



# PRESIDIO®

**ONE PARK.  
ENDLESS POSSIBILITIES**





# Welcome to the Presidio

At the edge of the Pacific Ocean, where nature, history, and culture meet, the Presidio is an extraordinary place. Once a military post, today it is a 1,500-acre national park site that is also a dynamic “city within a city” where people live and businesses thrive.

The Presidio is a place where families gather, ideas are explored, and organizations engage with the public in meaningful, visible ways. It’s operated by the Presidio Trust, an innovative federal agency with a unique funding model that enables it to invest in the park’s landscapes, infrastructure, and visitor experience without annual taxpayer support.





# Where history continues to evolve

For thousands of years, the Presidio was home to the Ramaytush Ohlone people — the original stewards of this land.

Later, it evolved from a military post under Spain, Mexico and the United States, and into a national park site.

Today, the Presidio stands as one of America's cherished parklands, where nature, history, and innovation thrive side by side.



# The Presidio at a glance

- **1,500 acres** of parkland, coastline, and historic buildings in one of the country's most iconic locations
- **9.5 million visits** from the Bay Area and beyond, more than Yellowstone and the Grand Canyon combined
- A **National Historic Landmark District** with global recognition
- A thriving ecosystem of **nonprofits, businesses, and innovators**
- A setting for recreation, learning, events, and **everyday connection to history and nature**





# Where people live, work, and explore

## FAMILIES & YOUTH

Children and families experience the park through play, camps, field trips, and year-round programming. These experiences foster curiosity, connection, and a lasting relationship with nature and community.



## PARK VISITORS

The Presidio hosts more than 9.5 million visits each year - from locals to global travelers. They come for recreation, cultural programming, events, education, and iconic views—making the Presidio one of the most visible and trusted public destinations in the region.



## RESIDENTS

Thousands of individuals and families call the Presidio home. As one of the only residential national parks in the country, it offers a rare blend of neighborhood life and open space—creating a deeply engaged, place-based community.



## PROFESSIONALS

The park is home to a diverse network of commercial tenants, nonprofits, cultural institutions, hospitality operators, and mission-driven businesses. This creates a built-in professional audience connected to innovation and impact.





