

# SAN DIEGO PRIDE

July  
15-17

sponsorship packet



Would you like to reach the LGBT community in Southern California through an established LGBT-serving nonprofit? If so, welcome! San Diego Pride has been a trusted voice of authority for San Diego's LGBT community for over 40 years.

We would love to connect you with our large and loyal audience.

San Diego Pride, as one of the oldest LGBT-serving organizations in the region and among the largest Pride weekend celebrations in the country, has become an internationally recognized destination event. **San Diego Pride regularly draws over 100,000 cheering parade spectators, 24,000 music festival attendees, and over 30 local and national media partners.**

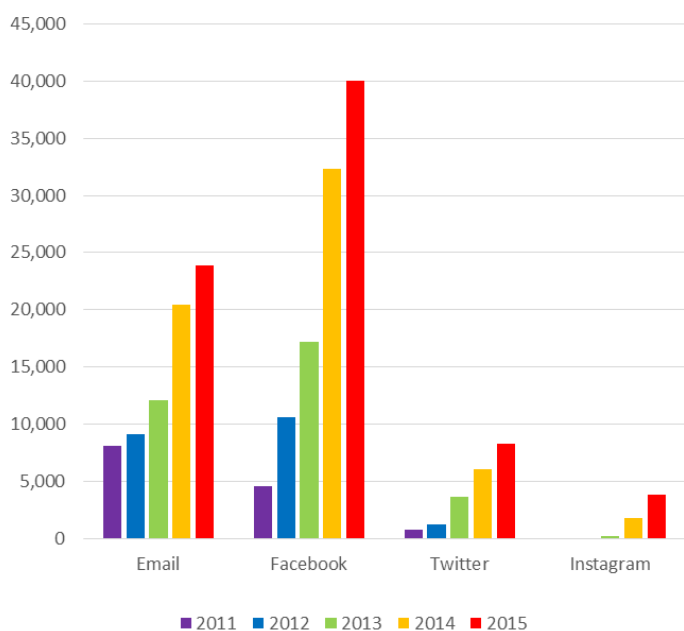
A recent economic impact report from San Diego State University's Center for Hospitality and Tourism Research estimated **San Diego Pride's total economic impact at \$10.94 million.**



## Marketing Reach

San Diego Pride's social media reach is **the largest** of any LGBT-serving nonprofit in San Diego and has enjoyed unprecedented growth in the past five years.

San Diego Pride's Social Media Growth



**Facebook:** Our Facebook presence is the second largest of any Pride in the U.S. – second only to New York - with over 40,000 engaged followers and reaching **1.6 million** people with **5.6 million** impressions during Pride Month.

**Website:** 100,000+ users engage with 300,000+ page views during Pride weekend alone.

**E-newsletter:** San Diego Pride's twice-monthly email blast reaches 24,000 people with targeted content and community news.

# 2016 Sponsor Benefits by Level

Want something you don't see? Talk to us about creating a custom sponsorship.

Please note: In-kind donations will be recognized at half their cash value.

