



# Emperor Norton's Holiday Bazaar Salesforce Transit Center & Plaza *2019 Partnership Preview*



# EVENT VISION

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Off the Grid is excited to invite you to partake in inaugural year of what is going to be the “go to” Holiday Market of the Bay Area, with visitors from near and far.

Off the Grid will be creating a space that invites people to slow down and engage with their loved ones and community. Inspiration has been drawn from the great European holiday markets; the smell of mulled wine, classic holiday decorations, cozy resting spaces, unique gifts for purchase and soul warming food.





# Salesforce Plaza & Salesforce Transit Center

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The holiday market will take over two iconic places, the Salesforce Transit Center and the Salesforce Tower Plaza. The Salesforce Transit Center has become a landmark for the Bay Area, transforming what would be a simple transportation hub into an urban experience and destination for all. Salesforce Plaza is at the base of Salesforce Tower, San Francisco's tallest building and one of the tallest in the world, with the tip being seen from many miles away. The plaza is also the main gateway to the Salesforce Transit Center. Together they form a space which is perfectly suited to be the focal point for the community to gather from all over Bay Area and beyond.

**18,000+**  
**residents**  
within ½ mile

**180,000+**  
**employees**  
within ½ mile

**1.1 Million**  
**passengers**  
37k/day



# THE NEIGHBORHOOD

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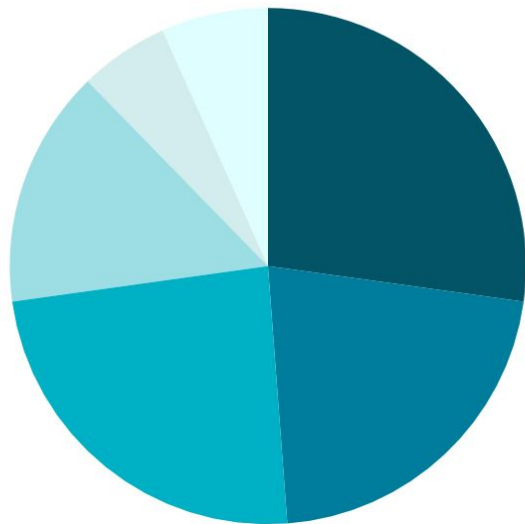


# THE NEIGHBORHOOD DEMOGRAPHICS



**\$164,156**

Average Household  
Income



● \$200,000+    ● \$125,000-\$199,999  
● \$75,000-\$124,999    ● \$50,000-\$74,999  
● \$25,000-\$49,999    ● Up to 24,999

## Median Age



**35**

Years Old

## Marital Status



**40%**

Married

**60%**

Not  
Married

## Gender



**55%**



**45%**

## Education



**69.1%**

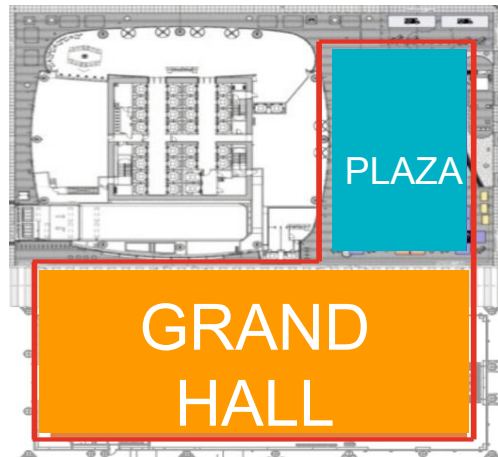
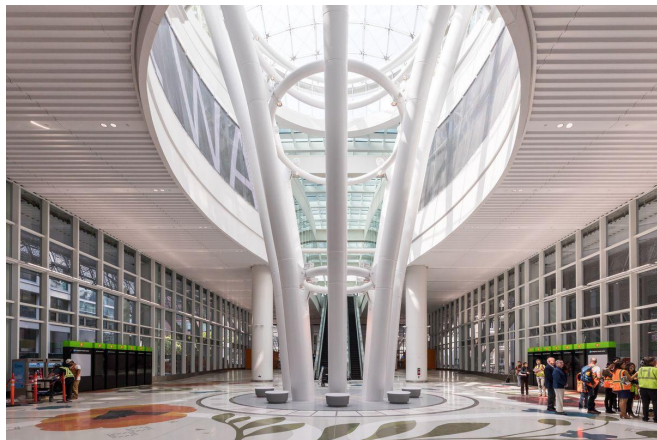
College or  
Advanced degree



# HOLIDAY TRANSFORMATION

Off the Grid's master plan for the Holiday Market incorporates the Grand Hall, the alleyway between the Grand Hall and tower and the main plaza

Thoughtfully curated vendors, seasonal food and beverage and festive decor will create an authentic holiday market experience for all.





