



# 34<sup>TH</sup> AMERICA'S CUP ADVERTISING PLAN

For the 2012 and 2013 Regattas  
on San Francisco Bay

City and County of San Francisco



## 1. Overview

- a. The 34<sup>th</sup> America's Cup Host and Venue Agreement (the "Agreement"), signed by the City and County of San Francisco (the "City"), the America's Cup Event Authority (the "Authority"), and the America's Cup Organizing Committee (the "ACOC"), requires the City to develop and submit to the Authority an "Advertising Plan" by March 31, 2011.
- b. Section 10.1 of the Agreement specifically requires the City to "develop in consultation with the Authority and subject to the Authority's approval, a comprehensive and efficient program (the "Advertising Plan") to promote the Event (including decoration in the theme of the America's Cup, flags, America's Cup logo, billboards and other promotional marketing and merchandise) within San Francisco in the key advertising areas" listed in Section 4 below.
- c. A successful marketing campaign will raise the profile of the events for residents and visitors to the Bay Areas, which will assist in general spectator interest, support for America's Cup-related activities and the Authority's and ACOC's efforts in seeking sponsorships.
- d. As the premiere international sailing event, the America's Cup sailing regattas are expected to draw spectators and media from throughout the Bay Area, across the United States, and around the world. These visitors and the exposure the Events will bring to San Francisco are significant contributors to the City's economy, the local tourism industry, and the marketing of San Francisco as an international destination.
- e. This Advertising Plan is presented to the Authority in accordance with Section 10.1 of the Agreement. This Plan is offered as an initial set of strategies based on the current understanding of the America's Cup event plans that will be refined as those plans are further developed. The Agreement states that the Advertising Plan shall conform to the Brand Manual; at such time as the Brand Manual is available the City stands at the ready to work with the Authority to further develop and implement these strategies in accordance with its terms..
- f. The remainder of this Advertising Plan is organized as follows: Bay Area and San Francisco Market Demographics; Key Advertising Areas; Public Promotional Opportunities; Additional Privately-Placed Promotional Opportunities; and Other General Considerations.

## 2. Bay Area and San Francisco Market Demographics

- a. According to recently released figures from the 2010 census, San Francisco is the fourth largest City in California with a population of 815,358. However, its influence vastly exceeds its population as it remains the regional, financial and cultural center of the Bay Area.
- b. The San Francisco Bay Area is the most densely populated region on the West Coast with over 7 million residents and over 15 million annual tourists. Fisherman's Wharf and the Golden Gate Bridge draw more than 10 million visitors annually. The

area serves as the headquarters of such prominent companies as Visa, Gap, Levi's, Twitter, Pixar, Google, and Apple among others.

### **3. Key Advertising Areas**

- a. The Agreement specifically identifies the following primary advertising locations:
  - i. within 5 kilometers of the America's Cup Village at Piers 27-29;
  - ii. within 2 kilometers of Crissy Field and Marina Green;
  - iii. along primary access routes such as Interstates 880, 280, and 980, and Highway 101 including Van Ness Avenue;
  - iv. within and around San Francisco, Oakland and San Jose International airports; and
  - v. in City squares and landmarks such as Union Square, Coit Tower, and City Hall.
- b. Opportunities in these locations consist of a combination of public and privately-placed promotional opportunities, as further described below.

### **4. Public Promotional Opportunities**

The City and County of San Francisco routinely promotes events of citywide significance through its many public outlets. Given the significant benefit of the America's Cup to the entire Bay Area, the City and its partner regional agencies can offer the following public promotional opportunities to the Event Authority. The City will identify streamlined approaches to provide the Authority with access to each of the following opportunities and will use its best efforts to ensure that the Authority expeditiously receives all necessary authorizations and promotional opportunities within their different timelines, regulations, and approval mechanisms. Photo examples of some public promotional opportunities are attached to this Plan.

- a. Utility Pole Banners – The hanging of banners on City-owned utility poles is governed by Article 5.7, Section 184.78 of the Public Works Code. In accordance with that ordinance, the San Francisco Department of Public Works (DPW) grants permission to temporarily occupy over 3,000 City-owned utility poles (primarily poles with streetlights but no utility wires) in the public right of way for special events. In the past these have been used to promote specific neighborhood identities, city-sponsored events or events of citywide significance. Similarly, the Port of San Francisco separately permits 480 street banners in the center of The Embarcadero Roadway and on Jefferson Street through Fisherman's Wharf, the San Francisco Convention and Visitors' Bureau permits 73 street banners outside Moscone Convention Center and in Union Square and Hallidie Plaza, and the Recreation and Parks Department permits a limited number of banners in Golden Gate Park, McLaren Park, Civic Center, and Union Square. The City is prepared to authorize and facilitate access to utility poles to promote the America's Cup Events as a citywide special event as directed by the Authority, subject to the size, formatting, and other conditions set forth in the Public Works Code and available at <http://www.sfdpw.org/index.aspx?page=1188>.

