



SAN DIEGO PRIDE

2025 SPONSORSHIP DECK

Festival: July 19-20th, 2025

Parade: July 19th, 2025

Deadline for Executed Contracts:
Friday, May 2nd, 2025

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

For more information on sponsorship and partnership opportunities, please
contact: sponsor@sdpride.org

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Community-centered, mission-focused

San Diego Pride is dedicated to advancing pride, equality, and respect for LGBTQIA+ local, national, and global communities, not only through our annual Parade and Festival but through impactful work that spans the entire year.

At the heart of our work is a foundational commitment to the LGBTQIA+ community, fostering collaborative relationships with aligned grassroots coalitions, nonprofits, government agencies, corporations, and thousands of dedicated volunteers to create an inclusive and transformative Pride experience.

Beyond our signature celebrations and events, San Diego Pride has contributed over \$3 million to LGBTQIA+-serving nonprofits around the world and hosts year-round education, advocacy, and community-building programs. Your sponsorship directly supports these initiatives, which empower and uplift members of the LGBTQIA+ community, particularly those historically underrepresented in spaces of visibility, connection, and celebration.

As a registered 501(c)(3) nonprofit, our Parade and Festival serve as our largest annual fundraisers, ensuring the sustainability of these vital programs. We invite you to join us in this work by becoming a sponsor of San Diego Pride Week and our year-round programs. We look forward to discussing how your partnership makes a lasting impact. Thank you for your support!

**With Pride,
San Diego Pride Philanthropy team**



PRIDE VOLUNTEER & STAFF LEADERSHIP

thank you for your support!

Expand your partnership with Pride!



Partnering with San Diego Pride offers a unique opportunity for companies to enhance employee satisfaction. Your partnership with San Diego Pride showcases not only to the community your dedication to LGBTQIA+ inclusion, but also to your workforce!

- **PARTICIPATE** By organizing group volunteer opportunities with San Diego Pride, your team can connect with meaningful causes while team building!
- **ENGAGE** Our specialized Training Institute offers sessions starting at \$1,750, empowering companies across all industry types to foster active inclusivity for LGBTQIA+ and intersectional identities.

Group Volunteering >

Training Institute >

Did you know...

According to Gallup, LGBTQ+ employees who feel supported and included at work are 25% more likely to be satisfied with their jobs! By organizing group volunteer opportunities or internal training opportunities with San Diego Pride, your team can team build while contributing to meaningful causes.

Metrics

Annually serving as the largest civic event in San Diego County as well as a year-round 501c3 nonprofit organization hosting LGBTQIA+-centered free events throughout the year, San Diego Pride engages a wide and diverse demographic of participants.

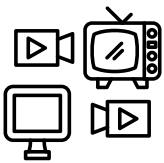
The 2024 Pride Parade and Festival engaged:

- **250,000+ parade goers/viewers**
- **28,335 festival attendees**

San Diego Pride was thrilled that our 2024 celebration was broadcasted live via the CW channel, which boasts more than 384,000 subscribers.

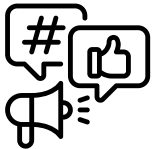
MARKETING REACH

June 1- July 22, 2024



Earned Media

- In 2024, San Diego Pride was featured in over 100 articles across the country and region
- **Estimated reach: over 38 million individuals**



Social Media

- 899,725 impressions across Instagram, Facebook, X, and LinkedIn
- 150,444 engagements (likes, comments, shares, reposts)



