



SAN FRANCISCO
OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

Naming Opportunities

Gift Table with \$2M Options

Level	#Gifts Needed	Prospects Needed	Generating	Cumulative
\$5,000,000	1	2	\$5,000,000	\$5,000,000
\$4,000,000			\$0	\$5,000,000
\$3,000,000			\$0	\$5,000,000
\$2,000,000	2	6	\$4,000,000	\$9,000,000
\$1,000,000	5	14	\$5,000,000	\$14,000,000
\$500,000	6	18	\$3,000,000	\$17,000,000
\$100,000	2	6	\$200,000	\$17,200,000
<\$25,000	4	12	\$100,000	\$17,300,000
<\$10,000	Many	Many	Meaningful giving	\$17,300,000
Total	20	58	\$17,300,000	\$17,300,000

Naming Proposal

Space Components	Proposed Cost	Notes
Performance Stage/Amphitheater	\$5,000,000	
Permanent Art Installation	TBD	
Market Street Plaza	\$2,000,000	
Retail Plaza	\$1,000,000	
South Lawn	\$2,000,000	
North Lawn	\$1,000,000	
Sue Bierman Gardens/ Drum Entrance Gardens	\$1,000,000	
East Gardens	\$1,000,000	
Dog park	\$1,000,000	
Boulder Garden	\$500,000	
History Mini Plaza 1	\$500,000	
History Mini Plaza 2	\$500,000	
History Mini Plaza 3	\$500,000	
Fitness Area	\$500,000	
Picnic Area	\$500,000	
Picnic Tables X 28	\$420,000	\$15K each
Benches x 42	\$420,000	\$10K each
Total	\$16,500,000	

Option B from Larger Naming Opportunity Document

Gift Table - with \$1.5M

Level	#Gifts Needed	Prospects Needed	Generating	Cumulative
\$5,000,000	1	2	\$5,000,000	\$5,000,000
\$3,000,000			\$0	\$5,000,000
\$1,500,000	2	6	\$3,000,000	\$8,000,000
\$1,000,000	4	18	\$4,000,000	\$12,000,000
\$500,000	6	18	\$3,000,000	\$15,000,000
\$250,000	1	4	\$250,000	\$15,250,000
\$100,000	2	6	\$200,000	\$15,450,000
\$50,000	1	6	\$50,000	\$15,500,000
<\$100,000	Many	Many	Meaningful giving	\$15,500,000
Total	16	54	\$15,450,000	\$15,500,000

Naming Proposal

Space Components	Proposed Cost	Notes
Performance Stage/Amphitheater	\$5,000,000	
Permanent Art Installation	TBD	
Market Street Plaza	\$1,500,000	
Retail Plaza	\$1,000,000	
South Lawn	\$1,500,000	
North Lawn	\$1,000,000	
Sue Bierman Gardens/ Drum Entrance Gardens	\$1,000,000	
East Gardens	\$1,000,000	
Dog park	\$500,000	
Boulder Garden	\$500,000	
History Mini Plaza 1	\$500,000	
History Mini Plaza 2	\$500,000	
History Mini Plaza 3	\$500,000	
Fitness Area	\$500,000	
Picnic Area	\$250,000	
Picnic Tables X 28	\$420,000	\$15K each
Benches x 42	\$420,000	\$10K each
Total	\$16,090,000	

Option C from Larger Naming Opportunity Document