- b. San Francisco International Airport (SFO) – As the premier gateway for domestic and international travel, SFO is well positioned to communicate the America’s Cup Events to the travelling public. SFO has extensive, exclusive marketing and promotional space located throughout the terminals, rental car facility and garages. Subject to existing laws and contractual obligations, the Airport will make available advertising signs and street banners for the City’s America’s Cup effort. The City will also work with the ACOC to staff America’s Cup welcome desks at SFO 12 hours a day during each stage of the event and will work with our partner agencies at Oakland International and San Jose International airports to do the same.
- c. Public Service Announcements: Media – there are a number of opportunities to promote the America’s Cup Events through regional news agencies including print, electronic, television, radio, and foreign language media. The City will continue to work with regional media outlets to not only cover the Events as they occur but to provide the Authority with public service announcement opportunities related to the City’s hosting of the America’s Cup.
- d. Public Service Announcements: Advertising –the City has access to a percentage of all advertising space (see Additional Privately-Placed Advertising Opportunities below) for public service announcements (PSAs) through its contracts with Clear Channel for bus shelter advertising, Titan for bus and bus station advertising, Comcast for cable television, and JCDecaux for kiosks and newsracks. The Municipal Transportation Agency manages PSAs with Clear Channel and Titan and the Department of Public Works manages PSAs with JCDecaux. The City will work with the Authority to identify available spaces and strategies for public service announcements that highlight the public information issues that can serve to both inform the public and raise the profile of the America’s Cup events.
- e. San Francisco Travel - the San Francisco Convention & Visitors Bureau, known as San Francisco Travel, has an extensive marketing platform that could be employed to promote the America’s Cup events on the San Francisco Bay. That platform includes utility pole banners (as mentioned in 4.a above), trade and consumer publications, social media networks, visitor information kits, volunteers and extensive relationships with domestic and foreign media outlets. The City will work with the Authority to develop these materials to the extent that assistance is needed, and to facilitate further discussions with SF Travel regarding the Authority’s preferred approach to utilizing this platform.
- f. Banners or Impact Lighting on City buildings – During the Major League Baseball World Series the exteriors of City Hall, Coit Tower, and the Ferry Building were lit with colored gels (orange for the San Francisco Giants) in the evenings surrounding the main event. Short-term banners were also affixed to the Polk Street, or Eastern, side of City Hall during the public parade in celebration of the Giants World Series victory. The City will work with the Authority to highlight the importance of the America’s Cup events in and on City buildings.
- g. Web presence – the City’s webpage [www.sfgov.org](http://www.sfgov.org) and related department webpages will feature the selection of San Francisco as host city for the 34<sup>th</sup> America’s Cup and will provide key public documents relating to the planning and approval processes for residents and other interested parties. In addition, City and Authority staff are currently working on ways in which City content can be added to

- the [www.americascup.com](http://www.americascup.com) website to bolster its profile as the key web presence relating to the events. As the Events draw near, the City will collaborate with Authority staff on the appropriate use of the City and the America's Cup websites to promote the America's Cup and to share general information on race dates and times, transportation options, and other concerns to City residents and visitors.
- h. Social Networking – The City has been on the forefront of public use of social media to communicate with residents and visitors about everything from cultural events to street closures, press releases, and legal settlements. The City will work with the Authority to determine the appropriate profile for using these platforms to provide information of interest to City residents and visitors in relation to the City's hosting of the America's Cup.
  - i. Informational Booths – the City can offer free space for informational booths at City-sponsored events (4<sup>th</sup> of July, New Year's Eve and Fleet Week in October) or privately sponsored events that require City permits, security or other involvement (Bay to Breakers, Treasure Island Music Festival, Outside Lands Music Festival, Nike Women's Marathon, Escape From Alcatraz Triathlon, San Francisco International Dragon Boat Festival) so long as merchandise is not offered for sale. If the Authority indicated interest in any of these opportunities, City staff can facilitate efforts to secure that space for Authority purposes. Other opportunities for information sharing include brochures, pamphlets, race maps, or small poster boards in City-owned places of public assembly such as branch libraries, recreation centers, City Hall, the Ferry Building, or museums. As the Authority develops such information, the City will coordinate appropriate locations for its placement.
  - j. Special Events – City Hall plays host to a number of public and private events throughout the year in its magnificent Rotunda, North and South Light Courts, and Second and Fourth floors. From weddings to corporate events to formal balls for the San Francisco Opera Premiere and the Black and White Ball, this French Renaissance-style Beaux Arts National Historic Landmark can host receptions for up to 3,000 attendees and seated dinners for up to 1,900 at full capacity. The City's Events Department will work with the America's Cup Event Authority to meet their hosted needs. For more information see [www.sfgov.org/cityhallevnts](http://www.sfgov.org/cityhallevnts). Similarly, there are opportunities for hosted events in other City-owned facilities that could be discussed once the ACEA determines its special event needs.
  - k. Flagpoles – The Mayor, at his or her discretion, can fly a flag of citywide significance from the second floor balcony of City Hall. This has been done in the past for everything from Bastille Day to Giants Opening Day. An opportunity to discuss with the Authority is the display of an America's Cup flag at City Hall, the Ferry Building, or on other significant City flagpoles on race days.

