



SAN DIEGO PRIDE

July
18-20

sponsorship packet



Partner with Pride!

Pride's three-day celebration attracts **over 250,000 attendees** from San Diego and beyond.

San Diego Pride is the **4th largest Pride celebration** in the United States.

Pride reinforces your brand to **a community that is loyal** to LGBT-friendly businesses.

As a partner, you will reach educated, affluent professionals.

- 74 % of LGBT adults are likely to consider brands that support nonprofits and/or causes that are important to them as an LGBT person. *
- 71 % of LGBT adults are likely to remain loyal to a brand they believe to be very friendly and supportive to the LGBT community "even when less-friendly companies may offer lower prices or be more convenient."*
- The buying power of the U.S. LGBT adult population was projected at \$790 billion last year.*

*Witeck Communications and Harris Interactive

2014 Partnership Benefits are available for these events:

SPIRIT OF STONEWALL RALLY

Date: Friday, July 18, 2014
Time: 6:00 pm – 7:00 pm
Location: University Ave & Normal St.

PRIDE OF HILLCREST BLOCK PARTY

Date: Friday, July 18, 2014
Time: 7:30 pm – 11:00 pm
Location: University Ave & Normal St.

SAN DIEGO LGBT PRIDE PARADE

Date: Saturday, July 19, 2014
Time: 11:00 am – 1:00 pm
Location: Parade steps off at Normal Street and University Avenue
Route: 1.5 miles | 2 hours
Cost: This is a free community event

SAN DIEGO LGBT PRIDE FESTIVAL

Date: Saturday, July 19, 2014
Time: 12:00 pm – 10:00 pm
Date: Sunday, July 20, 2014
Time: 11:00 am – 8:00 pm
Location: Marston Point/ Balboa Park

OUT AT THE PARK

San Diego Padres Baseball (1,000 guests)
Date: Saturday, April 27, 2014
Time: TBD

OUT AT THE Q

SDSU Aztecs Football Game (800 Guests)
Date: Saturday, November 23, 2013
Time: TBD

Naming Opportunities

By sponsoring a specific program or event, we can put you in direct contact with your target market. Naming opportunities may include the following:

FESTIVAL

- Children's Garden
- VIP Lounge
- Volunteer Village
- Medical Services Tent
- Entertainment Stages
- Youth Zone
- Farmers Market
- 55+ Cool Zone
- Carnival Ride and Games Area
- Beverage Gardens

PARADE

- Parade - Presenting Sponsor
- Family Zone
- Senior Citizen/Hearing Impaired Viewing Tent
- Television Broadcast Desk
- Division Sponsor

Other Pride Weekend Events & Activities

- Spirit of Stonewall Rally Reception – Presenting Sponsor
- Transportation Services – Company name and logo on shuttles and vans
- Pride 321 Go! Party Series (3 Pre-Pride Promotion Parties in April, May and June)
- Apparel Partner - 1,000 volunteer T-shirts branded with your company logo

2014 Non-Pride Weekend Events & Activities

- "Out at the Park" – Presenting Sponsor
- "Out at the Park" Tailgate Party featured food and/or beverage host
- "Out at the Q" – Presenting Sponsor
- "Out at the Q" Tailgate Party featured food and/or beverage host
- San Diego Pride Leadership Academies (min. 8 per year)
- San Diego Pride Legal Clinic

**** CUSTOM PARTNERSHIPS/NAMING RIGHTS ****

We will work together with you to design a custom sponsorship package for your company. Options include introductions to other participating sponsors to create sponsorship opportunities and much more!