|  | Diamond Sponsor<br>\$50,000  | Platinum Sponsor<br>\$30,000  | Rainbow Sponsor<br>\$20,000                     | Community Sponsor<br>\$15,000         | Supporting Sponsor<br>\$10,000 | Pride Sponsor<br>\$5,000 |
|--|--|---|---|---------------------------------------|--------------------------------|--------------------------|
| <b>Parade Entry (non-transferable)</b>                                     | Premium Placement (contingent 1-25)  | Preferred Placement (contingent 1-50)                               | Included  | Included                              | Included                       | Included                 |
| <b>MAIN STAGE LED Stage Recognition</b>                                    | Video Ad Opportunity (2 minutes)   | Video Ad Opportunity (2 minutes)                                    | Logo on Singular Slide                          | Logo on Singular Slide                | Logo                           | Name Listing             |
| <b>Logo ID</b>   | Poster Logo<br>All Advertising<br>Palm Cards<br>Festival T-Shirt<br>Video Truck Logo | Poster Logo<br>Select Advertising<br>Palm Cards<br>Festival T-Shirt | Poster Logo<br>Select Advertising<br>Palm Cards | Poster Logo<br>Select Advertising     | Poster Logo                    | Name Listing on Poster   |
| <b>Full color Tri-fold Event Schedule</b>                                  | Call-Out Box with Premium Placement<br>Logo on Map                                   | Logo on Map   | Logo on Map                                     | Logo on Map                           | Listing                        | Listing                  |
| <b>Sponsor Banner Roll In Festival Grounds</b>                             | Stand-Alone Logo   | Large Logo  | Medium Logo                                     | Medium Logo                           | Small Logo                     | Small Logo               |
| <b>Festival Tickets (Weekend Passes)</b>                                   | 30   | 25  | 20  | 15                                    | 10                             | 5                        |
| <b>VIP Lounge Passes (Non-transferable)</b>                                | 8  | 6   | 6   | 2                                     | 2                              | 2                        |
| <b>Onsite Sampling at Festival *</b>                                       | Included   | Included  | Included  | Included                              | Included                       | +\$1,000                 |
| <b>Booth Space (Includes 12 Weekend Festival Passes, non-transferable)</b> | 10x30  | 10x20   | 10x20   | 10x10                                 | 10x10                          | N/A                      |
| <b>Logo on Tickets</b>   | Prominent logo   | Medium logo   | Small Logo                                      | N/A                                   | N/A                            | N/A                      |
| <b>Facebook Posts*</b>   | 4 Dedicated Posts (May through July)   | 2 Dedicated Posts (May through July)                                | One Dedicated Post (May through July)           | One Dedicated Post (May through July) | N/A                            | N/A                      |
| <b>Underwriting and/or Naming Rights</b>                                   | Named Area w/Logo Highlighted on Festival Map  | Named Area w/Logo on Festival Map                                   | Activation Activity Opportunity                 | Activation Activity Opportunity       | N/A                            | N/A                      |
| <b>Website</b>   | Logo on Pride home page, link and logo on Partner Page.                              |   |   |                                       |                                |                          |
| <b>Other Social Media</b>  | Mention on Twitter with signed contract. Ad in Sponsor Album on Facebook.            |   |   |                                       |                                |                          |
| <b>Official Sponsor Rights</b>   | Rights to use Pride Logo & "Official Partner" wording for partnership year.          |   |   |                                       |                                |                          |
| <b>300 Volunteer Appreciation Bags</b>                                     | Sponsor-provided product placement in 300 gift bags.                                 |   |   |                                       |                                |                          |

\*Products and content must be pre-approved by SD Pride

## 2016 Special Naming Opportunities

San Diego Pride has [\*a limited number of special naming opportunities\*](#) available each year on a first-come, first serve basis.

