

<u>Deadline for Executed Contracts:</u> May 30th, 2024 For more information on sponsorship, please contact:

San Diego Pride is a registered 501(c)(3) nonprofit. EIN: 33-0619449

sponsor@sdpride.org







"A different kind of Pride"

San Diego Pride's mission to foster pride, equity, and respect for LGBTQ communities locally, nationally, and globally goes beyond our Parade and Festival. This commitment traces back to San Diego's inaugural Pride march in 1974 and has remained steadfast ever since.

Our organization's impact in hosting the largest annual civic event in the county takes a village of dedicated community builders. Annually, we rely on the <u>leadership of more than 1,000 volunteers</u> to create our festival, parade, and year-round programming with deep intentionality, centering those who have been historically excluded in creating visibility, connections, and meaningful celebrations.

As a registered 501 (c) (3) nonprofit, our annual Parade and Festival stand as our largest fundraisers of the year, allowing our year-round programs to thrive, our staff and volunteers to continue critical work in coalition-building, advocacy, education, and leadership development, and empowering us as the most philanthropic Pride organization in the world.

We invite you to be a part of our movement by sponsoring our annual festivities and year-round programming. Please do not hesitate to reach out to learn more about San Diego Pride's impact as a "different kind of Pride" rooted in arts, advocacy, and community and to inquire how you, too, can join in advancing pride year-round.

With Pride, San Diego Pride Philanthropy team



Festival Presenting Sponsor

\$150,000 - Sole Sponsorship • \$100,000 - Shared Sponsorship

Sole	Shared
Festival Tickets • (100) 2-day GA • (50) 2-day VIP	Festival Tickets • (50) 2-day GA • (25) 2-day VIP

On-site Festival Recognition

- Logo on ALL Entrance and Exit trusses to festival
- (2) 15-30 second videos on Stonewall Stage
- (Optional) up to 10x30ft complimentary booth space with premium placement

On-site Festival Recognition

- Shared logo on ALL Entrance and Exit trusses to festival
- (1) 15-30 second video on Stonewall Stage
- (Optional) up to 10x20ft complimentary booth space with premium placement

Festival Print Recognition

- Logo on festival map
- Above-the-fold logo placement on the festival pamphlet
- Logo on festival shirt and tickets

Festival Print Recognition

- Shared logo and call-out box on festival map
- Above-the-fold shared logo placement on the festival pamphlet
- Logo on festival shirt and tickets

Social Media Feature

 (1) social media post on San Diego Pride platforms (subject to Pride's approval)

Social Media Feature

 (1) social media post on San Diego Pride platforms (subject to Pride's approval)

Year-Round Recognition

 Headlining logo on San Diego Pride's 2024 sponsor banner, featured throughout our festival marketing, on our website, and weekly newsletter for a duration of 12 months

Year-Round Recognition

 Shared headlining logo on San Diego Pride's 2024 sponsor banner, featured throughout our festival marketing, on our website, and weekly newsletter for a duration of 12 months

Complimentary Parade Contingent

• Premium line up spot

Complimentary Parade Contingent

• Premium line up spot









Parade Presenting Sponsor

\$150,000 - Sole Sponsorship • \$75,000 - Shared Sponsorship

Sole	Shared
Festival Tickets • (100) 2-day GA • (50) 2-day VIP	Festival Tickets • (50) 2-day GA • (25) 2-day VIP

Parade Benefits

- Opportunity to kick-off parade with opening banner with logo as first corporate contingent
- Parade contingent with premium line up spot
- Opportunity to select / send a parade judge
- (2) reserved parking spots at parade staging area

Parade Benefits

- Opportunity to kick-off parade with opening banner with logo as first corporate contingent
- Parade contingent with premium line up spot
- Opportunity to select / send a parade judge
- (1) reserved parking spot at the parade staging area

On-site Festival Recognition

- Opportunity to kick-off parade, with branded clothing and opening banner with logo
- (1) 15-30 second video on Stonewall Stage
- (Optional) up to 10x30ft complimentary booth space with premium placement

On-site Festival Recognition

- Opportunity to kick-off parade, with branded clothing and opening banner with logo
- (1) 15 second video on Stonewall Stage
- (Optional) up to 10x20ft complimentary booth space with premium placement

Parade Print Recognition

- Headlining logo on Parade map
- Official rights to use "Official Presenting Sponsor of San Diego Pride Parade" language for 1 year

