



## The Urban Epicurean Festival

November 7 & 8<sup>th</sup> 2015

Fort Mason Center, Festival Pavilion ~ San Francisco, CA

[UrbanEpicFest.com](http://UrbanEpicFest.com)



# What is the Urban Epicurean Festival?

A celebration of fall with local art, makers, food, and drink

The Urban Epicurean Festival (Urban Epic Fest) is a modern marketplace where craft, food, and drink converge. It is a celebration of local makers and the bounty of the season. Brought to you by the team that produces the popular San Francisco Bazaar craft festivals; Urban Epic Fest will be the first of it's kind to land at San Francisco's Fort Mason Center. Attendees can purchase unique art, handmade goods, artisanal food, and local wine and beer while attending workshops on an array of topics from home brewing, flower arranging to urban beekeeping! The Urban Epic Fest is a free, family-friendly event perfect for all ages. There's no better way to kick-off the fall season in San Francisco.



## History

The Urban Epic Fest is the brainchild of San Francisco Bazaar co-founder Jamie Chan and their Director of Communications, Christina Loff. The bazaars began in 2001 in Boston, originally named Bazaar Bizarre. It was a group of friends cobbling together handcrafted wares to stage an offbeat entertainment extravaganza. In 2004 the shows spread to Los Angeles and Cleveland and in 2006 Maker Media incorporated them into their national Maker Faires helping to raise awareness for the shows and gain a loyal following. Inspired by the success of the SF Bazaar, Jamie and Christina

wanted to create a show that reflected the bounties of the Bay Area by continuing to highlight crafters but also provide a space for farmers, gardeners, brewers, winemakers, and chefs to showcase their work. The Urban Epic audience will include the loyal following the San Francisco Bazaar has built over the years. SF Bazaar's annual winter market draws over 20,000 shoppers and hosts over 180 artisans. While other trade shows travel the globe, San Francisco Bazaar invests in local talent by fostering small businesses and putting community first.



## SF Bazaar Fall Attendance

2007 – 3,500    2008 – 4,000  
 2009 – 8,000    2010 – 15,000\*  
 2011 – 16,000    2012 – 15,000  
 2013 – 15,000    2014 – 20,000

**2015 – 30,000 anticipated**

\*Moved venues back to Fort Mason Center Herbst Pavilion

\*\*As The Urban Epicurean Festival in Fort Mason Festival Pavilion

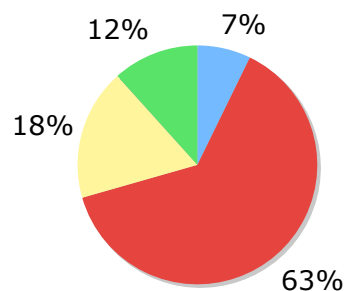
## Vendors

2007 – 90 vendors    2008 – 115 vendors  
 2009 – 120 vendors    2010 – 150 vendors  
 2011 – 200 vendors    2012 – 250 vendors  
 2013 – 250 vendors    2014 – 180 vendors\*

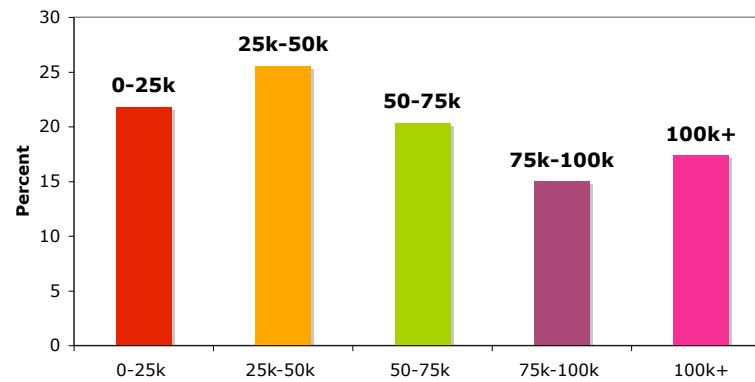
**2015 – 250 vendors\*\***

### Age Ranges for Attendees

0-18    18-35    35-50    50 and above



### Household Income







## About Fort Mason Center

Fort Mason Center was a former military base and a current National Historic Landmark. It is one of the biggest convention centers in San Francisco, located alongside the northern San Francisco Bay commanding beautiful views of the Golden Gate Bridge and Alcatraz. Fort Mason has a legacy of engaging and connecting people with arts and culture. They inspire and foster creativity by providing a vibrant gathering place and a home for thought-provoking programs, events, and organizations. It made sense for the Urban Epic Fest to produce its first show at this historic and well-visited waterfront venue. It's also a place that crowds are used to coming to as many popular craft fairs and large events are held at Fort Mason Center.

