



2023 Golden Gate Ferry Media Kit

ABOUT GOLDEN GATE FERRY

Since 1970, Golden Gate Ferry service has offered a scenic, comfortable and reliable way to cross the San Francisco Bay.

Golden Gate operates three passenger ferry routes across the San Francisco Bay connecting Marin County with the City and County of San Francisco: Larkspur-San Francisco, Sausalito-San Francisco, and Tiburon-San Francisco. Annual ridership: 2,578,137 (2019)

Golden Gate Ferry also operates special ferry service to San Francisco Giants home games and various concerts and events at Oracle Park and to Chase Center for Golden State Warriors games and events.

The fleet consists of high speed catamarans and larger capacity spauldings to shuttle passengers across the stunning San Francisco Bay with vistas of the Golden Gate Bridge, Pacific Ocean, Alcatraz, and the San Francisco Skyline.



MAP- SERVICE AREA

Golden Gate Ferry operates a fleet of 7 vessels that carry between 450-750 passengers and up to 150 bicycles.

San Francisco terminals

SF Ferry Building

Oracle Park

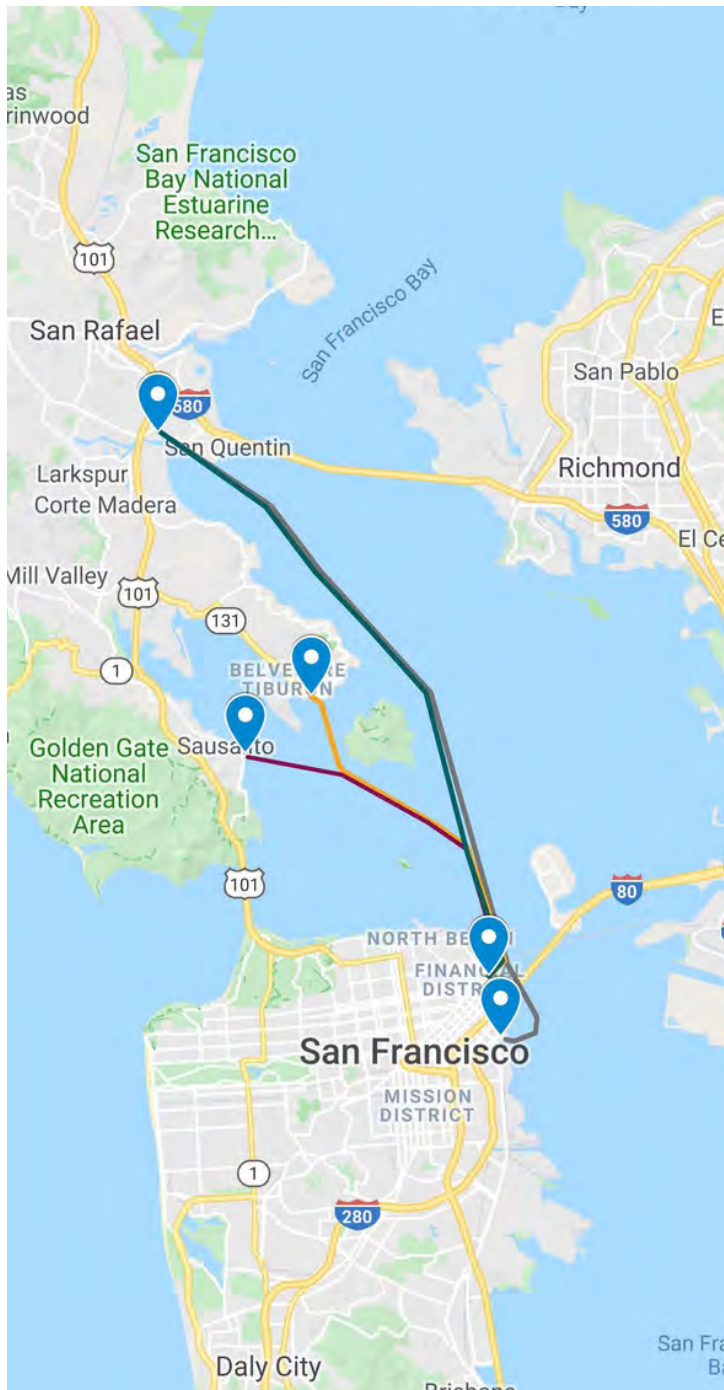
Chase Center

Marin County terminals

Sausalito

Larkspur

Tiburon



DEMOS & DATA

\$149,446

average HHI

Indoor/outdoor seating
Snack bar/cocktails
stunning views of the SF Skyline
Room for bikes
Special service to Warriors
and SF Giants games

45 Y.O.

Median age



Source: Golden Gate Ferry 2018

DESTINATION : ORACLE PARK

Out of all the baseball stadiums in the MLB, San Francisco's Oracle Park has perhaps the best location—a waterfront perch right on San Francisco Bay. Golden Gate Ferry delivers fans to view the San Francisco Giants. Splash home runs are a bonus!



DESTINATION : CHASE CENTER

Chase Center is the home of the Golden State Warriors, concerts and conferences, opened in Sept 2019. Public transit is the preferred method of arrival: the fastest, most reliable and least expensive way to get to Chase Center as parking is extremely limited. Golden Gate Ferry drops Chase Center-bound guests off at Pier 48.5, about ½ mile from the arena.



DESTINATION : SMART TRAIN

SMART Train's Larkspur station is just a short walk away from Golden Gate Ferry Larkspur terminal. Golden Gate Ferry riders can travel north to the world renowned Sonoma County Wine Country, historic old town districts and the Sonoma Airport. 45 miles of track and 12 stations await exploration.



MEDIA FORMATS AVAILABLE

Wallscapes
Posters
Spectaculars
Full Fleet
Domination



LARGE FORMAT WALLSCAPES



LARGEST SCALE MEDIA ONBOARD. VISIBLE FROM ALL AREAS OF THE MAIN CABIN ON THE SAN FRANCISCO TO/FROM LARKSPUR ROUTE.

SIZE: 6 1/2' X 8'
QTY: PACKAGE OF 3
MONTHLY IMPRESSIONS: 2,183,36

LARGE FORMAT WALLSCAPES



POSTER PACKAGE



SMALL OR LARGE PACKAGE ACROSS THE FLEET OF VESSELS. LOCATED IN MAIN CABIN ON BOTH DECKS.

SIZE 33" X 21"
QTY: 10 OR 20

SPECTACULAR PACKAGE



LOCATED ON THREE SPAULDING VESSELS IN THE
MAIN CABIN.

SIZE: 30" X 60
QTY: PACKAGE OF 3
MONTHLY IMPRESSIONS: 955,224

FULL FLEET DOMINATION



ALL ADS ON ALL VESSELS

SIZE: ASST.

QTY: 3 WALLSCAPES, 3 SPECTACULARS, ALL POSTERS

MONTHLY IMPRESSIONS: 5,763,809