



SAN FRANCISCO MAGAZINE  
**BEST OF THE BAY AREA**  
PARTY 10

## BEST OF THE BAY AREA 2010 | 10<sup>TH</sup> ANNIVERSARY

**TEN YEARS!** *San Francisco* magazine is proud to celebrate 38 years of award-winning coverage of the Bay Area lifestyle—from food, fashion, and culture to politics, trends, and trendsetters. Since the beginning, San Franciscans have turned the pages of the magazine to stay connected to the stories and ideas that impact their way of life. 2010 marks the 10 year anniversary of *San Francisco* magazine’s Best of the Bay Area party—the city’s biggest bash of the year. Known for its premier food and drink, chic crowd, and amazing entertainment, the 10<sup>th</sup> anniversary party promises to be the biggest and best yet!



**THE INSPIRATION.** Every year, *San Francisco* magazine readers and Bay Area residents cast their votes for the best people, places, and things that make San Francisco the best place to live, work, and play. Then in July, *San Francisco* celebrates the Best of the Bay Area, revealing the top votes for the area’s best dining, shopping, destinations, celebrities, and entertainment in the Best of the Bay Area issue.

**THE PARTY.** The Best of the Bay Area party brings the July Best of issue to life while supporting one of the City’s most respected nonprofit organizations—Family House. Celebrating its tenth year, the Best of the Bay Area party brings together 2,000 affluent partygoers in a hip interactive showcase of premier restaurant tastings, open bars, live entertainment, exploratory lounges, auctions, and dancing.



Best of the Bay Area partners benefit from an exclusive multi-level branding opportunity that includes in-magazine, online, and in-person exposure, representing more than 3 million impressions. Reach *San Francisco* magazine’s desirable demographic and show your organization’s commitment to the community.

**THE CAUSE.** Family House provides free, temporary housing for families of children being treated for cancer at UCSF Children’s Hospital. All families live a minimum of 50 miles from the hospital and stay at Family House for as long as their child needs treatment. At least 2,000 families each year (110 people per night) receive care, comfort, and community. Family House relies on private funding to provide its services.

### AT A GLANCE

**EVENT DATE:** Thursday, July 1, 2010

**TIME:** VIP 6–11 p.m.; Main Event 7–11 p.m.

**LOCATION:** Metreon City View Fourth Floor | 101 4th Street (at the corner of 4th and Mission)

**GUESTS:** 2,000

**TICKETS:** VIP \$175 in advance; Main Event \$100 in advance

\* *San Francisco* magazine is committed to making the Best of the Bay Area party the greenest event of the year by diverting 90% of waste to composting.



**San Francisco**  
magazine

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