



LONG BEACH PRIDE

CORPORATE SPONSORSHIP

Opportunities **2023**



August 5-6, 2023



LONG BEACH PRIDE'S **MISSION**



To produce and support activities that educate, encourage and celebrate PRIDE, inclusion and respect for humanity.



2023 LONG
BEACH
PRIDE



LONG BEACH PRIDE **OUTREACH 2023**

ATTENDANCE

- Festival 28,000
- 75% Under age 34
- 65% Ethnic Diversity
- 40,000 attend Parade
- 80% LGBTQ audience

MEDIA / TV COVERAGE

- Local & Cable new coverage
- Highlights: CBS, KTLA, NBC 4, Telemundo
- Radio ads in all major markets:
- 30 /60 seconds Ads
- Stations, Inland empire, Los Angeles market, Orange County & Coastal communities and ESPN stations.

NEWSPRINT ADVERTISEMENT

- Sentinel, Los Angeles Times, Los Angeles business Journal, San Diego Magazine, Orange County Business Journal, San Diego Union-Tribune, Los Angeles magazine & Inland Empire.
- Printed Ads in Annual souvenir guide to 50,000 patrons in California, Arizona and Nevada.

SOCIAL MEDIA

- 12.0 K E-Mail list
- Wish pond management of Social media (new in 2023)
- 24 K Facebook fans
- 4 K Twitter followers
- 6 K You Tube followers.
- 45K Web impressions per month at website for Festival
- 1.9 M Social Media Impressions.
- Social Media ad posts by Wish Pond.
- New Lead Generation platform on Facebook, Google Performance ads by Wish Pond



Join Us!

SET A NEW STANDARD FOR PRIDE



This year will set a new standard for Long Beach Pride and become the gold standard for Pride festivals everywhere. In the last decade, live events have entered a new sphere of rich, dynamic content. In order to tell our story in a way that honors the struggle, celebrates the community, and captivates new generations – while showcasing our history – we need to engage multiple audiences in multiple ways.

So this year, in addition to the stages and musical entertainment, we'll be creating multiple activations and attractions that will bring guests and sponsors together in an environment that entertains, educates and inspires



2023 LONG
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PRIDE

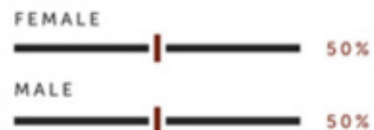


ORANGE COUNTY THE STATS

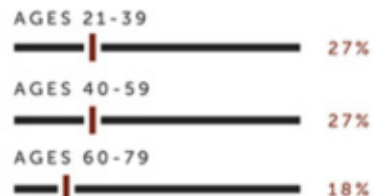
Source: CensusReporter 2021 –
Information for year 2019



GENDER



AGE



MARITAL STATUS



RACE



EDUCATION



INCOME



RIVERSIDE COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019



GENDER



AGE



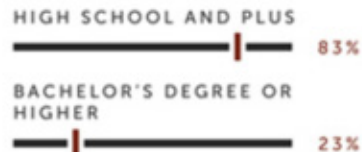
MARITAL STATUS



RACE



EDUCATION



INCOME



LOS ANGELES COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019



GENDER



AGE



MARITAL STATUS



RACE



LGBTQ



EDUCATION



INCOME

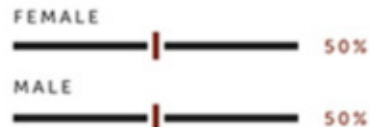


SAN DIEGO COUNTY THE STATS

Source: CensusReporter 2021 –
Information for year 2019



GENDER



AGE



MARITAL STATUS



RACE



EDUCATION



INCOME



OUR REACH
MEDIA COVERAGE



Los Angeles Times

The San Diego
Union-Tribune

KOST
103.5

ORANGE COUNTY
BUSINESS JOURNAL

pandora

(SiriusXM)