Festival Print Recognition

- Shared headlining logo on Parade map
- Official rights to use "Official Presenting Co-Sponsor of San Diego Pride Parade" language for 1 year

Social Media Feature

• (1) social media post on San Diego Pride platforms (subject to Pride's approval)

Social Media Feature

 (1) social media post on San Diego Pride platforms (subject to Pride's approval)

Year-Round Recognition

 Headlining Parade presenter logo on San Diego Pride's 2024 sponsor banner, featured throughout our festival marketing, on our website, and weekly newsletter for a duration of 12 months

Year-Round Recognition

 Shared headlining Parade presenter logo on San Diego Pride's 2024 sponsor banner, featured throughout our festival marketing, on our website, and weekly newsletter for a duration of 12 months









Stonewall Stage Sponsor \$100,000 - Sole Sponsorship • \$50,000 - Shared Sponsorship

Sole	Shared
Festival Tickets • (50) 2-day GA • (25) 2-day VIP	Festival Tickets • (25) 2-day GA • (15) 2-day VIP
On-site Festival Recognition • Logo on mainstage banner scrims • (1) 30 second video on Stonewall Stage • (Optional) up to 10x20ft complimentary booth space	 On-site Festival Recognition Logo on mainstage banner scrims (1) 15 second video on Stonewall Stage (Optional) 10x10ft complimentary booth space
Festival Print Recognition Listing as mainstage sponsor on festival map Logo in mainstage call-out box on festival map Logo on festival shirt and tickets	 Festival Print Recognition Listing as mainstage co-sponsor on festival map Shared logo space in mainstage call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent • Premium line up spot









VIP Area Sponsor

\$75,000 - Sole Sponsorship • \$37,500 - Shared Sponsorship

Sole	Shared
Festival Tickets • (50) 2-day GA • (25) 2-day VIP	Festival Tickets • (25) 2-day GA • (13) 2-day VIP
 On-site Festival Recognition Logo on all VIP area banners (1) 15 second video on Stonewall mainstage scroll (Optional) up to 10x20ft complimentary booth space with premium placement near mainstage 	 On-site Festival Recognition Shared logo space all VIP area banners Logo on Stonewall mainstage scroll (Optional) 10x10ft complimentary booth space with placement near mainstage
Festival Print Recognition Listing as VIP area sponsor on festival map Logo in VIP area call-out box on festival map Logo on festival shirt and tickets	 Festival Print Recognition Listing as VIP area co-sponsor on festival map Shared logo space in VIP area call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent









Movement Stage Sponsor \$50,000 - Sole Sponsorship • \$25,000 - Shared Sponsorship

Sole	Shared
Festival Tickets • (25) 2-day GA • (15) 2-day VIP	Festival Tickets • (13) 2-day GA • (8) 2-day VIP
 On-site Festival Recognition Logo on Movement stage banner scrims Logo on Movement stage scroll (Optional) 10x10ft complimentary booth space with premium placement near Movement stage 	 On-site Festival Recognition Shared logo space on Movement stage banner scrims Logo on Movement stage scroll (Optional) 10x10ft complimentary booth space
Festival Print Recognition Listing as stage sponsor on festival map Logo in stage call-out box on festival map Logo on festival shirt and tickets	 Festival Print Recognition Listing as stage co-sponsor on festival map Shared logo space in stage call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent









Euphoria Stage Sponsor \$50,000 - Sole Sponsorship • \$25,000 - Shared Sponsorship

Sole	Shared
Festival Tickets • (25) 2-day GA • (15) 2-day VIP	Festival Tickets • (13) 2-day GA • (8) 2-day VIP
 On-site Festival Recognition Logo on Euphoria stage banner scrims Logo on Euphoria stage scroll (Optional) 10x10ft complimentary booth space with premium placement near Euphoria stage 	 On-site Festival Recognition Shared logo space on Euphoria stage banner scrims Logo on Euphoria stage scroll (Optional) 10x10ft complimentary booth space near stage
Festival Print Recognition Listing as stage sponsor on festival map Logo in stage call-out box on festival map Logo on festival shirt and tickets	 Festival Print Recognition Listing as stage co-sponsor on festival map Shared logo space in stage call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent









Mundo Latino Stage Sponsor \$50,000 - Sole Sponsorship • \$25,000 - Shared Sponsorship

