Long Beach Lesbian and Gay Pride
2017 Sponsorship Opportunities
**REASONS TO SPONSOR PRIDE**

**We’ve been around**
Thirty-four years ago Long Beach Pride started with a small parade and picnic in a local neighborhood park. Since then, we have grown into Long Beach’s largest two-day event as well as one of the United States’ oldest continuously running festivals. Long Beach Lesbian and Gay Pride has grown into a highly recognized, top-ranked festival, parade and celebration.

**We’re a huge connection to the community**
There is no other event in the Los Angeles Basin that brings together Long Beach, and the surrounding communities for one purpose alone, to celebrate Pride. In just two days, Pride attracts nearly 80,000 people to our Parade and Festival. Now is the time to put your business / organization in front of this community.

**Look at the statistics about Long Beach Pride**
- 56% male, 44% female attendees
- Median age is 35 years old
- 76% of attendees are from outside the City of Long Beach
- Overall, attendees spend a median of 9 hours at the Celebration
- Attendees contribute over $10 million to Long Beach’s economy annually and $19.4 million to the regional economy

**Your return on investment**
A survey conducted by the International Events Group, Inc. revealed that 78% of companies agree that participating in festivals have a measurable impact on sales and provide the most conducive environment for marketing. Long Beach Pride can provide this service for you.

**Visibility to LGBT communities**
Long Beach is recognized as a leader in Pride outreach. Our connections with community groups, pride organizations and LGBT communities throughout the world provide an excellent opportunity to be seen and noticed.

**You’ll be exposed to generations**
We are seeing a greater number of families, both mainstream and non-traditional, participate in Pride celebrations. To accommodate this, the Festival site now contains areas specifically designed to entertain families, millennials and children.

**Thousands of dollars in media coverage**
The media coverage for Long Beach Pride is worth thousands of dollars in local, national and international exposure. Every year, the festival and parade receive television and newspaper coverage. Magazine advertisements, articles, radio broadcast, and website exposure amount to hundreds of thousands of advertising dollars. Partner with us to be visible in both LGBT and mainstream media today.

**You can be a Pride VIP**
Certain sponsorship levels include VIP passes for a VIP Breakfast along the Parade route; access to VIP designated area at the Festival, and VIP seating for Main Stage headline entertainers.

**We’ll work with you**
Let us know if you have a particular demographic or other Return On Investment objective that you are attempting to reach through sponsoring Long Beach Pride. We look forward to working with your company / organization to maximize your exposure.
REASONS TO SPONSOR PRIDE

MISSION
The Mission of Long Beach Lesbian & Gay Pride is “To engage in and support bridge building activities that educate, encourage, and celebrate LGBT inclusion and pride.” The organization fulfills its mission by supporting literary, educational and charitable activities and programs, while endeavoring to encourage unity by word and action.

History
Long Beach Lesbian & Gay Pride, Inc. (LBLGP, Inc.) produced its first annual Pride Festival & Parade in June of 1984. The Board of Directors felt that, with such a large Gay & Lesbian population, there was a need to increase awareness, to promote PRIDE and a greater sense of self-worth within the community. Additionally, the Board felt it important to facilitate greater cooperation, mutual respect and understanding between the LGBT community and the community of Long Beach.

At first, money to meet the city’s stringent fees was in short supply. Yet, after producing only two parades and festivals, LBLGP, Inc. began awarding grants to other nonprofit organizations. Shortly after that, LBLGP, Inc. began donating funds to their volunteers’ favorite charities. The amount of this contribution is based on the number of hours volunteers work at the parade and festival. LBLGP, Inc. continues the tradition of giving back a portion of the proceeds, which has become the hallmark of our organization. Each year, LBLGP Inc. supports over 30 local non-profits and provides 10 locals with high school and college scholarships.