CBS

LOS ANGELES
BUSINESS JOURNAL

Los Angeles

93.5 XDAY
BACK IN THE DAY HITS

Our Weekly

COMPTON
COURIER

San Diego
MAGAZINE

INLAND EMPIRE
MAGAZINE

SENTINEL

EBONY

ESPN

SMART VALUE

TIMES
of SAN DIEGO

102.3FM
KJLH

BLACK
ENTERPRISE

ESPN
DEPORTES

Spectrum

shopify

LOCAL TEMECULA &
MURRIETTA STATIONS

UT
San Diego

SAN DIEGO
103.7 KSON
MAGAZINE

THE
Sun

KCAL
9

facebook



2023 LONG
BEACH
PRIDE

Come celebrate with us...

BE PART OF OUR 2023 STORY



Sponsor and Invest

PARADE PARTICIPATION

2023 LONG
BEACH
PRIDE



SPONSORSHIP OPPORTUNITIES ARE AVAILABLE

Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$100,000



SPONSORSHIP GENERAL

- Two (2) Entry into Parade on Sunday and includes your volunteer marchers
- Major Parade position
- Four (4) Logo Tote Bags

SIGNAGE & DIGITAL ADVERTISING

- Two (2) 8ft x 3ft banners on parade route
- Six (6) size to be determined, throughout the Long Beach Pride Festival grounds
- One (1) half page advertisement in Annual Souvenir Guidebook for Long Beach Pride
- Your company name and logo displayed on VIP Festival Tent located on the Long Beach Pride Festival grounds. Size to be determined.
- Your company name and logo on longbeachpride.com website
- 50 ea. 30 second radio spots mention on regional radio station
- Your name and logo to be displayed either at Urban, Country, International Stage or DJ Shag Schack
- 20 ea. per week Digital posts on Facebook or Instagram for two weeks prior to the event.



\$100,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Continue Commitment \$100,000

ACTIVATION SPACE

- One (1) 10ft x 10ft Vendor tent with a sign with your company name and logo, permitting you to sell your company products or wares

TICKET DISBURSEMENT

- Twenty (20) 2-day General Admission tickets
- Ten (10) 2-day VIP Tent access on Long Beach Pride Festival grounds
- Ten (10) 1-day VIP Breakfast access

PLEASE NOTE: These sponsorships can be customized for your corporate goals

2023 LONG
BEACH
PRIDE



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$50,000



SPONSORSHIP GENERAL

- One (1) Entry into Parade on Sunday and includes your volunteer marchers
- Four (4) Logo Tote Bags

SIGNAGE & DIGITAL ADVERTISING

- Two (2) 8ft x 3ft banner on parade route
- Six (6) size to be determined, throughout the Long Beach Pride Festival grounds
- One (1) half page advertisement in Annual Souvenir Guide for Long Beach Pride
- Your company name and logo displayed on VIP Festival Tent located on the Long Beach Pride Festival grounds. Size to be determined.
- Your company name and logo on Longbeachpride.com website
- 30 ea. 30 second radio spots mention on regional radio station.
- Your name and logo displayed either at Country, International Stage Fiesta Caliente Stage and Circuit Dance Pavillion



\$50,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Continue Commitment \$50,000



ACTIVATION SPACE

- One (1) 10ft x 10ft vendor tent with a sign with your company name and logo, permitting you to sell your company products or wares

TICKET DISBURSEMENT

- Twenty (20) 2-day General Admission tickets
- Six (6) 2-day VIP Tent access on Long Beach Pride Festival grounds
- Six (6) 1-day VIP Breakfast Access on Sunday

PLEASE NOTE: These sponsorships can be customized for your corporate goals



\$50,000



Sponsor and Invest

VIP FESTIVAL BREAKFAST FOOD TENT SPONSORSHIP

GENERAL SPONSORSHIP

Commitment \$30,000

- One (1) Parade entry on Sunday; includes your volunteer marchers
- Four (4) Logo Tote Bags