# Holiday Transformation

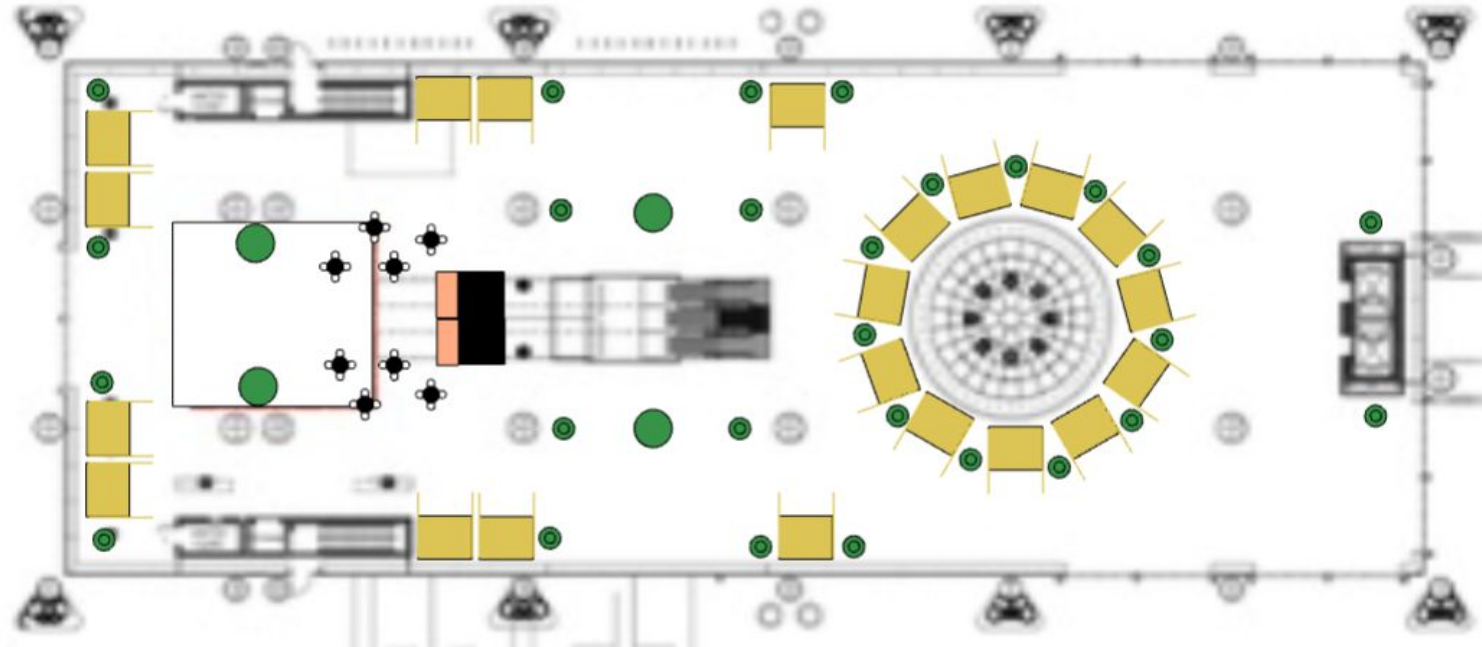
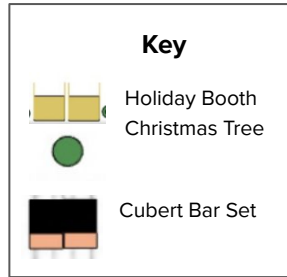
Similar to Grand Central Station in New York City, Emperor Norton's Holiday Bazaar will draw visitors from far and wide with the prospect of experiencing San Francisco-styled Holiday Cheer.



