SAN DIEGO PRIDE
2023 SPONSORSHIP DECK

July 8 - 16, 2023

sdpride.org
Sponsorship Deadline: June 1, 2023
San Diego Pride is a 501c3 Non-Profit

For more information on San Diego Pride sponsorship, please contact
Kelcie Parra/ kelcie@sdpride.org
Festival Presenting Sponsor
$100,000 - Shared Sponsorship • $200,000 - Sole Sponsorship

- 100 2-Day general admission festival tickets
- 50 2-Day VIP festival tickets
- Logo on entrance/exit trusses of festival
- Two 15-30 second video spots on Stonewall Stage
- Up to 10x30 complimentary booth space with premium placement at festival
- Above the fold logo placement on festival pamphlet
- Logo on festival map
- Logo on festival shirt, tickets, poster, sponsor banner, website and newsletter
- 1 social media post on San Diego Pride platforms (at Pride's discretion)
- Complimentary parade contingent
Parade Presenting Sponsor
$75,000 - Shared Sponsorship • $150,000 - Sole Sponsorship

• 50 2-Day general admission festival tickets
• 25 2-Day VIP festival tickets
• One 15-30 second video spot on Stonewall Stage
• Up to 10x30 complimentary booth space at festival
• Opportunity for sponsor to “kick off” parade waving a flag while wearing branded clothing; Opportunity to be a parade judge
• 2 reserved parking spaces at the parade staging area
• Official rights to use “Official Presenting Sponsor of San Diego Pride Parade” for one year
• Logo on festival shirt, tickets, poster, sponsor banner, festival Stonewall Stage scroll, website, newsletter, parade cone numbers, and banners along parade route
• 1 social media post on San Diego Pride platforms (at Pride’s discretion)
• Complimentary parade contingent
Stonewall Stage Sponsor
$50,000 - Shared Sponsorship • $100,000 - Sole Sponsorship

- 50 2-Day general admission festival tickets
- 25 2-Day VIP festival tickets
- Logo on stage banner scrims
- One 15-30 second video spot on Stonewall Stage
- Up to 10x20 complimentary booth space at festival
- Logo and call out box on festival pamphlet/map
- 1 social media post on San Diego Pride platforms (at Pride’s discretion)
- Complimentary parade contingent
Movement Stage Sponsor
$25,000 - Shared Sponsorship • $50,000 - Sole Sponsorship

- 25 2-Day general admission festival tickets
- 15 2-Day VIP festival tickets
- Logo on stage banner scrims
- Logo on Movement Stage scroll
- 10x10 complimentary booth space at festival
- Logo and call out box on festival pamphlet/map
- 1 social media post on San Diego Pride platforms (at Pride's discretion)
- Complimentary parade contingent
Mundo Latino Stage Sponsor
$25,000 - Shared Sponsorship • $50,000 - Sole Sponsorship

- 25 2-Day general admission festival tickets
- 15 2-Day VIP festival tickets
- Logo on stage banner scrims
- Logo on Mundo Latino Stage scroll
- 10x10 complimentary booth space at festival
- Logo and call out box on festival pamphlet/map
- Logo on festival shirt, poster, sponsor banner, website and newsletter
- 1 social media post on San Diego Pride platforms (at Pride’s discretion)
- Complimentary parade contingent
Euphoria Stage Sponsor
$25,000 - Shared Sponsorship • $50,000 - Sole Sponsorship

- 25 2-Day general admission festival tickets
- 15 2-Day VIP festival tickets
- Logo on stage banner scrims
- Logo on Euphoria Stage scroll
- 10x10 complimentary booth space at festival
- Logo and call out box on festival pamphlet/map
- 1 social media post on San Diego Pride platforms (at Pride’s discretion)
- Complimentary parade contingent
Prism Area Sponsor
$25,000 - Shared Sponsorship • $50,000 - Sole Sponsorship