SIGNAGE AND DIGITAL ADVERTISING

- One (1) 8ft x 3ft banner on Parade route
- Four (4) size to be determined, throughout the Long Beach Pride Festival grounds
- One Half Page advertisement in annual Souvenir Guidebook for Long Beach Pride
- Your company name and logo displayed on VIP Festival Tent located on the Long Beach Pride Festival grounds. Size to be determined later.
- Your company name and logo displayed on each table in the VIP Breakfast Tent, a special plaque stand for the table
- Your company name and logo on Longbeachpride.com website
- 10 ea. 30 second radio spots mention on regional radio station

TICKET DISBURSEMENT

- Six (6) 2-day General Admission tickets
- Four (4) 2-day VIP Tent access on Long Beach Pride Festival grounds
- Eight (8) 1-day VIP Breakfast Access on Sunday

PLEASE NOTE: These sponsorships can be customized for your corporate goals

2023 LONG
BEACH
PRIDE



\$30,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$20,000



SPONSORSHIP GENERAL

- Two (2) Entries into Parade on Sunday and includes volunteer marchers
- 4 Logo Tote Bags

SIGNAGE & DIGITAL ADVERTISING

- One (1) 8ft x 3ft banner on parade route
- Six (6) size to be determined, throughout the Long Beach Pride Festival grounds
- One (1) half page advertisement in Annual Souvenir Guide for Long Beach Pride
- Your company name and logo displayed on VIP Festival Tent located on Long Beach Pride Festival grounds. Size to be determined.
- Your company name and logo on Longbeachpride.com website
- 20 ea. 30 second radio spots mention on regional radio station



\$20,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Continue Commitment \$20,000



ACTIVATION SPACE

- 10x10 ft. vendor tent with a sign with your company name and logo, permitting you to sell your company products or wares

TICKET DISBURSEMENT

- Six (6) 2-day General Admission tickets
- Four (4) 2-day VIP Tent access on Long Beach Pride Festival grounds
- Four (2) 1-day VIP Breakfast access on Sunday



PLEASE NOTE: These sponsorships can be customized for your corporate goals



\$20,000



IZZY

*on the
Urban Stage!*

GETTIN' THE WEEKEND HOT!!

SUNDAY



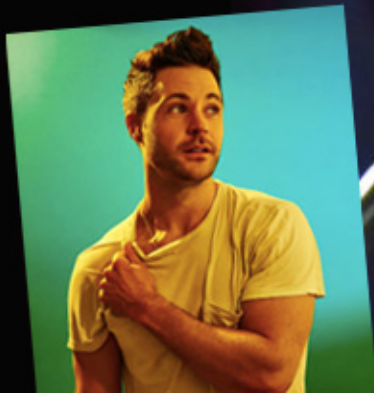
2023 LONG BEACH PRIDE



LIVE! ON OUR COUNTRY STAGE...

Brandon *Stansell*

*...pushin' the limits
of country music!*



2023 LONG
BEACH
PRIDE



Sponsor and Invest

URBAN OR COUNTRY STAGE SPONSORSHIP

ONE AVAILABLE

Commitment \$30,000



PARADE PARTICIPATION

- One (1) Parade entry on Sunday
- Your corporate name and logo proudly presented on the stage.
- For an additional charge of \$15,000 we will present your corporate name or logo onto an LED wall at the back of the stage
- 10x10 ft. Tent by the STAGE AREA to promote your company or products, manned by your staff and your materials
 - One Half Page advertisement in regional paper showing your company name and logo
 - 20 ea. 30 second spots advertising your company name on a regional radio station
 - VIP Breakfast for four (4) persons on Sunday
 - Access to VIP tent on Festival Grounds for four (4) persons Saturday and Sunday
 - Your company name and logo on various Sponsorship's signage throughout the Long Beach Pride Festival grounds
 - 15 ea. Digital posts on Facebook and Instagram for a week prior to the Festival
 - Your digital corporate name and logo on the Longbeachpride.com website
 - Meet and greet of artist performing on the Urban or Country Stage



\$30,000



Live! on our Fiesta Caliente Stage!
Latin singing sensation...