Website Interactions

- 1,343,059 page views
- 254,945 website users



Email Marketing

- 69,653 subscribers
- 244,443 opens



Festival Presenting Sponsor

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

Sole	Shared
<p>Festival Tickets</p> <ul style="list-style-type: none">• (150) 2-day GA• (75) 2-day VIP	<p>Festival Tickets</p> <ul style="list-style-type: none">• (100) 2-day GA• (50) 2-day VIP
<p>On-site Festival Recognition</p> <ul style="list-style-type: none">• 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	<p>On-site Festival Recognition</p> <ul style="list-style-type: none">• 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
<p>Festival Print Recognition</p> <ul style="list-style-type: none">• Logo on festival map front page• Above-the-fold logo placement on the festival pamphlet• Logo on festival shirt and online tickets	<p>Festival Print Recognition</p> <ul style="list-style-type: none">• Shared logo and call-out box on festival map front page• Above-the-fold shared logo placement on the festival pamphlet• Logo on festival shirt and online tickets
<p>Social Media Feature</p> <ul style="list-style-type: none">• (1) social media post on San Diego Pride platforms (subject to Pride's approval)	<p>Social Media Feature</p> <ul style="list-style-type: none">• (1) social media post on San Diego Pride platforms (subject to Pride's approval)
<p>Year-Round Recognition</p> <ul style="list-style-type: none">• 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, customized training session for internal staff and stakeholders	<p>Year-Round Recognition</p> <ul style="list-style-type: none">• 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, customized training session for internal staff and stakeholders
<p>Complimentary Parade Contingent</p> <ul style="list-style-type: none">• Premium line up spot	<p>Complimentary Parade Contingent</p> <ul style="list-style-type: none">• Premium line up spot



Parade Presenting Sponsor

\$100,000 - Sole Sponsorship • \$75,000 - Shared Sponsorship

Sole	Shared
<p>Festival Tickets</p> <ul style="list-style-type: none"> • (100) 2-day GA • (50) 2-day VIP 	<p>Festival Tickets</p> <ul style="list-style-type: none"> • (50) 2-day GA • (25) 2-day VIP
<p>Parade Benefits</p> <ul style="list-style-type: none"> • Opportunity to kick-off parade with opening banner with logo as first corporate contingent • (2) reserved parking spots at parade staging area • Customized marketing, media activation at Parade 	<p>Parade Benefits</p> <ul style="list-style-type: none"> • Parade contingent with premium line up spot, leading corporate contingent alongside shared sponsor • (1) reserved parking spot at the parade staging area
<p>Parade Print Recognition</p> <ul style="list-style-type: none"> • Headlining logo on Parade map and event page • Official rights to use “Official Presenting Sponsor of San Diego Pride Parade” language for 1 year • Logo on festival shirt and online tickets 	<p>Parade Print Recognition</p> <ul style="list-style-type: none"> • Shared headlining logo on Parade map • Official rights to use “Official Presenting Co-Sponsor of San Diego Pride Parade” language for 1 year • Logo on festival shirt and online tickets
<p>On-site Festival Recognition</p> <ul style="list-style-type: none"> • (1) 15-60 second video on Stonewall Stage • (Optional) up to 10x30ft complimentary booth space with premium placement 	<p>On-site Festival Recognition</p> <ul style="list-style-type: none"> • (1) 15-30 second video on Stonewall Stage • (Optional) up to 10x20ft complimentary booth space with premium placement
<p>Social Media Feature</p> <ul style="list-style-type: none"> • (2) social medias post on San Diego Pride platforms (subject to Pride’s approval) • Opportunity for reel/video on social media story 	<p>Social Media Feature</p> <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride’s approval)
<p>Year-Round Recognition</p> <ul style="list-style-type: none"> • (1-year) Headlining Parade presenter logo on Pride’s 2024 sponsor banner, featured in our festival marketing, website, and weekly newsletter • Complimentary, customized training session for internal staff and stakeholders • Dedicated slide and recognition at 2025 Parade Awards ceremony 	<p>Year-Round Recognition</p> <ul style="list-style-type: none"> • (1-year) Shared headlining Parade presenter logo on Pride’s 2024 sponsor banner, featured in our festival marketing, website, and weekly newsletter • Dedicated slide and recognition at 2025 Parade Awards ceremony