Highlights
Long Beach Pride has a strong and proud LGBT community with connections to international communities. LBLGP, Inc. hosted the 2007 Region 1 Consolidated Association of Pride Conference in 2008 and hosted the 2010 International Interpride Conference. We continue to have strong partnerships with the Long Beach City Council and other noted organizations to ensure we maintain our momentum as a world class city that openly supports diversity and inclusiveness.

Pride Features
Over the past several years, the Long Beach Lesbian & Gay Pride Festival and Parade has become one of the largest in the nation, now attracting over 80,000 participants over the two-day celebration. More than 200 marching groups and floats have participated as parade entries, representing various religious, human services, governmental and social organizations. The Festival Celebration includes 6 different entertainment venues that showcase a variety of music genres including: Country, Latin, and Urban Soul. The Long Beach Pride Main Stage has featured musical artists such as Grammy Award Winner Jennifer Hudson, Neon Trees, Patti LaBelle, Pat Benatar, KC and the Sunshine Band and The Village People.

Location
Long Beach is a striking and vibrant city where land meets water. It’s a winning combination – part beach town, part big city, Long Beach offers the perfect combination of charm and accessibility. Our downtown Marina Green Park festival site creates an ideal situation for our festival attendees to engage in a wide range of entertainment options, as well as, recognize and gather information from our Corporate Sponsors.
L.B.L.G.P., Inc. 2017 Corporate Sponsorship Opportunities

**PREMIER SPONSOR** ($100,000)
- Your selection of Long Beach Pride’s Festival & Parade events to expose your company brand and message. Official and Exclusive Premier Sponsorship branding associations with Long Beach Pride’s community events such as Toy Drive or other Long Beach Pride focused event.
- Our team will assist in customizing the specifics to best promote your company/message. A true red carpet experience from stage speaking opportunities to pictures with headliners and other VIPs. A unique and engaging experience for your company/message.
- Exposure to 100,000+ community members. Your sponsorship advertised on Long Beach Pride’s social media feeds aligned with the event. Long Beach Pride’s website, Facebook, Instagram and other social media will carry your logo and links.
- 40,000 Annual Souvenir Guides, with distribution in California, Arizona and Nevada will carry your full-page color advertisement on a prime cover location.
- Maximized exposure at festival. Your product and brand can be exposed to every festival attendee with tents and banners at several festival locations; including a location in our Corporate Sponsor main-entry alley. 12 Banners allowed in other locations (sponsor provided). Your corporate advertising message broadcasted from Long Beach Pride’s festival Main Stage
- Parade entry and your Premier sponsorship message broadcast at multiple intervals during Parade telecast. Full wrap banners at Parade central.
- VIP treatment at festival and parade. With 20 passes for both the 2017 Long Beach Pride VIP Tent (per day) and 20 passes to the Long Beach Pride VIP Breakfast at Long Beach Museum of Art, as well as, Reserved VIP seats in front of main stage.

**PRESENTING SPONSOR** ($75,000)
- Your brand and message beaming from one of Long Beach Pride’s entertainment stages.
- Presenting Sponsor on all advertising and promotional material related to the selected stage and entertainment. Long Beach Pride’s website, Facebook, Instagram and other social media will carry your logo.
- 40,000 Annual Souvenir Guides, with distribution in California, Arizona and Nevada will carry your full-page color advertisement.
- Exposure at festival with a 20x20 tent in a prime location on our Corporate Sponsor main-entry alley. 10 Banners allowed in other locations (sponsor provided).
- Parade entry and Stage Presenting sponsorship broadcast during Parade telecast.
- VIP treatment at festival and parade. With 15 passes for both the 2017 Long Beach Pride VIP Tent (per day) and 15 passes to the Long Beach Pride VIP Breakfast at Long Beach Museum of Art, as well as, Reserved VIP seats in front of main stage.
- Corporate advertising message (sponsor provided) broadcasted from Long Beach Pride’s festival Main Stage six broadcasts per day.
L.B.L.G.P., Inc. 2017 Corporate Sponsorship Opportunities