Paulina Rubio



2023 LONG BEACH PRIDE

Sponsor and Invest

INTERNATIONAL STAGE FIESTA CALIENTE STAGE SPONSORSHIP



TWO AVAILABLE

Commitment \$20,000

PARADE PARTICIPATION

- One (1) Parade entry on Sunday
- Your corporate name and logo proudly presented on the stage.
- For an additional charge of \$12,000 we will present your corporate name or logo onto an LED wall at the back of the stage
- 10x10 ft. Tent by the STAGE AREA to promote your company or products, manned by your staff and your materials
 - One Half Page advertisement in regional paper showing your company name and logo
 - 20 ea. 30 second spots advertising your company name on a regional radio station
 - VIP Breakfast for two (2) persons on Sunday
 - Access to VIP tent on Festival Grounds for four (4) persons Saturday and Sunday
 - Your company name and logo on various Sponsorship's signage throughout the Long Beach Pride Festival grounds
 - 15 ea. Digital posts on Facebook and Instagram for a week prior to the Festival
 - Your digital corporate name and logo on the Longbeachpride.com website
 - Meet and greet of artist performing on the International Stage Fiesta Caliente Stage



\$20,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$10,000



PARADE PARTICIPATION

- One Entry into Parade and includes your volunteer marchers
- Logo Tote Bag

SIGNAGE & DIGITAL ADVERTISING

- One (1) 8ft x 3ft banner on parade route
- One (1) 5 ea. size to be determined, throughout the Long Beach Pride Festival grounds
- One (1/2) half page advertisement in Annual Souvenir Guide for Long Beach Pride
- Your company name and logo on Longbeachpride.com website
- 10 ea. 30 second mentions in our radio advertising on a regional station



\$10,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Continue Commitment \$10,000



ACTIVATION SPACE

- 10 x 10 ft vendor tent with a sign with your company name and logo

TICKET DISBURSEMENT

- Six (6) 2-day General Admission tickets
- Two (2) 2-day Breakfast VIP access



PLEASE NOTE: These sponsorships can be customized for your corporate goals



\$10,000

Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$5,000



SPONSORSHIP GENERAL

- One (1) Entry into Parade and includes your volunteer marchers
- Logo Tote Bag

SIGNAGE & DIGITAL ADVERTISING

- One (1) 8ft x 3ft banner on Parade route
- One (1) size to be determined, throughout the Long Beach Pride Festival grounds
- Your company name and logo on Longbeachpride.com website

TICKET DISBURSEMENT

- Six (6) 2-day General Admission tickets
- Two (2) 1-day VIP Breakfast access on Sunday

PLEASE NOTE: These sponsorships can be customized for your corporate goals



\$5,000



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$3,500



SPONSORSHIP GENERAL

- One (1) Entry into Parade and includes your volunteer marchers

SIGNAGE & DIGITAL ADVERTISING

- One (1) 8ft x 3ft banner on Parade route
- One (1) size to be determined, throughout the Long Beach Pride Festival grounds

TICKET DISBURSEMENT

- Four (4) 2-day General Admission tickets
- Two (2) 1-day VIP Breakfast Access on Sunday

PLEASE NOTE: These sponsorships can be customized for your corporate goals



\$3,500



Sponsor and Invest

ELEMENTS OF PARTNERSHIP

Commitment \$2,000



PARADE PARTICIPATION

- One (1) Entry
- Includes marchers

SIGNAGE & DIGITAL

- One (1) 8ft x 3ft banner (Sponsor provides)

TICKETS

- Two (2) 1-day General Admission tickets

PLEASE NOTE: These sponsorships can be customized for your corporate goals



\$2,000





Thank You!

JON DELLARIA

Corporate Sponsorship

(310) 968-3209