Stonewall Mainstage Sponsor

\$100,000 - Sole Sponsorship • \$50,000 - Shared Sponsorship

Sole	Shared
Festival Tickets <ul style="list-style-type: none"> • (50) 2-day GA • (25) 2-day VIP 	Festival Tickets <ul style="list-style-type: none"> • (25) 2-day GA • (15) 2-day VIP
On-site Festival Recognition <ul style="list-style-type: none"> • Logo on mainstage banner scrim • (1) 15-60 second video on Stonewall Stage • (Optional) up to 10x20ft complimentary booth space 	On-site Festival Recognition <ul style="list-style-type: none"> • Logo on mainstage banner scrim • (1) 15-30 second video on Stonewall Stage • (Optional) 10x10ft complimentary booth space
Festival Print Recognition <ul style="list-style-type: none"> • Listing as mainstage sponsor on festival map • Logo in mainstage call-out box on festival map • Logo on festival shirt and online tickets 	Festival Print Recognition <ul style="list-style-type: none"> • Listing as mainstage co-sponsor on festival map • Shared logo space in mainstage call-out box on festival map • Logo on festival shirt and online tickets
Year-Round Recognition <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval) 	Social Media Feature <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent <ul style="list-style-type: none"> • Premium line up spot 	Complimentary Parade Contingent <ul style="list-style-type: none"> • Premium line up spot



VIP Area Sponsor

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

Sole	Shared
Festival Tickets <ul style="list-style-type: none"> • (50) 2-day GA • (25) 2-day VIP 	Festival Tickets <ul style="list-style-type: none"> • (25) 2-day GA • (13) 2-day VIP
On-site Festival Recognition <ul style="list-style-type: none"> • Logo on all VIP area banners • (1) 15-30 second video on Stonewall mainstage scroll • (Optional) up to 10x20ft complimentary booth space with premium placement near mainstage 	On-site Festival Recognition <ul style="list-style-type: none"> • Shared logo space all VIP area banners • Logo on Stonewall mainstage scroll • (Optional) 10x10ft complimentary booth space with placement near mainstage
Festival Print Recognition <ul style="list-style-type: none"> • Listing as VIP area sponsor on festival map • Logo in VIP area call-out box on festival map • Logo on festival shirt and online tickets 	Festival Print Recognition <ul style="list-style-type: none"> • 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 online tickets
Year-Round Recognition <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval) 	Social Media Feature <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent <ul style="list-style-type: none"> • Premium line up spot 	Complimentary Parade Contingent



Stage Sponsor

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

Sole	Shared
<p>Festival Tickets</p> <ul style="list-style-type: none"> • (25) 2-day GA • (15) 2-day VIP 	<p>Festival Tickets</p> <ul style="list-style-type: none"> • (13) 2-day GA • (8) 2-day VIP
<p>On-site Festival Recognition</p> <ul style="list-style-type: none"> • Logo on respective stage banner scrim • Logo on respective stage scroll • (Optional) 10x10ft complimentary booth space with premium placement near respective stage 	<p>On-site Festival Recognition</p> <ul style="list-style-type: none"> • Shared logo space on respective stage banner scrim • Logo on respective stage scroll • (Optional) 10x10ft complimentary booth space near stage
<p>Festival Print Recognition</p> <ul style="list-style-type: none"> • Listing as stage sponsor on festival map • Logo in stage call-out box on festival map • Logo on festival shirt and online tickets 	<p>Festival Print Recognition</p> <ul style="list-style-type: none"> • Listing as stage co-sponsor on festival map • Shared logo space in stage call-out box on festival map • Logo on festival shirt and online tickets
<p>Year-Round Recognition</p> <ul style="list-style-type: none"> • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months 	<p>Year-Round Recognition</p> <ul style="list-style-type: none"> • Premium logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months
<p>Social Media Feature</p> <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval) 	<p>Social Media Feature</p> <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
<p>Complimentary Parade Contingent</p> <ul style="list-style-type: none"> • Premium line up spot 	<p>Complimentary Parade Contingent</p>



