

PRESIDIO®

A PLATFORM FOR INNOVATION, EXPERIENCE & IMPACT



The Presidio

Located in the SF Bay Area, the Presidio perfectly mirrors the innovative and entrepreneurial spirit of the region. Drawing over 9.5 million visitors annually, more than Yosemite and the Grand Canyon combined, the Presidio offers sweeping vistas, engaging learning opportunities, world class dining, and so much more. And it does so using a self-sustaining operating model that is the gold standard for national parks worldwide.

For the first time, the Presidio is seeking select corporate partners that can benefit from the Park's remarkable audience, history and position as a beloved global attraction.

9.5+
MILLION
VISITS
ANNUALLY

Value to Partners

MEANINGFUL VISITOR ENGAGEMENT Engage audiences across physical, digital, and experiential touchpoints. Through thoughtful, mission focused visibility and programming, partners create memorable moments that deepen the visitor experience and strengthen brand connection.

FUTURE-FOCUSED LEADERSHIP Support a self-sustaining national park that is modeling new approaches to access, stewardship, wellness, and community impact. Sponsorship places your company at the forefront of shaping the future of public space.

ICONIC BRAND ALIGNMENT Partner your company with one of the nation's most beloved parks, and connect your brand with a trusted, meaningful place where history, nature, and community converge.

INNOVATION & REAL-WORLD IMPACT Partners access a visible platform to showcase innovation in a setting beloved by the public. Leverage the Presidio as a living laboratory to pilot bold ideas and demonstrate solutions.

Sponsorship Opportunities



SIGNATURE PARK PROGRAMMING
events, nature, culture, arts, health & wellness



ENVIRONMENTAL & SUSTAINABILITY INITIATIVES
habitat restoration, forest care, biodiversity, climate resilience



TRAILS & RECREATION
wayfinding, trail systems, wellness experiences



YOUTH & COMMUNITY ENGAGEMENT
education, volunteerism, service learning



DESTINATION INTEGRATION
visibility across iconic sites - Main Post, Tunnel Tops, Crissy Field, etc.



VISITOR EXPERIENCE ENHANCEMENTS
transportation, accessibility, digital tools

Why The Presidio

A SELF-SUSTAINING NATIONAL PARK One of the only self-funded national parks in the country, enabling flexible, fast-moving partnerships that directly support the Presidio's long-term growth.

A PLATFORM FOR INNOVATION A real-world testbed where brands can pilot technologies, mobility solutions, and new engagement ideas - experienced by millions every year.

A LANDSCAPE BUILT FOR SUSTAINABILITY Grounded in long-term stewardship, the Presidio blends restoration, adaptive reuse, and nature-positive operations - an ideal setting for sustainability-driven work.

A HIGH-VALUE, FUTURE-FOCUSED AUDIENCE A community of residents, tenants, families, and innovators who value wellness, creativity, and meaningful brand experiences.

Current Founding Sponsor



A multi-year partnership connecting nature and its benefits toward health & wellness

Contact Information



Presidio Trust | presidiotrust.gov
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Presidio by the Numbers



2.3M SQ FT
OF COMMERCIAL SPACE
96%
OCCUPANCY RATE



304,000
PRESIDIO GO
SHUTTLE RIDES

9
SF'S TOP TIER
RESTAURANTS



500,000
EVENTS HOSTED
ANNUALLY



77,000
ROUNDS PLAYED AT
HISTORICAL GOLF COURSE



1,400
RESIDENTIAL UNITS
97%
OCCUPANCY RATE

9.5M
annual visits
to the Presidio

650K
international
annual visitors

6.5M
visitors from
the Bay Area

1.1M
annual visitors
from outside CA