Sole	Shared
Festival Tickets • (25) 2-day GA • (15) 2-day VIP	Festival Tickets • (13) 2-day GA • (8) 2-day VIP
 On-site Festival Recognition Logo on Mundo Latino stage banner scrims Logo on Mundo Latino stage scroll (Optional) 10x10ft complimentary booth space with premium placement near Euphoria stage 	 On-site Festival Recognition Shared logo space on Mundo Latino stage banner scrims Logo on Mundo Latino stage scroll (Optional) 10x10ft complimentary booth space near stage
Festival Print Recognition Listing as stage sponsor on festival map Logo in stage call-out box on festival map Logo on festival shirt and tickets	 Festival Print Recognition Listing as stage co-sponsor on festival map Shared logo space in stage call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent









Prism Area Sponsor

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



- Youth Zone
- · Children's Garden
- Recovery Village

- Art of Pride Village
- Literary Café
- LGBTQ History Center

Sole	Shared
Festival Tickets • (25) 2-day GA • (15) 2-day VIP	Festival Tickets • (13) 2-day GA • (8) 2-day VIP
 On-site Festival Recognition Logo on Prism area banners Logo on Stonewall stage scroll (Optional) 10x10ft complimentary booth space with premium placement near Prism area 	 On-site Festival Recognition Shared logo space on Prism area banners Logo on Stonewall stage scroll (Optional) 10x10ft complimentary booth space near Prism area
Festival Print Recognition Listing Prism area sponsor on festival map Logo in Prism area call-out box on festival map Logo on festival shirt and tickets	 Festival Print Recognition Listing as stage co-sponsor on festival map Shared logo space in stage call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent









Drink & Alcohol Category Sponsorship

Each: \$50,000 to \$25,000

Beer

Rum

- Soda/Water
- Wine

- Vodka
- Tequila
- Energy Drink

Benefits Overview

Festival Tickets**

- (25-12) 2-day GA
- (13-7) 2-day VIP

On-site Festival Recognition

- Logo on all bar banners
- Logo on Stonewall stage scroll
- (Optional) 10x10ft complimentary booth space

Festival Print Recognition

- Listing as sponsor on festival map
- Logo on festival shirt and tickets

Year-Round Recognition

• Logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months

Social Media Feature

• (Variable) social media post on San Diego Pride platforms (subject to Pride's approval)**

Complimentary Parade Contingent

(Variable) placement**

** Benefit variable dependent on value of sponsorship, to be determined/discussed









Pride Community Area Sponsorships

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



- Pride Village
- Leather Realm

- Trans Pride Village
- Veterans & First Responders

Complimentary Parade Contingent

Sole	Shared
Festival Tickets • (20) 2-day GA • (10) 2-day VIP	Festival Tickets • (10) 2-day GA • (5) 2-day VIP
 On-site Festival Recognition Logo on respective area banners Logo on Stonewall stage scroll (Optional) 10x10ft complimentary booth space with premium placement near respective area 	 On-site Festival Recognition Shared logo space on respective area banners Logo on Stonewall stage scroll (Optional) 10x10ft complimentary booth space near area
 Festival Print Recognition Listing as respective area sponsor on festival map Logo in respective area call-out box on festival map Logo on festival shirt and tickets 	 Festival Print Recognition Shared listing as area sponsor on festival map Shared logo space in area call-out box on festival map Logo on festival shirt and tickets
Year-Round Recognition • Logo on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Second tier logo spot on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature Not Included for Shared Sponsorship



Festival and Parade Production Sponsorships

Each Category: \$30,000 Sole Sponsorship • \$15,000 Shared Sponsorship

Hospitality Categories

- Information Booth
- Parade Hospitality area
- Waste Bin Sponsor

Transportation Categories

- Golf Cart Underwriter
- Shuttle Underwriter
- Ride Share Area

Wellness Categories

- Medical Tent
- Accessibility & ASL
- HIV Testing Sites (3)
- Pet Rest Area

Sole	Shared
Festival Tickets • (20) 2-day GA • (10) 2-day VIP	Festival Tickets • (10) 2-day GA • (5) 2-day VIP
 On-site Festival Recognition Logo on respective area banner scrims Logo on Stonewall mainstage scroll (Optional) 10x10ft complimentary booth space with premium placement near respective area 	On-site Festival Recognition Logo on respective area banner scrims Logo on Stonewall mainstage scroll (Optional) 10x10ft complimentary booth space
Festival Print Recognition Listing as area sponsor on festival map Logo on festival shirt, map, and tickets	Festival Print Recognition Listing as area co-sponsor on festival map Logo on festival shirt, map, and tickets
Year-Round Recognition • Logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Second-tier logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
Social Media Feature • (1) social media post on San Diego Pride platforms (subject to Pride's approval)	Social Media Feature Not Included for Shared Sponsorship
Complimentary Parade Contingent • Premium line up spot	Complimentary Parade Contingent