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 <ul style="list-style-type: none"> • (25) 2-day GA • (15) 2-day VIP 	Festival Tickets <ul style="list-style-type: none"> • (13) 2-day GA • (8) 2-day VIP
On-site Festival Recognition <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Shared logo space on Prism area banners • Logo on Stonewall stage scroll • (Optional) 10x10ft complimentary booth space near Prism area
Festival Print Recognition <ul style="list-style-type: none"> • Listing Prism area sponsor on festival map • Logo in Prism area call-out box on festival map • Logo on festival shirt and online tickets 	Festival Print Recognition <ul style="list-style-type: none"> • Listing as Prism area co-sponsor on festival map • Shared logo space in Prism area call-out box on festival map • Logo on festival shirt and online tickets
Year-Round Recognition <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval) 	Social Media Feature <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval)
Complimentary Parade Contingent <ul style="list-style-type: none"> • Premium line up spot 	Complimentary Parade Contingent



Spirit & Beverage Sponsorship

Each: \$50,000 to \$20,000

- Beer
- Rum
- Soda/Water
- Wine
- Vodka
- Tequila
- Energy Drink
- Mocktails

Benefits Overview

Festival Tickets**

- (25-10) 2-day GA
- (13-5) 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
- (\$15,000 and up) Logo on festival shirt and online 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

- (\$25,000 and up) 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**



Community Area Sponsorships

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



- Athlete Alley
- Pride Volunteer Village
- Pan-Asian CommuniTEA Plaza
- Trans Pride Village

Sole	Shared
<p>Festival Tickets</p> <ul style="list-style-type: none"> • (20) 2-day GA • (12) 2-day VIP 	<p>Festival Tickets</p> <ul style="list-style-type: none"> • (10) 2-day GA • (5) 2-day VIP
<p>On-site Festival Recognition</p> <ul style="list-style-type: none"> • Logo on respective area banners • Logo on Stonewall stage scroll • (Optional) 10x10ft complimentary booth space with premium placement near respective area 	<p>On-site Festival Recognition</p> <ul style="list-style-type: none"> • Shared logo space on respective area banners • Logo on Stonewall stage scroll • (Optional) 10x10ft complimentary booth space near area
<p>Festival Print Recognition</p> <ul style="list-style-type: none"> • Listing as respective area sponsor on festival map • Logo in respective area call-out box on festival map • Logo on festival shirt and tickets 	<p>Festival Print Recognition</p> <ul style="list-style-type: none"> • Shared listing as area sponsor on festival map • Shared logo space in area call-out box on festival map
<p>Year-Round Recognition</p> <ul style="list-style-type: none"> • Logo on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months 	<p>Year-Round Recognition</p> <ul style="list-style-type: none"> • 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
<p>Social Media Feature</p> <ul style="list-style-type: none"> • (1) social media post on San Diego Pride platforms (subject to Pride's approval) 	<p><i>Social Media Feature Not Included for Shared Sponsorship</i></p>
<p>Complimentary Parade Contingent</p>	<p>Complimentary Parade Contingent</p>

Festival and Parade Production Sponsorships

Each Category: \$15,000

Hospitality Categories

- **Information Booth**
- **Parade Hospitality area**
- **Parade Pet Rest area**

Resource Areas

- **Senior Cool Zones**
- **Latine Resource Area**
- **Black Pride Resource Area**

Wellness Categories

- **Medical Tent**
- **Accessibility & ASL**
- **HIV Testing Sites (3)**

Shared

Festival Tickets

- (10) 2-day GA
- (5) 2-day VIP

On-site Festival Recognition

- Logo on respective area banner
- Logo on Stonewall mainstage scroll
- (Optional) 10x10ft complimentary booth space

