

# 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](https://presidiotrust.gov)  
Sponsorship Department  
[sponsorship@presidiotrust.gov](mailto:sponsorship@presidiotrust.gov)

# 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