|  |   |
|--|---|
| <p><b>Parade Sponsor - \$50,000</b></p> <p>Sponsor one of the largest celebrations of diversity in San Diego that draws over 200 contingents and more than 100,000 spectators!</p> <ul style="list-style-type: none"> <li>• Diamond Sponsor recognition and benefits</li> <li>• Special signage on parade barriers and viewing stations</li> <li>• Opportunity for VIP and Senior viewing area</li> </ul>  | <p><b>Stonewall Rally Sponsor - \$25,000</b></p> <p>Sponsor the Friday evening rally and reception highlighting political activists, well-known speakers and VIP personalities.</p> <ul style="list-style-type: none"> <li>• Rainbow Sponsor recognition and benefits</li> <li>• Special signage and acknowledgement during VIP reception</li> <li>• Presenting Sponsor Recognition on Rally Stage LED screen</li> </ul>  |
| <p><b>“Free” Festival Sponsor - \$20,000</b></p> <p>San Diego Pride will be making a section of our festival free to the public so that they can access information to San Diego's wide array of non-profit providers and organizations.</p> <ul style="list-style-type: none"> <li>• Rainbow Sponsor recognition and benefits</li> <li>• Special signage recognition in Community Area</li> <li>• Recognition from Community Stage throughout the festival</li> </ul> | <p><b>Volunteer Village - \$20,000 - 15,000</b></p> <p>San Diego Pride could not happen without nearly a thousand dedicated volunteers. Show your support by underwriting their efforts!</p> <ul style="list-style-type: none"> <li>• Community Sponsor recognition and benefits</li> <li>• Logo on Volunteer lanyards and, Signage in Volunteer Village</li> <li>• Recognition at volunteer appreciation event in August</li> </ul>  |
| <p><b>Festival Areas/ Stages - \$15,000</b></p> <p>Target a specific demographic in the LGBT community by underwriting an area (like the Senior Cool Zone) or a specific stage (like the Hip Hop or Latin Stage).</p> <ul style="list-style-type: none"> <li>• Community Sponsor recognition and benefits</li> <li>• Banner in area or on Stage</li> <li>• Special Recognition on map</li> </ul>   | <p><b>Accessibility Underwriter - \$10,000</b></p> <p>San Diego Pride works hard to ensure all our event attendees and volunteers have access to the entire Pride celebration. This includes free ASL interpreting services, assisted listening devices, wheelchairs and materials in large print.</p> <ul style="list-style-type: none"> <li>• Supporting Sponsor recognition and benefits</li> <li>• Logo on Accessibility Signage &amp; Booth</li> <li>• Recognition on ASL provider t-shirts</li> </ul> |
| <p><b>Green Initiatives Sponsor - \$10,000</b></p> <p>San Diego Pride endeavors to be the greenest event possible by encouraging recycling, limiting waste and using renewable energy wherever possible.</p> <ul style="list-style-type: none"> <li>• Supporting Sponsor recognition and benefits</li> <li>• Logo on recycling receptacles</li> <li>• Recognition on solar panels</li> </ul>   | <p><b>Other Event Sponsor - \$10,000 - \$5,000</b></p> <p>San Diego Pride holds smaller events year-round – from Out at the Park in Petco Park to SheFest in North Park. Perfect for making a big splash with a smaller audience!</p> <ul style="list-style-type: none"> <li>• Logo on event flyers and social media</li> <li>• Free event tickets for clients and employees</li> <li>• Event tabling opportunities</li> </ul>  |

## Important Dates:

### SPIRIT OF STONEWALL RALLY & CONCERT

Friday, July 15  
6:00 pm to 11:00 pm  
Balboa Park/ Marston Point

### SAN DIEGO PRIDE PARADE

Saturday, July 16  
11:00 am – 1:00 pm.  
Parade steps off at Normal Street and University Ave.

### SAN DIEGO PRIDE FESTIVAL

Saturday & Sunday  
July 16 & 17  
11:00 am – 8/10:00 pm  
Balboa Park/ Marston Point

# 2015 Sponsors:

|   |  |   |  |
|---|--|---|--|
| <b>STONEWALL PARTNER</b><br><br><b>Commission for Arts and Culture</b><br>City of San Diego                               |  | <b>PLATINUM PARTNERS</b><br><br><br>  |  |
| <b>DIAMOND PARTNER</b><br>  |  | <b>RAINBOW PARTNERS</b><br><br><br><br><br><br><br><b>RURAL/METRO</b><br>POWERING THE WEST. TOGETHER WE CAN BE BETTER.<br><b>GRAND   HYATT</b><br>MANCHESTER GRAND HYATT<br>SAN DIEGO |  |
| <b>SUPPORTING PARTNERS</b><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br>                    |  | <b>COMMUNITY PARTNERS</b><br><br><br><br>   |  |
| <b>PRIDE PARTNERS</b><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br>   |  |   |  |
| <b>MEDIA PARTNERS</b><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br><br> |  |   |  |

## Contact Us:

For more information on sponsorship of San Diego Pride, please contact:

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