Festival Print Recognition

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

Year-Round Recognition

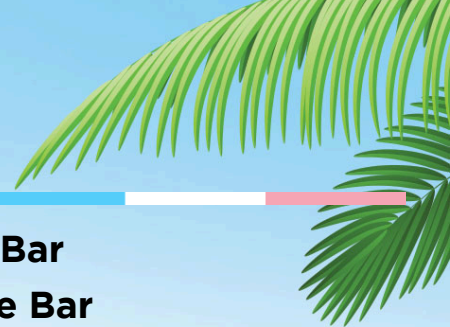
- Second-tier logo placement on San Diego Pride's 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months

Social Media Feature Not Included for Shared Sponsorship

Complimentary Parade Contingent

Bar Sponsorship

Each: \$25,000 to \$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 <ul style="list-style-type: none"> • (25) 2-day GA • (10) 2-day VIP 	Festival Tickets <ul style="list-style-type: none"> • (10) 2-day GA • (5) 2-day VIP
On-site Festival Recognition <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Logo on respective area bar banners • Logo on Stonewall mainstage scroll • (Optional) 10x10ft complimentary booth space
Festival Print Recognition <ul style="list-style-type: none"> • Listing as Stonewall bar sponsor on festival map • Logo on festival shirt and online tickets 	Festival Print Recognition <ul style="list-style-type: none"> • Listing as respective bar sponsor on map • Logo on festival shirt and online tickets
Year-Round Recognition <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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	Complimentary Parade Contingent



Pride 365 Program Sponsorships

Each Program: \$12,500

- 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

Complimentary Parade Contingent



General Sponsorship & Corporate Contingent

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

General Sponsor Benefits \$10,000	Contingent only \$7,500
Complimentary Parade Contingent	Corporate Parade Registration
Festival Tickets <ul style="list-style-type: none"> • (10) 2-day GA • (3) 2-day VIP 	<i>Festival Tickets not included</i>
Year-Round Recognition <ul style="list-style-type: none"> • Logo placement on San Diego Pride’s 2024 sponsor banner, featured on our website and weekly newsletter for a duration of 12 months 	<i>Sponsor recognition not included</i>

Please note, (1) parade contingent is defined as one of the following:

- Up to 100 marchers
- 1-2 vehicles and up to 25 marchers
- 1 float and up to 25 marchers

Contingents over the maximum allotted participants and/or vehicles will require purchase of an additional parade contingent.





Additional Program Sponsorship Opportunities



Latine Pride Sponsorship - September 2025

Each Area: \$25,000 - \$10,000

Sponsorship Level	Presenting \$25,000	Stage \$15,000	General \$10,000
GA Pride Festival Tickets	15	10	10
VIP Pride Festival Tickets	10	5	3
On-Site Recognition	Entrance banner	Stage banner	-
Booth space at Latine Pride	10 x 10	10 x 10	-
Social Media	(1) post on SD Pride & Latine Coalition social media	-	-

Other Latine Pride Sponsor Benefits:

- Logo on both Latine Pride & San Diego Pride's 2024 sponsor banner
- Complimentary Pride parade contingent
- (\$15,000+) Logo on San Diego Pride festival shirt and online tickets



Pride Youth Leadership Academy (YLA)

Sponsorship Level	Presenting / Gold \$25,000	Silver \$10,000	Bronze \$5,000
GA Pride Festival Tickets	15	10	-
VIP Pride Festival Tickets	8	3	-
Print & Social Media Recognition*	Logo on assets	Logo on assets	Logo on assets
Opportunity to be a part of a panel at YLA	Included	Included	Included
Social Media	(1) post on SD Pride social media	-	-

***Print and Social Media Recognition includes:**

Logo inclusion on print materials for the program, YLA website / San Diego Pride event listing, and social media post thanking attendees and sponsors of the event

Other YLA Sponsor Benefits:

- (\$10,000+) Complimentary Pride parade contingent & 2025 San Diego Pride Sponsorship recognition
- (\$15,000+) Logo on San Diego Pride festival shirt and online tickets



THANK YOU!

2024 SPONSORS