Bar Sponsorship

Each: \$20,000 - \$15,000 - 10 available

- Stonewall Stage Bar
- Athlete Alley Bar
- Mundo Latino Stage Bar

- Euphoria Stage Bar
- Movement Stage Bar

Stonewall Stage Bar \$25,000	All Other Stage Bars \$15,000 each
Festival Tickets • (25) 2-day GA • (10) 2-day VIP	Festival Tickets • (20) 2-day GA • (10) 2-day VIP
 On-site Festival Recognition Logo on Stonewall bar banners Logo on Stonewall mainstage scroll (Optional) 10x10ft complimentary booth space with premium placement near Stonewall mainstage 	On-site Festival Recognition • Logo on respective area banner scrims • Logo on Stonewall mainstage scroll • (Optional) 10x10ft complimentary booth space
Festival Print Recognition Listing as Stonewall bar sponsor on festival map Logo on festival shirt, map, and tickets	Festival Print Recognition Listing as respective bar sponsor on map Logo on festival shirt, map, and tickets
Year-Round Recognition • Logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months	Year-Round Recognition • Second-tier logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months



Complimentary Parade Contingent







Resource Area & Misc. Sponsorships

Each Area: \$10,000

- Senior Cool Zones (2)
- Latine Resource Area
- Black Pride Resource Area

- Bike & Scooter Corral
- Golf Cart Underwriter
- Parade Hospitality Tent

Benefits

Festival Tickets

- (10) 2-day GA
- (3) 2-day VIP

Festival Print Recognition

Listing as area sponsor on festival map

Year-Round Recognition

• Second-tier logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months









Pride 365 Program Sponsorships

Each Program: \$10,000

- San Diego Latine Coalition
- LGBTQIA+ Survivor Task Force
- Art of Pride
- Trans Day of Empowerment
- Queer Asian, Pacific Islander,
 Middle Eastern, Desi-American
 Coalition (QAPIMEDA)
- LGBTQ Disability Coalition

Benefits

Festival Tickets

- (10) 2-day GA
- (3) 2-day VIP

Year-Round Recognition

- Second-tier logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
- Recognition at respective year-round program's events
- Logo on respective program's webpage for a duration of 12 months











Corporate Parade Contingent & General Sponsorship

Sponsor Recognition & Benefits: \$10,000 | Contingent only: \$7,500

General Sponsor Bene	fits
\$10,000	

Contingent only

\$7,500

Complimentary Parade Contingent

Corporate Parade Registration

Festival Tickets

- (10) 2-day GA
- (3) 2-day VIP

Festival Tickets not included

Year-Round Recognition

 Logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months

Sponsor recognition not included











10th Anniversary She Fest Flagship Sponsorship

Each Area: \$50,000 - \$10,000

Sponsorship Level	Presenting \$50,000	Stage \$25,000	Lounge \$15,000	Workshop \$15,000	General \$10,000
GA Pride Festival Tickets	25	15	10	10	10
VIP Pride Festival Tickets	15	10	5	5	3
On-Site She Fest Recognition	Entrances, Exits, and Stage	Stage banners	Lounge area	Workshop banners	-
Booth space at She Fest	10 x 20	10 x 20	10x10	10x10	
She Fest Print Recognition	Logo on She Fest tshirts & print guides	Flyers & Palm Cards	Flyers & Palm Cards	Flyers & Palm Cards	Flyers & Palm Cards
Social Media	(1) post on SD Pride & She Fest social media	(1) post on SD Pride & She Fest social media	-	-	-

All She Fest sponsor level Benefits:

- Logo on both She Fest & San Diego Pride's 2024 sponsor banner
- Complimentary Pride parade contingent













THANK YOU!

2023 SPONSORS

THANK YOU TO OUR SPONSORS



































































































































































