



Television – Website – Streaming
San Francisco Bay Area and Beyond

2026 Mid-Autumn Moon Festival

Festival Street Fair: Sat-Sun September 27-28, 2026*

Moon Festival TV Gala: Mon October 6, 2026, 8-10p*

Street Fair/Gala Media Schedules: Sep 13 to Oct 6, 2026*

*Dates Subject to change

Note: Exact 2026 Dates have not been finalized,
but will approximate 2026 Dates

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Fun Facts About Mid-Autumn Moon Festival

The 1,000-year-old Moon festival was a time to enjoy the end-of-summer harvest of rice and wheat with food offerings made in honor of the moon. Today, it is still an occasion for outdoor reunions among friends and relatives to eat mooncakes and watch the moon, a symbol of harmony and unity.

Moon Worship

An important part of the festival celebration is moon worship. The ancient Chinese believed in rejuvenation being associated with the full moon.



Popular Mid-Autumn Moon Festival Treats

Making and sharing mooncakes is one of the hallmark traditions of this festival. In Chinese culture, a round shape symbolizes completeness and reunion. Thus, the sharing and eating of round mooncakes among family members during the week of the festival signifies the completeness and unity of families.



Gathering

Gathering as family and friends come together for the festival. It's said the moon is the brightest and roundest on this day which means family reunion. Consequently, this is the main reason why the festival is thought to be important.



Lanterns

A notable part of celebrating the holiday is the carrying of brightly lit lanterns, lighting lanterns on towers, or floating sky lanterns. Another tradition involving lanterns is to write riddles on them and have other people try to guess the answers.



36th Annual Mid-Autumn Moon Community Street Fair

27-28 September 2026*

- **Dates:** Sat-Sun 27-28 September 2026
- **Attendance:** over 100,000 visitors each year (per SF Police Department)
- **Location:** San Francisco Chinatown, Grant Avenue between California and Broadway (a full 10 city blocks)



Street Fair **GOLD Moon Sponsor**

Investment: \$12,488

Total Media Impressions: 682,234

TV Promotion Leading up to Street Fair:

- ✓ **10x :30 shared ROS TV promos**

Promos for Street Fair announcing your presence at the upcoming Mid-Autumn Moon Festival during the two weeks leading up to festival.

Televised Primetime Season's Greetings:

- ✓ **5x :15 Primetime and 5x :15 ROS "Greetings"** from you to the public during the week before the Moon Festival Gala. *Idea: highlight elements found in the "Fun Facts About the Moon Festival"*



OPTIONAL

One 8'x7' booth

Meet 1:1 with Festival-Goers

including canopy, skirted table, and chairs.

No food without City permit that client needs to acquire.

Digital Promotion Leading up to Street Fair:

- ✓ **100,000 Video Impressions** on KTSF's Local Streaming Service & Website
- ✓ **Prominent Display of Logo** on KTSF.com Moon Festival Microsite
- ✓ **Shared Banner** with Logo on websites targeting Chinese consumers

Moon Festival Gala:

- ✓ **2x :30 Spots in the televised Moon Festival Gala**, one of the most watched programs of the year.
- ✓ **100,000 Video Impressions** on KSTF's Local Streaming Service & Website in the week leading up to the Gala