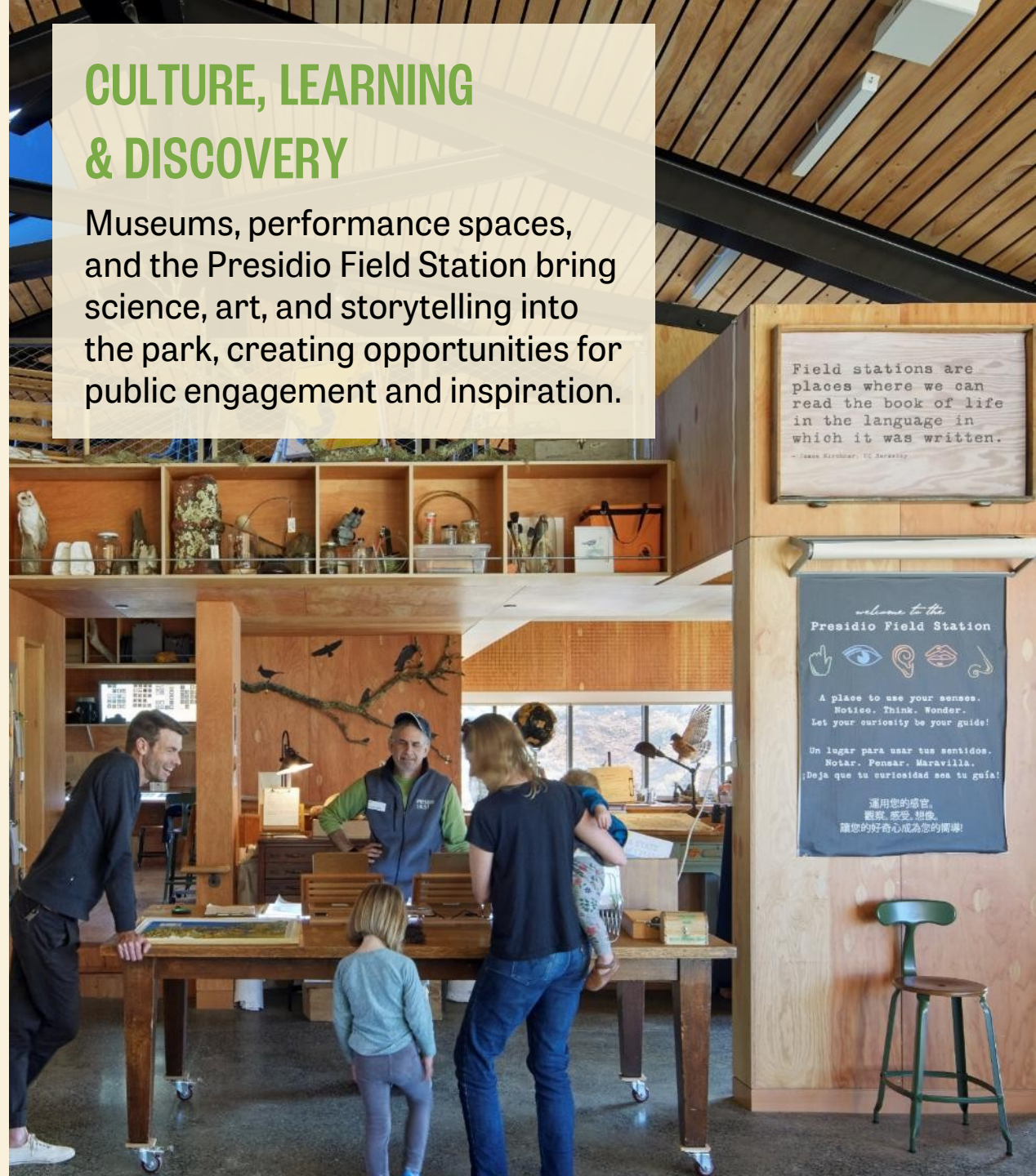
# Spaces that spark connection

## TUNNEL TOPS & OUTPOST PLAYGROUND

A vibrant gathering place for families, youth, and visitors, combining play, art, education, and panoramic views in one of the city's most beloved new destinations.

## CULTURE, LEARNING & DISCOVERY

Museums, performance spaces, and the Presidio Field Station bring science, art, and storytelling into the park, creating opportunities for public engagement and inspiration.





## COASTAL & NATURAL LANDSCAPES

Dramatic ocean views, beaches, forests, and trails offer space for exploration, reflection, and outdoor adventure—all framed by the iconic Golden Gate Bridge.

## HISTORIC DISTRICTS

Two centuries of layered history are woven through parade grounds, landmark buildings, and cultural venues that connect the past with contemporary life.





# A different kind of national park

The Presidio operates with an entrepreneurial spirit in service of the public good. Revenue generated on site—through leasing, hospitality, and event permits—is reinvested to maintain the park, preserve historic buildings, expand programs, and create new experiences for visitors.

This virtuous circle means that partners are not only supporting a beautiful place; they are actively participating in a model that sustains a national treasure through innovation, stewardship, and community engagement.



# COMMERCIAL AND RESIDENTIAL LEASING



# HOSPITALITY



500K+ EVENTS





PRESIDIO GO

FUNDING PROVIDED BY:  
Bay Area Rapid Transit  
PRESIDIO TRUST

PRESIDIO.GOV/SHUTTLE



# Visited by millions

## DISTRIBUTION OF THE PARK'S 9.5 MILLION TOTAL VISITS



**3.6M**

**SAN FRANCISCO**

+5.3% increase  
from 2023 levels



**2.9M**

**BAY AREA**

Excluding San Francisco

+9.1% increase  
from 2023 levels



**1.2M**

**CALIFORNIA**

Excluding Bay Area

+9.3% increase  
from 2023 levels



**1.1M**

**US STATES**

Excluding California

+3.2% increase  
from 2023 levels



**.65M**

**INTERNATIONAL**

+14% increase  
from 2023 levels



# The Presidio as a partnership platform

The Presidio offers partners something rare: a trusted, iconic place with both cultural resonance and operational flexibility. Partnerships here support real programs, real places, and real people—while gaining visibility in one of the most visited and beloved destinations in the Bay Area.

This is not a traditional sponsorship. It is collaboration within a living, evolving park that reinvests every dollar back into public value.





# Value to partners

## INNOVATION & REAL-WORLD IMPACT

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.

## 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.

## 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 collaboration to shape the future of public space.



# Signature partnership opportunities



## SIGNATURE PARK PROGRAMMING

events, nature, culture, arts, health & wellness



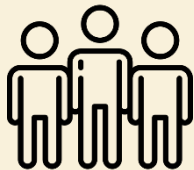
## ENVIRONMENTAL & SUSTAINABILITY INITIATIVES

habitat restoration, forest care, biodiversity, climate resilience



## TRAILS & RECREATION

wayfinding, trail systems, wellness experiences



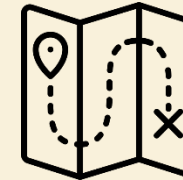
## YOUTH & COMMUNITY ENGAGEMENT

education, volunteerism, service learning



## DESTINATION INTEGRATION

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



## VISITOR EXPERIENCE ENHANCEMENTS

transportation, accessibility, digital tools



# Partnership in action

Sutter Health's partnership with the Presidio demonstrates how healthcare and public space can work together to expand community impact. By aligning with a self-sustaining national park that reaches millions annually, Sutter Health brings its mission around wellness and prevention into a highly visible civic setting.

Through financial support of Outpost After Hours, Sutter Health extended evening access at the Outpost playground—creating more time for families to gather, play, and connect. More than a traditional sponsorship, the partnership reflects a shared commitment to wellbeing, access, and meaningful community benefit.

**PRESIDIO™**



**FOUNDING PARTNER**





# Become part of the story

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## PRESIDIO TRUST

Sponsorship Team  
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### PRESIDIO COASTAL TRAIL

- ← Golden Gate Overlook  
150 FEET
- ← Historic Batteries  
250 FEET
- ↑  Golden Gate Bridge  
0.3 MILE

