

BALMY ALLEY

Lover's Lane

Sponsorship 2024



Lovers Lane

The Mission's own Valentines Day event is more about love for our neighborhood rather than love as a Hallmark holiday. Love for our community, love as an act of resistance, love as a connection for a whole city to come together through children's activities, couples games, community organization outreaching, local authentic cuisine, and Bay Area legendary music.

Beginning in Balmy Alley in 2022, started by muralist Lucia Gonzalez Ippolito and her partner El Lechero, with the intention to hold space to support local small business in the community through a theme of love. The next year, 2023 expanding to 24th street and double the number of attendance, Lovers Lane has now grown to be expected as an annual event in the Mission District. For 2024, a group of artists, entrepreneurs, and activists have come together to organize an even bigger event taking up Balmy Alley, 24th & 25th streets, and the Garfield park soccer field.



Couple who got married at Lovers Lane 2022

Click Below to view
Lovers Lane Video

Media Coverage:



[Tecolote](#)

[Latin Bay Area](#)

[Mission Local](#)

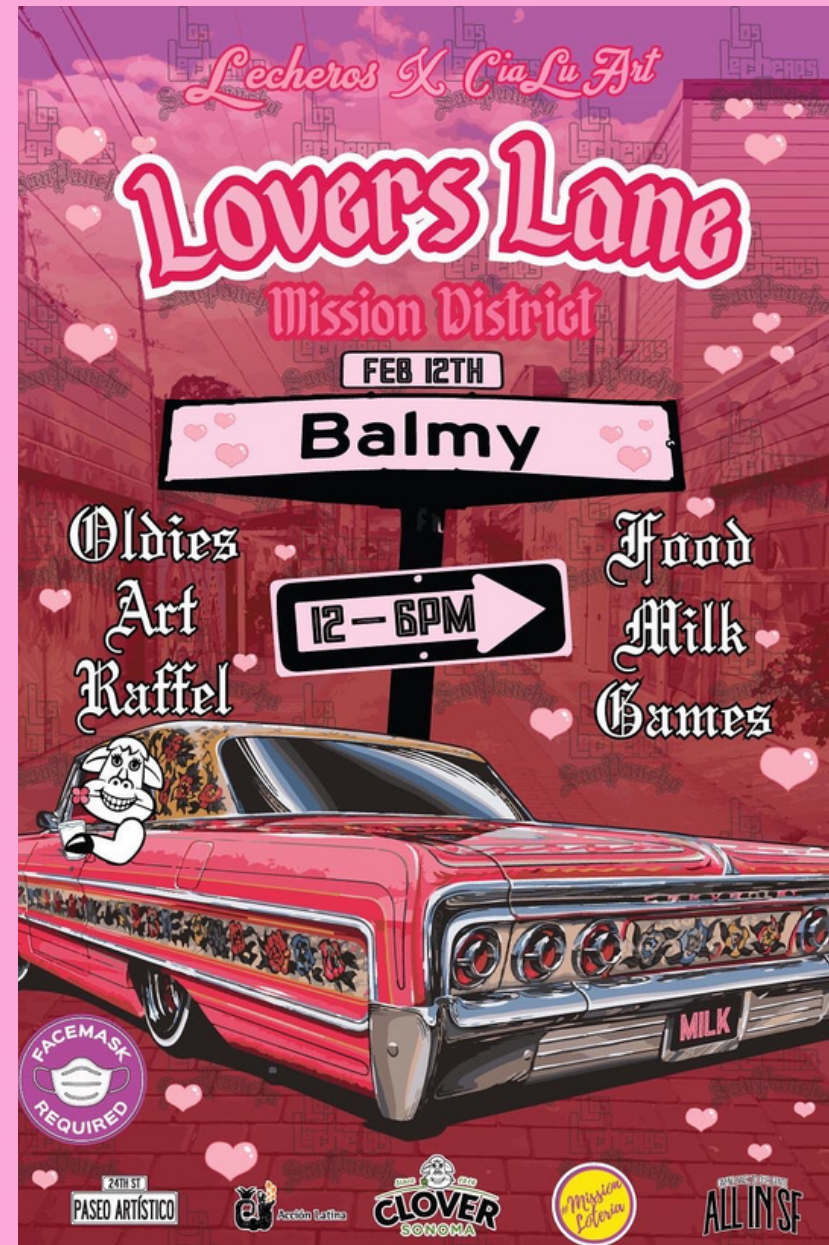
Click Links Above

Lover's Lane

Each Lover's Lane produces an original collaborative poster to commemorate this momentous event.



Collaboration with Clover Sonoma



Flyer from first year 2022



Flyer from second year 2023

Kids Activities

Lover's Lane is a family event.

We provide activities for the kids like face painting, interactive games, arts & crafts, sports activities.

In 2024, our foot print for kids activities will expand to the Garfield Park soccer field, with the addition of bouncy houses!