## **5. Additional Privately-Placed Promotional Opportunities**

In addition to those public service announcement opportunities identified above, there exist a host of opportunities for market rate advertising. The majority of general advertising signs (bulletins, digital bulletins, wallscapes, posters, panels, digital panels, newsracks, transit shelters, and kiosks), whether outdoor or within transit station interiors are managed privately by Clear Channel Communications, Inc., CBS Outdoor, Titan Outdoor, or JC Decaux North America. The City will provide the Authority with contact

information for each of these outlets should they wish to contract directly with private vendors for additional advertising space. Photo examples of some privately-placed promotional opportunities are attached to this Plan.

- a. The San Francisco Planning Department keeps an inventory of all 1,672 general advertising billboards which can be accessed at <http://signmaps.sflplanning.com> .
- b. JCDecaux manages 25 public toilets and 113 advertising kiosks along rights of way in San Francisco.
  - i. From [www.jcdecauxna.com](http://www.jcdecauxna.com) : “These elegant, 24-hour backlit, 17-foot kiosks tower over the city's most populated streets, providing advertisers with oversized landmarks to showcase their messages. Our kiosks are the most striking outdoor media platforms to reach pedestrians and vehicular traffic in the Bay Area. Each kiosk has two ad panels. The panels are divided into pre-set networks, each with equal exposure to top locations. Kiosks are located throughout the heart of San Francisco's high-density business, entertainment, and shopping districts including Union Square, the Financial District and Fisherman's Wharf. This area represents the most geographically concentrated urban shopping area on the West Coast. Our kiosks have a potential audience of 7 million people in any two-week period.”
- c. CBS Outdoor and Clear Channel Communications manage the majority of the 1,672 general advertising billboards in San Francisco
  - i. From [www.cbsoutdoor.com](http://www.cbsoutdoor.com) : “CBS Outdoor dominates San Francisco and the adjacent municipalities, suburbs and neighborhoods throughout Northern California with outdoor advertising formats that include bulletins, spectaculars, posters, buses, shelters, malls and tall walls.”
- d. Titan has the exclusive rights to sell advertising for MUNI, BART and AC Transit buses, rail cars and in station advertising.
  - i. This includes the San Francisco fleet, its nine subway stations, over 600 bus shelters and 1,000 vehicles but also those cars, shelters, and stations in Alameda, Contra Costa, and San Mateo Counties.
  - ii. From [www.titan360.com](http://www.titan360.com) : “we dominate the market and reach 96.6% of the population with our Rail and Bus media.”

## **6. Other General Considerations**

- a. For both public and private promotional opportunities, the Event Authority will be responsible for all artwork and production costs of America's Cup advertising.
- b. The City will use its permitting and enforcement powers to protect all registered trademarks and copyrights associated with the America's Cup in accordance with the Ambush Marketing Plan.
- c. Article 6 of the San Francisco Planning Code regulates the time, place and manner of all signage in San Francisco. Unless otherwise amended by the Board of

Supervisors, all signage for the America's Cup must comply with these citywide provisions. Particular provisions related to the promotion of the America's Cup include:

- i. The prevention of new general advertising signs in San Francisco other than those already permitted as of the 2002 passage of Proposition G (Section 611). According to Planning Department inventories, there are 1,672 legal general advertising signs in San Francisco;
  - ii. Existence of the "Northeast Waterfront Special Sign District" (Planning Code Section 608.15) west of the Embarcadero just past Sansome and between Broadway and Union Street and the Van Ness Avenue special sign district which further limit the height, extension and availability of advertising in these areas.
- d. Given the scope and duration of the America's Cup Events, the City will work with the Authority to identify a streamlined process for Cup-related promotional activities, potentially including a single point of contact or other approaches that allow for prompt processing of permits or other authorizations.

## Examples of Public Promotional Opportunities

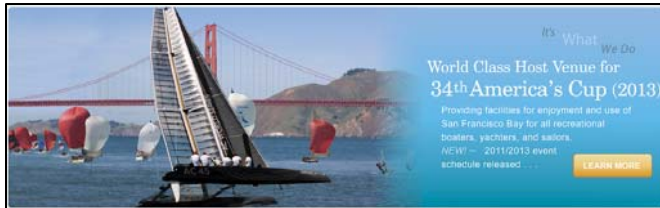
Utility Pole Banners



Impact Lighting



Web Presence



Flagpoles



Examples of Privately-Placed Advertising Opportunities

Kiosks



Bus Shelters



Outdoor Billboards



Newsracks

