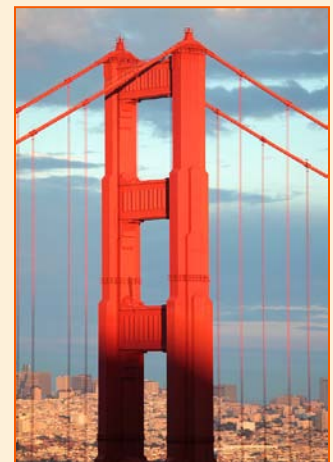
- New **75<sup>th</sup> Anniversary Pavilion** to welcome visitors, house merchandise and display interpretive exhibits
- Dramatic new **Golden Gate Overlook**
- Iconic **Round House** converted to space for events
- Expanded **Bridge Plaza** to serve as gathering space
- Restored **trails and scenic vistas**

The Parks Conservancy is now seeking a series of partners to support and take part in this once-in-a-generation celebration:

- **Media partners** to drive awareness of anniversary programs and corporate partners’ support
- **Community organizations** to extend the celebration’s reach through *75 Tributes* program
- **Corporate partners** to demonstrate their commitment to the Bay Area community by funding anniversary events and promotional actions, and receiving in return prominent visibility and linkage to one of the most famous structures in the world

Three tiers of corporate participation will include:

- **Sole Presenting Partner** - one corporate partner will lead the effort and will receive corresponding dominant placement, deep brand integration and unparalleled access to unique experiences
- **Major Partners** - up to three companies, each of which will be positioned prominently throughout a wide range of actions, promotions, media and onsite elements
- **Builder Partners** - will be linked to a custom package of programs, events and other actions



We invite your company to be part of this major community celebration. For more information please contact Kevin Bartram, sponsorship representative for the 75<sup>th</sup> Anniversary: [kevin@sponsorshipstrategies.com](mailto:kevin@sponsorshipstrategies.com), (415) 883-8777