

SAN DIEGO PRIDE

music festival | parade | rally | 5K

2017 Sponsor Packet

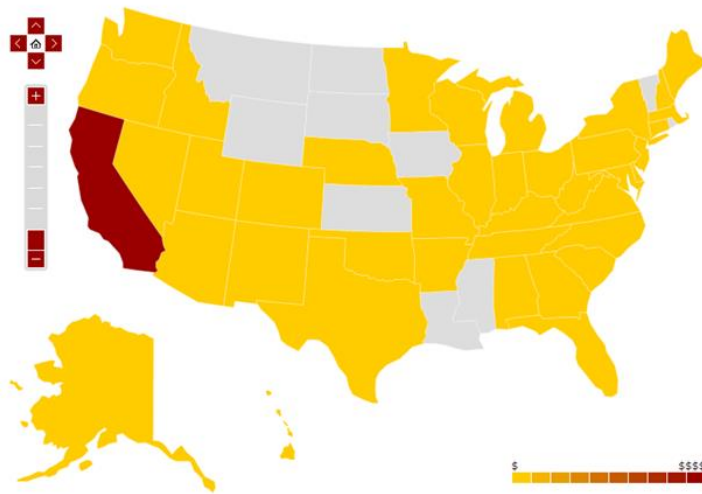


sdpride.org



Would you like to reach the LGBT community in Southern California and beyond 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. **Last year, San Diego Pride drew over 100,000 cheering parade spectators, over 40,000 music festival attendees, and over 25 local and national media partners. Tickets to our two-day festival were sold in 464 cities, 40 States, and 16 countries!** 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

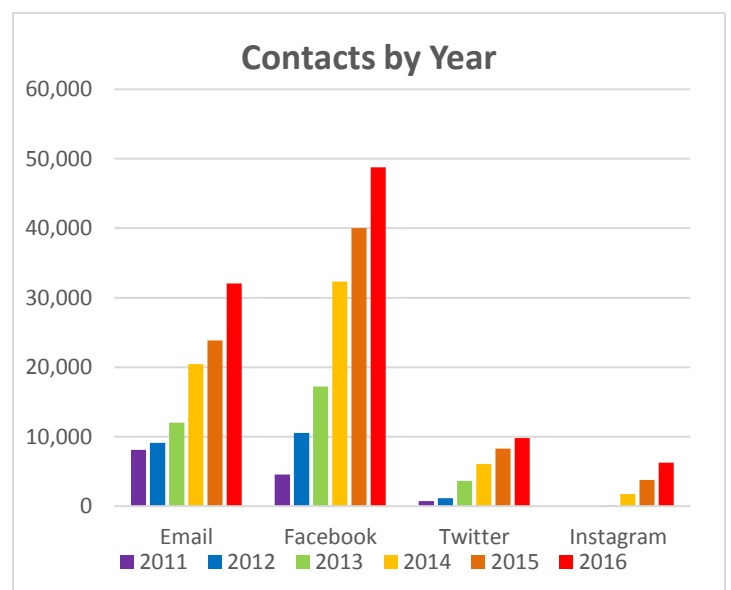
San Diego Pride's social media reach is **the largest** of any LGBT-serving nonprofit in San Diego. Last year's **print ad impressions that included sponsors are estimated at 4.5 million.**

Moreover, our social media channels have enjoyed unprecedented growth in the past six years.

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.



2017 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 \$50,000	Platinum Sponsor \$30,000	Rainbow Sponsor \$20,000	Community Sponsor \$15,000	Supporting Sponsor \$10,000	Pride Sponsor \$5,000
Parade Entry (non-transferable)	Premium Placement (contingent 1-25)	Preferred Placement (contingent 1-50)	Preferred Placement (contingent 1-50)	Included	Included	Included
MAIN STAGE LED Stage Recognition	Video Ad Opportunity (2 minutes)	Video Ad Opportunity (2 minutes)	Logo on Singular Slide	Logo on Singular Slide	Logo	Name Listing
Logo ID	Poster Logo All Advertising Palm Cards Festival T-Shirt	Poster Logo Select Advertising Palm Cards Festival T-Shirt	Poster Logo Select Advertising Palm Cards	Poster Logo Select Advertising	Poster Logo	Name Listing on Poster
Full color Tri-fold Event Schedule	Call-Out Box with Premium Placement Logo on Map	Logo on Map	Logo on Map	Logo on Map	Listing	Listing
Sponsor Banner Roll In Festival Grounds	Stand-Alone Logo	Large Logo	Medium Logo	Medium Logo	Small Logo	Small Logo
Festival Tickets (Weekend Passes)	30	25	20	15	10	5
VIP Lounge Passes (Non-transferable)	8	6	6	2	2	2
Onsite Sampling at Festival *	Included	Included	Included	Included	Included	+\$1,000
Booth Space	10x30	10x20	10x20	10x10	10x10	N/A
Logo on Tickets	Prominent logo	Medium logo	Small Logo	N/A	N/A	N/A
Facebook Posts*	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
Underwriting and/or Naming Rights	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
Website (June 2017-2018)	Logo on Pride home page, link and logo on Partner Page.					
Other Social Media	Mention on Twitter with signed contract. Ad in Sponsor Album on Facebook.					
Official Sponsor Rights	Rights to use Pride Logo & "Official Partner" wording for partnership year.					
300 Volunteer Appreciation Bags	Sponsor-provided product placement in 300 gift bags.					

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

2017 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>Parade Sponsor - \$50,000</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"> • Diamond Sponsor recognition and benefits • Special signage on parade barriers and viewing stations • Opportunity for VIP and Senior viewing area 	<p>Movie Night Sponsor - \$20,000</p> <p>San Diego Pride will be providing LGBT-themed movies to festival goers on the festival lawn this year.</p> <ul style="list-style-type: none"> • Rainbow Sponsor recognition and benefits • Special signage and logo recognition in the Movie Screening area • Opportunity to bring in branded folding chairs and movie blankets
<p>VIP Reception Sponsor - \$15,000</p> <p>Sponsor the Friday evening VIP reception highlighting political activists, well-known speakers and VIP personalities.</p> <ul style="list-style-type: none"> • Rainbow Sponsor recognition and benefits • Special signage and acknowledgement during VIP reception • Presenting Sponsor Recognition on Rally Stage LED screen 	<p>Hip Hop or Latino Stage Sponsor - \$15,000</p> <p>In addition to performers on our Main Stage, we also have two-days of talent featured on our Hip Hop or Latin Stages. Target a specific demographic in the LGBT community by underwriting these and receive:</p> <ul style="list-style-type: none"> • Logo on Stage Backdrop • Special Recognition on map • Community Sponsor recognition and benefits
<p>Green Initiatives Sponsor - \$10,000</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"> • Supporting Sponsor recognition and benefits • Opportunity to place logo on recycling receptacles 	<p>Accessibility Team Underwriter - \$10,000</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"> • Supporting Sponsor recognition and benefits • Logo on Accessibility Signage & Booth • Recognition on ASL provider t-shirts

Many Thanks to Our 2016 Sponsors



Contact Us:

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

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