

SAN DIEGO PRIDE

music festival | parade | rally | 5K

2018 Sponsor Packet

sdpride.org

July 13-15, 2018



San Diego Pride is an established LGBT-serving nonprofit, which has been a trusted voice of authority for San Diego's LGBT community for more than 40 years.

We invite you to partner with us to serve this community and would love to connect you with the large, loyal audience of San Diego Pride.

Ticketing and Attendance

San Diego Pride is one of the oldest LGBT-serving organizations in the region, among the largest Pride celebrations in the country, and is an internationally recognized destination event. In 2017, San Diego Pride reached:

- **230,000** cheering parade spectators
- **40,000** music festival attendees
- **25** local and national media partners

Tickets to our two-day festival were sold in:

- **464** cities
- **46** states
- **27** countries

A 2016 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 Research

San Diego Pride's social media reach is the largest of any LGBT-serving nonprofit in San Diego and 2017 **sponsor-included print ad impressions were estimated at 4.5 million.**

Our social media channels have also grown by 17% since Pride 2017.

Facebook: 2nd largest of any U.S. Pride:

- **55,000** engaged followers
- **1.9 million** people reached
- **5.6 million** Pride month impressions

Website: During Pride season:

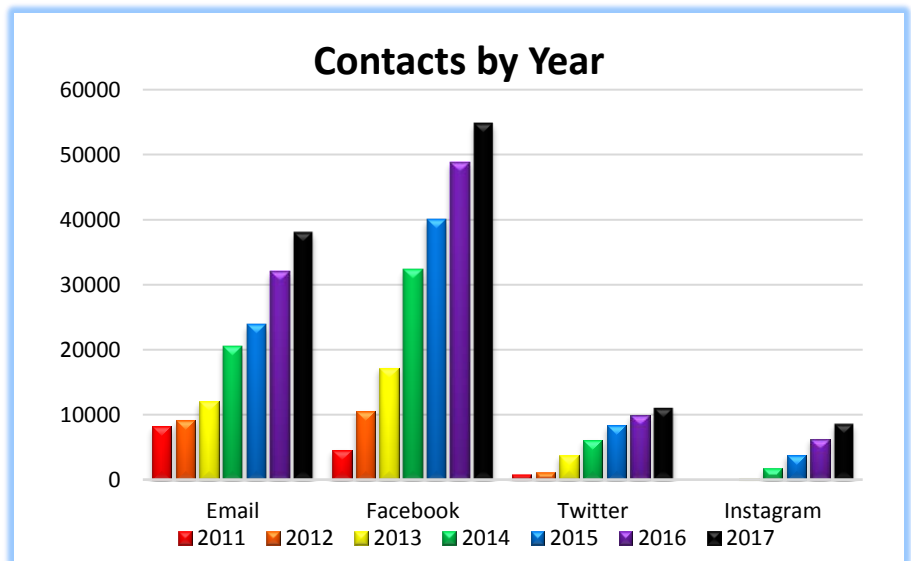
- **240,000+** users engage with
- **380,000+** sessions
- **1.9 million** page views

E-newsletter: Bi-monthly email blast reaches:

- **38,000** people with targeted news and sponsor information

Twitter:

- **12,000** engaged followers



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

Director of Development Chance McKee

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Phone: (619) 297-7683 ext. 110



2018 SPONSOR BENEFITS

In-kind donations 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 (nontransferable)	Premium Placement (contingent 1-25)	Preferred Placement (contingent 1-50)	Preferred Placement (contingent 1-50)	Included	Included	Included
Main Stage LED Recognition	Video Ad Opportunity (2 minutes)	Video Ad Opportunity (2 minutes)	Dedicated Single Slide for Logo	Dedicated Single Slide for Logo	Logo on Sponsors Slide	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
Weekend Festival Passes	30	25	20	15	10	5
VIP Lounge Passes (nontransferable)	8	6	6	4	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 – July	3 Dedicated Posts May – July	2 Dedicated Posts May – July	1 Dedicated Post May – July	1 Dedicated Post August – October	1 General Sponsor Post
Underwriting 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 2018-2019)	Logo on Pride home page, link and logo on Partner Page.					
Other Social Media	1 Twitter and 2 LinkedIn mentions 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.

2018 NAMING OPPORTUNITIES

Special naming opportunities available on a first-come, first-serve basis.

Parade Sponsor - \$50,000

Sponsor one of the largest celebrations of diversity in San Diego that draws 200+ contingents and more than 100,000 spectators!

- Diamond Sponsor recognition and benefits
- Special parade barrier, viewing stations signage
- VIP and Senior viewing area opportunities

Green Initiatives Sponsor - \$20,000

San Diego Pride is a green event! We recycle, limit waste and use renewable energy when possible.

- Supporting Sponsor recognition and benefits
- Logo on recycle bins throughout festival grounds
- Special recognition and logo placement on Pride festival map

Movie Night Sponsor - \$15,000

San Diego Pride provides two nights of LGBT-themed movies to festival-goers on the festival lawn. You receive:

- Rainbow Sponsor recognition and benefits
- Signage/logo recognition in movie screening area
- Opportunity to bring in branded folding chairs and movie blankets

Hip Hop or Latino Stage Sponsor - \$15,000

In addition to performers on the Main Stage, two-days of talent are featured on the Hip Hop and Latin Stages. This opportunity allows you to message to a specific population within the LGBT community.

- Logo on Stage Backdrop
- Special Recognition on map
- Community Sponsor recognition and benefits

Accessibility Team Underwriter - \$10,000

San Diego Pride strives to ensure all event attendees have access to the Pride celebration, including free ASL interpreting services, assisted listening devices, wheelchairs and large print materials.

- Supporting Sponsor recognition and benefits
- Logo on Accessibility Signage & Booth
- Recognition on ASL provider t-shirts

VIP Reception Sponsor - \$7,500

Sponsor Friday evening's VIP reception highlighting community activists, speakers and VIP personalities. This is an opportunity to give back to those leading the charge here in San Diego.

- Rainbow Sponsor recognition and benefits
- Signage, acknowledgement in VIP reception
- Presenting Sponsor Recognition on Rally Stage LED screen

2017 SPONSORS – THANK YOU!



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