

52nd

CASTRO

STREET FAIR

Design
Request For
Creative

Due by Monday, March 16, 2026



About the Castro Street Fair

The Castro Street Fair ("CSF" or "The Fair") is a community street celebration that was founded by Harvey Milk in 1974.

The Fair is located in the heart of San Francisco's Castro District, at the intersection of Market & Castro Streets and the surrounding area. Hundreds of local artists, vendors, craftspeople, and organizations line the streets and celebrate the diversity of the neighborhood. Stages with live entertainment and dance stages can be found throughout the fairgrounds.

The Fair is a nonprofit 501(c)(3) organization and all proceeds go directly to charitable causes important to the Castro community. Additionally, the Fair funds the rainbow flag that flies over the intersection of Castro and Market.



This Year's THEME

“WHERE WE BELONG”

Where I Belong

Where Trans People Belong

Where They Belong

Where Hope Belongs

Where Drag Belongs

This year’s theme, “**Where We Belong**,” evokes the lifeblood of the Castro neighborhood—a place where the disenfranchised found community, safety, and belonging. Today, the Castro continues to stand as a beacon of freedom and diversity, remaining the heart of the queer community.

The theme can be expanded by reimagining the word “we” through a diverse range of adjectives, nouns, and pronouns, underscoring radical inclusivity. In doing so, it proclaims that the Castro is a place where each of us belongs, and where freedom, courage, and **connection** are woven into the tapestry of our shared history.

Who we are

- The Castro Street Fair is a celebration of the Castro neighborhood and the LGBTQIA+ community in San Francisco.
- It's a place where new friends meet and old friends reunite, where there is joy in every byway and literal dancing in the streets.
- Proceeds benefit local community-based non-profit gay, gay-friendly, ally organizations and neighborhood non-profits.
- The Fair attracts a diverse population and tends to be a family-friendly event. Although the Fair does attract out-of-town attendance, fairgoers are generally local to SF and the Bay Area
- The Fair includes over 125 local artisans, community organizations, queer, and ally entertainers, food vendors and entertainment stages

Words that describe the Fair

Celebratory

Hopeful

Fun

Neighborhood-Oriented

Spirited

Community

Family-Friendly

Queer-Centric

Submission Requirements and other Details

The Castro Street Fair (“Fair”) is seeking a graphic designer for for the 2025 Castro Street Fair taking place on Sunday, October 4, 2026.

The Fair is requesting all artists interested in designing, developing and delivering graphics for the Fair to **submit the following by March 16, 2026:**

- A brief description of their vision including concept, look and feel, color waves, etc.; and,
- 3-5 concept sketches
- Sample of how key art can be used for other media, e.g., Poster, Merchandise, Social Media

Budget

Graphic design budget for the 2026 CSF is \$4,000

Selection Process

Graphic design submissions will be reviewed by the Board of Directors and selection made during an upcoming Board meeting. Submitters may be asked to provide additional information or feedback prior to selection.

Post-Selection

A contract will be provided to be executed by the CSF Board and the selected Artist.

The Board may provide feedback and/or revision to original design concept and an interactive process will take place between the Board and Artist prior to finalization.

Expected Deliverables

The selected artist will provide assets as described in the Scope of Work below, a draft of which is included in this packet. A detailed timeline will be provided post-selection. However, generally, final design will be completed by July and majority of assets due August-September. For past years graphic design, see our social media.

DRAFT SCOPE OF WORK

Scope of Work (Anticipated)

ASSET	FORMAT	USAGE	Details	SIZE IN INCHES	PRINT QTY
Fair Key Art and Branding	Digital			N/A	N/A
Fair Poster - General	Digital and Print	General Use Pre-season Walgreens display, Advertising	Vector Graphic for print and digital assets	Scalable	N/A
Official Fair Poster	Print	Fundraising - Sale	Official poster used for POS and Fundraising	24 x 36	TBD
Fair Poster w/ sponsor logos	Digital and Print	General Use (Once sponsors finalized) Advertising	Vector Graphic for print and digital assets	Scalable	N/A
Advertisements	Digital Formatted for Print	Advertising in various online and print media (e.g., Bay Time, SFMTA))	Similar to Fair Poster with Sponsor Logos	varies	3
Bucket Wraps Call to action to donate List of beneficiaries	Print			11 x17 Landscape	60
Banners	Print	Key Art and Sponsor Logos to be used at Stage/Entries/Etc.		Scalable minimum 36 x 120	6
Entry Gate Signage(Lollipop) Call to action to donate List of beneficiaries Map "No Smoking Allowed" "No Glass Bottles or Outside Alcohol Allowed" QR Code Sponsor Logos	Print	Key Art		24 x 36 Portrait	25
Donation Stickers	Print	Key Art		2" Rounds	2000
Sponsor Posters	Print	Key Art	Sponsor Posters/Signage	24 x 36	1
Entertainment Signage Schedule, Pics and Bios	Print	Key Art		24 x 36	20

Scope of Work (Anticipated) continued

ASSET	FORMAT	USAGE	Details	SIZE IN INCHES	PRINT QTY
POS Branding (Tip Tap Pay)	Varies	for use on Tip Tap Pay Badges and Signate	TBD	TBD	N/!
Social Media Assets - Entertainment	Digital	Social Media Posts Post include static graphics and reels	Key Art modified for Entertainment This including separate graphics for each entertainer and a combine entertainment roster with set times and locations	Insta Story Insta Reels Insta Post FB Post	N/A
Social Media Assets - Sponsors (by level)	Digital	Social Media Posts	Key Art modified to Highlight Sponsors with differentiation for each level	Insta Story Insta Reels Insta Post FB Post	N/A
Social Media Assets - Donations	Digital	Social Media Posts	Key Art modified for Donation information	Insta Story Insta Reels Insta Post FB Post	N/A
Social Medial Assets - General Announcements	Digital	Social Media Posts	Key Art modified for general announcements	Insta Story Insta Reels Insta Post FB Post	N/A
Social Media Assets Photos	Digital	Social Media Posts	Key Art branding/watermark to be used on photo posts	Insta Story Insta Reels Insta Post FB Post	N/A