2014 Sponsor Benefits by Level

	Diamond Sponsor \$50,000	Platinum Sponsor \$30,000	Rainbow Sponsor \$20,000	Community Sponsor \$15,000	Supporting Sponsor \$10,000	Pride Sponsor \$5,000
Official Souvenir Program	Full Page Color Inside Front Cover or Back Cover	Full Page Color Premium Placement	Full Page Color	½ Page Color	½ Page Color	¼ Page Color
Logo ID	Official Poster Palm Cards Pride Advertising Festival T-Shirt Signage at Festival Entrance	Official Poster Palm Cards Pride Advertising Festival T-Shirt	Official Poster Palm Cards Pride Advertising	Official Poster Pride Advertising	Official Poster Pride Advertising	Official Poster
Logo on Tickets	Prominent logo	Medium logo	Small Logo	N/A	N/A	N/A
Inclusion in Press Kit	Sponsor Provided Release included in press kit	Sponsor Provided Release included in press kit	Name listing	Name listing	Name listing	Name listing
Stage Announcements (Per day)	Continuous announcements including Booth promotions (65+)	8 mentions Including Booth Promotions	6 mentions from Including Booth Promotions	4 mentions	2 mentions	1 mention
Logo Placement Sponsor Banner Roll	8 placements on Sponsor Banner Roll in SD Pride Festival grounds	6 placements on Sponsor Banner Roll in SD Pride Festival grounds	4 placements on Sponsor Banner Roll in SD Pride Festival grounds	3 placements on Sponsor Banner Roll in SD Pride Festival grounds	2 placements on Sponsor Banner Roll in SD Pride Festival grounds	1 placements on Sponsor Banner Roll in SD Pride Festival grounds
Pride of Hillcrest Block Party Tickets (Friday)	10	6	4	2	2	N/A
Pride of Hillcrest Block Party VIP Tickets	8	4	2	2	N/A	N/A
Festival Tickets (Weekend Passes)	30	25	20	15	10	5
Sponsor Lounge VIP Tent Passes (Non-transferable)	8	6	4	2	2	2
Booth Space (Includes 12 Weekend Festival Passes - non transferable)	10 x30	10 x20	10x10	10x10	10x10	N/A
Parade Entry (non-transferable)	Premium Placement (1 st 25)	Preferred Placement (1 st 50)	Included	Included	Included	N/A
Underwriting and/or Naming Rights	Named venue w/ logo highlighted on festival map	Named venue w/ logo on festival map	Sponsor of performance or activity	Sponsor of performance or activity	N/A	N/A
Onsite Sampling at Festival***	Included	Included	Included	Included	Included	+\$1,000
Volunteer Appreciation Bags (250)	Sponsor Provided Product placement in 250 Gift Bags					
Exposure through email marketing	Bi- Monthly 15,000 Subscribers					
Official Sponsor Rights	Rights to use Pride Logo & Official Partner wording for partnership year.					
Website	Logo on Pride web home page, Link and Logo on Partner Page Upon Signed Contract					
Social Media	Mention on Twitter with signed contract. Ad in Sponsor Album on Facebook.					
Other	Don't see what you want....talk to us!					

***Products must be pre-approved by SD Pride

Marketing Reach

Social Media: San Diego Pride maintains an active presence on Facebook, YouTube, and Twitter. San Diego Pride's Facebook presence is the second largest of any Pride in the United States, reaching 1 million people during Pride Month.

Website: sdpride.org is the #1 source of information about San Diego Pride.

E- newsletter: San Diego Pride's bimonthly email blast reaches 17,000 people.

Pride Festival Program: 20,000 Pride Festival Programs will be distributed pre-event in Long Beach, Los Angeles, Las Vegas, Palm Springs, Phoenix, San Diego, and San Francisco. The Official Pride Festival Program is also available online.

General Information

PAYMENT INFORMATION

San Diego Pride accepts the following payment methods; Check, Visa, MasterCard, or Discover. Please make checks payable to San Diego LGBT Pride. Please send payment to:

San Diego LGBT Pride
Attn: Sponsorship
3620 30th Street
San Diego, CA 92104

CANCELATION POLICY

Any cancellation or request for changes of this agreement must be made in writing and forwarded to:

San Diego LGBT Pride
Attn: Partnership
3620 30th Street
San Diego, CA 92104

LOGOS

Sponsor who receive logo placement on promotional materials, newsletters, and paid press, must email their high resolution logo in jpeg format to: sponsorship@sdpride.org once their partnership has been confirmed.

ADS

Ad placement is based on date of pledge. Partners must email their camera ready ad in TIFF, EPS or PFD with all fonts converted to outlines to: sponsorship@sdpride.org once their partnership has been confirmed.

PARADE ENTRY

Sponsor whose benefits include a Parade entry will need to complete and submit the Parade Application once their partnership has been confirmed.

FESTIVAL BOOTH

Sponsors who are interested in having booth space during the two-day festival should complete and submit the Festival Booth Application once their partnership has been confirmed.

QUESTIONS

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SAN DIEGO PRIDE

2013 sponsors