Arts Market

Lover's Lane is a platform for local artist, craft makers & entrepreneurs to show case their goods & creations.

Vendors line Balmy Alley among the backdrop of historic murals. While participants shop for tokens of love and the newest additions to their art collection.



Performances

Lover's Lane Footprint Features 3 DJ booths & a mini stage for performances. We've featured local artists like Equipto and La Doña, and we plan on continuing growing our entertainment for 2024 with local DJs on every corner and a performance stage on 25th street for bands, dancers, and singers including La Favi.



Lovers Lane Founders:

Los Lecheros & Lucía Gonzalez Ippolito

Lucia Gonzalez Ippolito aka CiaLuArt, the founder of Lovers Lane, the director president, is a Mission native and Chicana muralist, teacher, organizer, and mother.

Alfredo Uribe, aka El Lechero, the co-founder of Lovers Lane, started his own clothing company and cafe brand "Los Lecheros", which was the major theme of the first years event. Lecheros collaborated with Mission Loteria with decorations and a raffle for 2022 as well as partnered with Clover Sonoma to have many milk & cookies themed games, food vendors and prizes. Lucia and Alfredo are parents of the official mascot of Lovers Lane, our cupid baby Lulu .



Our current team:

In addition to our two founders, we have an amazing group of community organizers who are all assisting in different ways to make Lovers Lane 2024 come to fruition!



Estela Nataly Ortiz is the founder of The Kenekt Network and event coordinator for Calle 24 Latino Cultural District.

Project Manager



Nina Parks, owner of Gift of Doja Vibestyle, Not Your Lola's Duster, All the Tea Shop & Social Club, co-founder of SuperNova Women and Equity Trade Network.

Marketing Coordinator



Mary Hogue, owner of Mission Praxis, is a fashion designer, community organizer, and event planner.

Operations Lead



Dr. Dayanara Thompson, chiropractor, neurophysiologist, educator, somatic therapist, and founded Align Your Vibes.

Leader of Health & Wellness Committee



Leila Sovoron Ovando, co-founder of Gente Canna and Head Chef at MLVS.

Leader of Food Vendor Committee



Georgia Collins is a community and event organizer, portpartum doula and educator.

Decoration & Artist vendor Committee co-leader



Wray Velez, local music entrepreneur, founder and member of The Frisco Gang and performs at Lovers Lane every year.

DJ committee & Performance Committee co-leader



Yazmin "Shi Shi" Madriz is muralist, educator, danzante, and tattoo artist that co-founded Amigas Muralistas.

DJ Committee & Lowrider Committee co-leader



Jesus Coba, photographer and organizer, is the founder of Frisco Lens Photography.

Lowrider & Security Committee co-leader



Kevin Lopez is an artist, hard worker, and community organizer dedicated to helping people.

Kids Activity & Decoration Committee co-leader



Ariana Rodriguez is a chef, business owner of Cocina NicaBorriqua, and works as a case manager.

Food Vendor Committee co-leader



Cynthia Guitierrez is an award winning reproductive justice activist, doula, cultural strategist, writer, and public speaker.

Security Committee co-leader

Crazy little thing called Love

\$500

Logo in event
flyer

Mentions on social media

Lover's Lane
T-Shirt

Love me tender

\$1,000

Logo in event
flyer

Mentions on social media

Lover's Lane
T-Shirt

Sponsor vendor fee for
one local vendor

All you need is Love

\$5,000

Logo in event flyer	Mentions on social media	Lover's Lane T-Shirt
Sponsor vendor fee for one local vendor	Artists special gift package including prints and paintings valued at \$250	

Love me two times

\$10,000

Logo in event flyer	Mentions on social media	Lover's Lane T-Shirt
Sponsor vendor fee for one local vendor	Artists special gift package including prints and paintings valued at \$250	Tickets to exclusive artist talk panel discussion

No Ordinary Love

\$15,000

Logo in event flyer

Mentions on social media

Lover's Lane T-Shirt

Sponsor vendor fee for one local vendor

Artists special gift package including prints and paintings \$250

Tickets to exclusive artist talk panel discussion

VIP Lover's Lane access including food and drink voucher, Lover's Lane merch set, as well as meeting and signing from all performers.

Forbidden Love

\$25,000

Logo in event flyer	Mentions on social media	Lover's Lane T-Shirt
Sponsor vendor fee for one local vendor	Artists special gift package including prints and paintings \$250	Tickets to exclusive artist talk panel discussion

VIP Lovers Lane access including food and drink voucher, Lovers Lane merch set, as well as meeting and signing from all performers.

A special sponsorship appreciation dinner party by co-founder of Gente de Canna & MLVS Chef Leila Soveron Ovando and founder of Gift of Doja Vibestyle & All the Tea Shop & Social Club Nina Parks.

Plus an exclusive Balmy Alley mural tour by founder of Lovers Lane and muralist Lucia Gonzalez Ippolito.