# Urban Epic Fest Is A Multifaceted Consumer Event

## **Art & Craft**

The core of San Francisco Bazaar shows has always been our quality handmade marketplace. The Urban Epic Fest will continue to curate a quality market focused on local made and independently designed goods. Expect to find crafts, art, housewares, jewelry and apparel with a sustainable twist. Gifts range in prices and will be sure to offer something for everyone on your list this upcoming holiday season.

## **Food & Farm**

This year we bring back our local food makers, and expand our offerings to hot food vendors inside the Festival Pavilion alongside our much-anticipated line up of gourmet food trucks. Customers can also shop for local made baked goods, chocolates, jams, and pickles! The Urban Epic Fest will satisfy your inner foodie and help you find the perfect hostess gift or unique food item for Thanksgiving dinner.

## **Beer & Wine**

Attendees will be able to sample and purchase quality libations in our exclusive Beer and Wine market on the spacious mezzanine overlooking the main floor. Customers can sip while they shop, but also bring home quality wine to serve family and friends over the holiday season.

## **DIY, Home & Garden**

Learn new skills at our three workshop stations. Leaders in the floral, craft, and food industries will be offering up tips on how to make your holiday season more sustainable and homemade. Set the table with your own floral arrangements, sew custom table linens, whip up a vegan feast, grow organic vegetables, pickle, brew, and more!

# Urban Epic Reaches A Diverse Population

The Urban Epic Fest has the potential for your company or organization to make contact with a diverse range of shoppers and learners.

## Our attendees are...

- Loyal to socially conscious, local and sustainable brands
- Interested in learning new skills and hobbies
- Families with young children, tech-savvy couples and recently retired Baby Boomers
- Passionate about returning year after year, to discover emerging trends and to support returning brands.



# Media

San Francisco Bazaar has been featured in many media outlets including:



Given how relevant and on trend Urban Epic Fest is we are anticipating even more local and national coverage for the event this year. We are already pitching publications and plan on coverage in print, TV, and radio.



## Select Past Sponsors

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Pop Chips

Scout Mob

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CALIFORNIA  
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SCIENCES



EAST BAY EXPRESS

Etsy



sprout by hp



MailChimp

nerdwallet  
We do the homework for you.

popchips™  
think popped!



Square



# Sponsorship Levels

We offer a variety of opportunities for your company to reach both our customer and vendor communities. Promote your company at the Urban Epic Fest.

## **PREMIUM Sponsorship** (1 available) \$10,000

Booth space or ability to park promotional vehicle at show

Company and logo will be listed as “The Urban Epic Fest is brought to you by...” on all print materials.

Logo featured on customer tote bags \*

Opportunity to include promotional materials or samples in customer tote bags

Logo inclusion in ALL print ads

Logo inclusion in the newsletter and website

Prominent banner/signage placements at the fair

Priority scheduling for workshops and demonstrations

Dedicated email blast

Featured post on the Urban Epic Blog

Social mentions

## **LEVEL ONE Sponsorship** \$3,000

One booth space at show

Logo inclusion in the newsletter and website

Opportunity to include promotional materials or samples in customer tote bags

Priority scheduling for workshops and demonstrations

Dedicated blog post on the Urban Epic Blog

Social mentions

**LEVEL TWO Sponsorship \$1,000**

Logo inclusion in the newsletter and website

Opportunity to include promotional materials or samples in customer tote bags

Dedicated blogs post on the Urban Epic Blog

Social mentions

**VENDOR IMMERSION Sponsorship \$1,000**

Dedicated article on newsletter to vendors ONLY

Logo inclusion in the newsletter and website (Footers and Sponsorship Page)

Invitation to attend and promote your business at vendor socials and professional development workshops.

Dedicated blog post on the Urban Epic Blog

Social mentions

Interested in promoting your company at the Urban Epic Fest? Contact us today!

**Jamie Chan**

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**Christina Loff**

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