*Grand Central Station Holiday Market 2018*

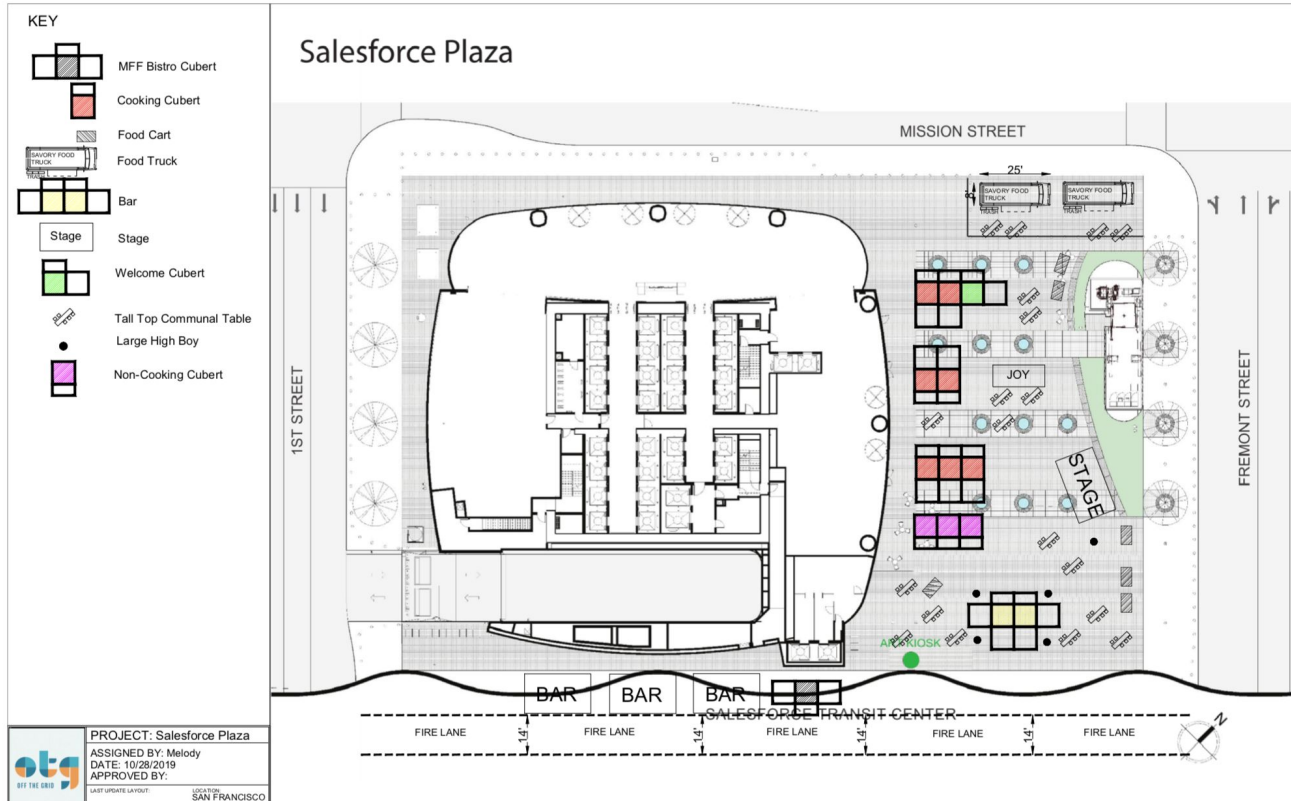


# GRAND HALL TRANSFORMATION





# SALESFORCE PLAZA TRANSFORMATION





# EVENT DETAILS

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EVENT NAME TBD

1. Approx November 29 - December 24, 2019 | 7 Days a week
2. Hours of operation approx. 11am - 9pm
3. Programming- Holiday Market programming will offer a myriad of diverse groups and organizations including schools and choral groups of all ages, to bring the joyous sounds of the holidays
4. Food- Curated food vendors offering a diverse and festive holiday food experience
5. Bars- 4+ full service bars offering craft cocktails, beer and wine.
6. Holiday booths- 21 retail and craft booths custom built for the space





# VALUE PROP

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1

Inaugural sponsor with 1st right of refusal in 2020

2

Brand access to a vast number of Bay Area residents, employees and tourists

3

Digital amplification through earned media coverage and owned Off the Grid Channels



# ABOUT EMPEROR NORTON

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Joshua Abraham Norton the self-proclaimed His Imperial Majesty Emperor Norton I, was a celebrated citizen of San Francisco, California, who in 1859 proclaimed himself "Emperor of these United States" and subsequently "Protector of Mexico."

Born in London, he emigrated to San Francisco in 1849. Norton initially made a living as a businessman, but he lost his fortune investing in Peruvian rice. After losing a lawsuit, Norton left San Francisco.

Upon returning a few years later, apparently mentally unbalanced, Norton claimed to be the emperor of the United States. Although he had no political power, and his influence extended only so far as he was humored by those around him, he was treated deferentially in San Francisco, and currency issued in his name was honored in the establishments he frequented. The citizens of San Francisco celebrated his regal presence and his proclamations.

On January 8, 1880, Norton collapsed at a street corner, and died before he could be given medical treatment. The following day, nearly 30,000 people packed the streets of San Francisco to pay homage to Norton.





# THANK YOU!

*Please contact [Morgan@offthegridsf.com](mailto:Morgan@offthegridsf.com) with any inquiries*