



# 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 **4<sup>th</sup> 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

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

\*\*\*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](http://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 30<sup>th</sup> 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 30<sup>th</sup> 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](mailto: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](mailto: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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## 2013 sponsors