• Youth Zone
• Children’s Garden
• Recovery Village

• Art of Pride
• Literary Café
• LGBTQ History Center

Benefits
• 25 2-Day general admission festival tickets
• 15 2-Day VIP festival tickets
• Logo on Prism Area banners
• 10x10 complimentary booth space at festival
• Logo and call out box on festival pamphlet/map
• 1 social media post on San Diego Pride platforms (at Pride’s discretion)
• Complimentary parade contingent
VIP Area Sponsor

$25,000 - Shared Sponsorship  •  $50,000 - Sole Sponsorship

- 25 2-Day general admission festival tickets
- 15 2-Day VIP festival tickets
- Logo on VIP Area banners
- 10x10 complimentary booth space at festival
- Listing in festival pamphlet/map
- Logo on festival shirt, poster, sponsor banner, website and newsletter
- 1 social media post on San Diego Pride platforms (at Pride's discretion)
- Complimentary parade contingent
Bar Sponsorship
Each: $15,000

- Athlete Alley Bar
- Stonewall Stage Bar
- Mundo Latino Stage Bar
- Euphoria Stage Bar
- Movement Stage Bar
- API Stage Bar

Benefits
- 20 2-Day general admission festival tickets
- 10 2-Day VIP festival tickets
- Logo on bar banners
- Logo on Stonewall Stage scroll
- 10x10 complimentary booth space
- Listing on festival pamphlet
- Logo on festival shirt, poster, sponsor banner, website and newsletter
- Complimentary parade contingent
Community Area Sponsorships

Each Area: $15,000 Shared Sponsorship • $30,000 Sole Sponsorship

- Athlete Alley
- Leather Realm
- Medical Tent
- Pride Village

- Pan-Asian Night Market
- Trans Pride Village
- Veterans & First Responders

Benefits

- 20 2-Day general admission festival tickets
- 10 2-Day VIP festival tickets
- Logo on area banners
- Logo on Stonewall Stage scroll
- 10x10 complimentary booth space
- Listing in festival pamphlet
- Logo on festival shirt, poster, sponsor banner, website and newsletter
- Complimentary parade contingent
Community Area Sponsorships
Each Area: $6,500

- Parade Hospitality area
- HIV Testing (3)
- Senior Cool Zone (2)
- Ride Share Area
- Bike & Scooter Corral
- Information Booth

- Senior Resource Area
- Latine Resource Area
- Black Pride Resource Area
- Indigenous Resource Area
- QAPIMEDA Resource Area

Benefits

- 10 Complimentary GA tickets; 3 Complimentary VIP tickets
- Logo on website and newsletter
- Complimentary Parade Contingent
Year-Round Sponsorships
Each Area: $6,500

- Latinx programming
- LGBTQIA Survivor Task Force
- Art of Pride
- Trans Day of Empowerment

- SheFest programming
- Queer Asian, Pacific Islander, Middle Eastern, Desi programming (QAPIMEDA)

Benefits
- 10 Complimentary GA tickets; 3 Complimentary VIP tickets
- Logo on website and newsletter
- Complimentary Parade Contingent
Festival and Parade Sponsorships
Each Area: $15,000 Shared Sponsorship • $30,000 Sole Sponsorship

- Ambulance Underwriter
- VIP Food & Beverage
- Banner Underwriter
- Power Sponsor
- Volunteer Food & Beverage
- Golf Cart Underwriter
- Accessibility & ASL
- Shuttle Underwriter
- Waste Bin Sponsor
- Security Underwriter

Benefits
- 20 2-Day general admission festival tickets
- 10 2-Day VIP festival tickets
- Logo on area banners
- Logo on Stonewall Stage scroll
- 10x10 complimentary booth space
- Logo on festival pamphlet
- Logo on festival shirt, poster, sponsor banner, website and newsletter
- Complimentary parade contingent
San Diego Pride has secured the bid to host the InterPride General Meeting & World Conference in 2023 bringing together hundreds of Pride organizers from across the globe.

Your company can receive even more international exposure by adding InterPride onto your 2023 San Diego Pride Parade & Festival Sponsorship. Cash and in-kind options are available!

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All sponsors receive post-event referral support and opportunity to include products in swag bags.
THANK YOU!
2022 SPONSORS

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