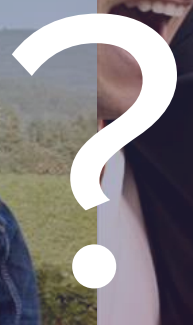


KRISTEN BERLACHER / JUNE 6, 2017 / SOLUTIONS SHOWCASE

Airbnb & SF Giants Campaign









Mission Driven

Airbnb wants to create a world of belonging and Giants strive to enrich their local community.



Local Communities

Active and engaged local communities; Airbnb hosts & Giants fans.



Rooted in San Francisco

Deeply rooted in our hometowns.

Airbnb was founded in SF in 2008; the Giants have been in SF since 1958.

Heading Home

\$30M campaign to house 800 homeless families by 2020 and end family homelessness in SF

Mayor Lee

City & County of SF

SF Unified School District

Hamilton Families

Private Philanthropy



Results Driven

HAMILTON FAMILIES

237

families successfully
moved into permanent
housing last year

92%

of the families who
received rental assistance
have retained their
housing

40%

increase in # landlords
that Hamilton Families
partners with to ensure
stable housing options for
families

Unique Strengths



Proven track record & data-driven approach to ending family homelessness.



Marketing and rallying local hosts and guests for a cause.



Heart of SF community, massive visibility in ballpark



A woman and two children are standing on a baseball field at dusk. The woman is in the center, wearing a white tank top and dark pants, with her arms around the children. To her left is a young girl in a white and orange shirt and blue jeans, holding a baseball bat. To her right is a young boy in a white and orange shirt and dark pants, holding a baseball glove. The background shows a baseball field with a fence and houses in the distance under a twilight sky.

This season, heading home means more than just crossing home plate.

A woman and two children are standing on a baseball field. The woman is in the center, wearing a white tank top and dark pants. To her left is a girl in a white and orange baseball jersey and blue jeans, holding a baseball bat. To her right is a boy in a white and orange baseball jersey and grey pants, holding a baseball. The background shows a baseball field with a fence and houses in the distance under a clear sky.

For every run scored at home by the Giants, Airbnb and the Giants are donating \$1,000 to Hamilton Families to help end family homelessness.

A woman and two children are standing on a baseball field at dusk. The woman is in the center, wearing a white tank top and dark pants, with her arms around the children. To her left is a young girl in a white and orange long-sleeved shirt and blue jeans, holding a baseball bat. To her right is a young boy in a white and orange long-sleeved shirt and dark pants, holding a baseball. The background shows a chain-link fence, bleachers, and houses under a twilight sky.

1 in 25 students in San Francisco
is without a HOME.

YOU can help, too.

A woman and two children are standing on a baseball field. The woman is in the center, wearing a white tank top with a small logo and dark pants. She has her arms around the shoulders of a young girl on her left and a young boy on her right. The girl is wearing a white and orange long-sleeved shirt and blue jeans, holding a baseball bat. The boy is wearing a white and orange long-sleeved shirt and dark pants, holding a baseball. The background shows a chain-link fence, bleachers, and houses under a clear sky.

Text “HOME” to 91-999 to donate to
Hamilton Families today.

Multimedia Campaign

In-ballpark, print & online

Video

Scoreboard

Cellphone charging Stations

Home plate ceremonies

Player participation

Targeted email

Social media

Blogposts

Press release

Text "HOME"
to 91-999 to
donate to
Hamilton
Families.



**THIS SEASON, HEADING HOME
MEANS MORE THAN JUST
CROSSING HOME PLATE.**



The Adobe logo, featuring a stylized white 'A' on a red background, with the word "Adobe" in white text below it.

The Safeway logo, featuring a stylized red 'S' on a white background, with the word "SAFeway" and the tagline "Ingredients for life" below it.

The Coors Light logo, featuring a blue mountain range background with the word "Coors" in red script and "LIGHT" in blue block letters.

The PG&E logo, featuring a blue square with a white sailboat icon and the text "PG&E" and "pge.com" below it.

The Dignity Health logo, featuring a white stylized leaf icon on a red background, with the text "Dignity Health" below it.

The PlayStation logo, featuring the white PS symbol on a dark blue background, with the text "PlayStation." and "GREATNESS AWAITS™" below it.

THIS SEASON, HEADING HOME
**MEANS MORE
THAN JUST CROSSING
HOME PLATE**

An advertisement for Hamilton Families and Airbnb. It features a photo of a woman and two children framed in a house shape. Below the photo are the logos for Hamilton Families, Airbnb, and the San Francisco Giants.

The Charles Schwab logo, featuring the text "charles SCHWAB" in white on a blue background, with the tagline "Own your tomorrow™" in white script below it.

The Hartford logo, featuring the text "THE HARTFORD" in white on a blue background. Below it is a smaller logo for "TEXT: FAIR" and "ISSUE & LOCATION TO".





Every time the Giants score at home this season





AAA	Adobe	SAFeway Safeway.com	Coors LIGHT	PG&E pgae.com	Dignity Health
salesforce	PlayStation	THIS SEASON, HEADING HOME MEANS MORE THAN JUST CROSSING HOME PLATE		charles SCHWAB Clear your Lanes	THE HARTFORD THE FAIR & POLY



airbnb

LA

airbnb

GIANTS

GIANTS

GIANTS

GIANTS

GIANTS





THANK YOU

