



2026 SPONSORSHIP PILOT

The streets become the stage.

Three active-streets events. One connected brand story across Barcelona, Los Angeles, and San Francisco.

BARCELONA / OCT 3-4

LOS ANGELES / OCT 11

SAN FRANCISCO / OCT 18

Reimagining the Urban Streetscape | #StreetsForPeople

THE PLATFORM

CityStage connects the street to the story.

CityStage supports the organizations that activate our cities - bridging event producers, residents, businesses, city stakeholders, sponsors, and participants.

95K

INSTAGRAM FOLLOWERS
@CITYSTAGE.CO

22K

TIKTOK FOLLOWERS
@CITYSTAGE

3

PILOT EVENTS
IN OCTOBER 2026

Community credibility, built in

CityStage documents street athletes, active lifestyle communities, and the events powering the open-streets movement. The point is not to manufacture a community. It is to show up inside one and tell its story well.

A useful role for brands

A partner helps elevate the moment on the ground and extends it through useful, reusable content. Integration is designed around the event, the audience, and the sponsor's category.



On the street

Visible, relevant presence inside a live public event.

In the feed

Original CityStage storytelling across social channels.

After the event

A structured asset library the sponsor can reuse.

THREE EVENTS / ONE OCTOBER

A compact pilot with three distinct city stories.

The production spine stays consistent while each stop is shaped by the character of its host event and neighborhood.

01 / BARCELONA

Obrim Carrers

October 3-4

A two-day opening of city streets and public space. CityStage captures how people move, gather, and experience Barcelona differently when streets are returned to them.

02 / LOS ANGELES

CicLAVia Heart of LA

October 11

Los Angeles' flagship open-streets setting: a high-energy canvas for mobility, neighborhood culture, and human-scale city storytelling.

03 / SAN FRANCISCO

Sunday Streets Excelsior

October 18

A community-centered street transformation in the Excelsior, giving the pilot a local neighborhood lens and a strong closing chapter.

One month. Three markets. A sponsor narrative built around active cities, public life, and streets for people.

Consistent system

CityStage presence, field capture, editorial packaging, social distribution, and a sponsor-ready asset handoff at every stop.

Local expression

Each event gets its own visual language, community voices, and street-level story. The sponsor fits the moment rather than overpowering it.

BUILT TO FLEX

The activation scales with the sponsor's ambition.

The baseline is an authentic CityStage presence and content engine. A paid footprint can be added where it creates real audience value.

CityStage field presence

A CityStage team attends each event, identifies the strongest stories, and captures movement, place, people, and partner moments.

Brand integration

Category-relevant visibility woven into the experience and editorial plan - from a natural product moment to a funded on-street footprint.

Editorial distribution

Original posts and short-form stories published across CityStage's social channels, with creative built to travel beyond the event day.

Sponsor asset library

An organized shared drive of selected content assets for the sponsor's own organic, internal, and recap use, subject to agreed rights.

The commercial guardrail

The sponsor covers any paid on-the-ground costs, including required permissions, space, production, staffing, or event fees. Without that budget, CityStage remains organic: attend, capture, and publish without a paid footprint.

What this pilot is not

CityStage is not proposing to produce or host an organized run. The partnership is built around presence, storytelling, community context, and sponsor integration within the three named 2026 events.



FROM MOMENT TO MEDIA

One street moment becomes a reusable content system.

CityStage connects what happens in public space to a disciplined capture, publishing, and partner handoff workflow.

01 / EXPERIENCE**Show up in context**

Find the people, movement, and neighborhood details that make the event matter.

**02 / EDITORIAL****Shape the story**

Edit distinct social narratives around community, street life, and partner relevance.

**03 / DISTRIBUTION****Extend the moment**

Publish through CityStage and deliver useful assets for the sponsor's channels.

CityStage publishing

Event-led content distributed across Instagram and TikTok, with additional social testing available by campaign plan.

Short-form edits

Vertical-first content designed for attention, clarity, and reuse across modern social surfaces.

Field asset selects

Organized photo and video selects that preserve the texture of the event and the sponsor's role.

Partner handoff

A shared drive with agreed assets, usage context, and a concise recap of what ran and where.

Editorial principle

The sponsor belongs in the story when it adds to the experience. Product and brand moments should feel observed, not staged over the community.

Planning principle

Final content volume, rights, turnaround, and channel mix are set with the partner before the pilot begins.

BUILD THE PILOT

A clear partnership can move quickly.

CityStage will shape a practical three-event program around the partner's category, objectives, and preferred level of activation.

Align on five decisions

- + Priority audience and campaign objective
- + Category fit and desired role at each event
- + Organic presence or funded on-street footprint
- + Content volume, channels, rights, and turnaround
- + Budget, approvals, and event-specific permissions

THE INVITATION

Help make active streets more visible.

Join CityStage for a focused October pilot that connects three cities through movement, community, and a brand story people can see in the street.

Barcelona

Obrim Carrers / Oct 3-4

Los Angeles

CicLAvia Heart of LA / Oct 11

San Francisco

Sunday Streets Excelsior / Oct 18

CityStage

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