**STONEWALL SPONSOR** ($50,000)
- Your brand and message shouted out from Long Beach Pride’s Parade. Exposure to 40,000 along the parade route.
- Stonewall Sponsor on all advertising and promotional material related to the parade. Long Beach Pride’s website, Facebook, Instagram and other social media will carry your logo.
- 40,000 Annual Souvenir Guides, with distribution in California, Arizona and Nevada will carry your full-page color advertisement.
- Exposure at festival with a 20x20 tent in a prime location on our Corporate Sponsor main-entry alley. 8 Banners allowed in other locations (sponsor provided).
- Parade entry and Parade Stonewall sponsorship broadcast during Parade telecast.
- VIP access at festival and parade. With 10 passes for both the 2017 Long Beach Pride VIP Tent (per day) and 10 passes to the Long Beach Pride VIP Breakfast at Long Beach Museum of Art.
- 4 Corporate advertising messages (sponsor provided) broadcast from Long Beach Pride’s Festival Main Stage.

**RAINBOW SPONSOR** ($25,000)
- Your corporate logo exposed with a single selection from Long Beach Pride’s Festival & Parade events. Non-Exclusive Sponsorship branding associations with Long Beach Pride’s community events such as Toy Drive or other Long Beach Pride focused event (based on availability).
- Rainbow Sponsor on all advertising and promotional material related to the festival event selection. Long Beach Pride’s website, Facebook, Instagram and other social media will carry your logo.
- 40,000 Annual Souvenir Guides, with distribution in California, Arizona and Nevada will carry your half-page color advertisement.
- Exposure at festival with a 10x20 tent in a prime location on our Corporate Sponsor main-entry alley. 6 Banners allowed in other locations (sponsor provided).
- Parade entry and Rainbow sponsorship broadcast during Parade telecast.
- VIP access at festival and parade. With 8 passes for both the 2017 Long Beach Pride VIP Tent (per day) and 8 passes to the Long Beach Pride VIP Breakfast at Long Beach Museum of Art.
- 2 Corporate advertising messages (sponsor provided) broadcast from Long Beach Pride’s Festival Main Stage.
L.B.L.G.P., Inc. 2017 Corporate Sponsorship Opportunities

**SILVER SPONSOR** ($20,000)
- Silver Sponsor on all advertising and promotional material related to the festival. Long Beach Pride’s website and the Souvenir Program will carry your logo.
- 40,000 Annual Souvenir Guides, with distribution in California, Arizona and Nevada will carry your half-page color advertisement.
- Exposure at festival with a 10x20 tent in a prime location on our Corporate Sponsor main-entry alley. 4 Banners allowed in other locations (sponsor provided).
- Parade entry and Silver sponsorship broadcast during Parade telecast.
- VIP access at festival and parade. With 6 passes for both the 2017 Long Beach Pride VIP Tent (per day) and 6 passes to the Long Beach Pride VIP Breakfast at Long Beach Museum of Art.

**BRONZE SPONSOR** ($15,000)
- Bronze Sponsor on all advertising and promotional material related to the festival. Long Beach Pride’s website and the Souvenir Program will carry your logo.
- 40,000 Annual Souvenir Guides, with distribution in California, Arizona and Nevada will carry your quarter-page color advertisement.
- Exposure at festival with a 10x20 tent in a prime location on our Corporate Sponsor main-entry alley. 2 Banners allowed in other locations (sponsor provided).
- Parade entry and Bronze sponsorship broadcast during Parade telecast.
- VIP access at festival and parade. With 4 passes for both the 2017 Long Beach Pride VIP Tent (per day) and 4 passes to the Long Beach Pride VIP Breakfast at Long Beach Museum of Art.

Other Sponsorship levels can be made available and specific packages can be designed to suit the objectives of a sponsor.
PREVIOUS SIGNIFICANT SPONSORS

BUD LIGHT

NISSAN

Port of LONG BEACH
The Green Port

jetBlue AIRWAYS

WELLS FARGO

LUBRICANTS

Coca-Cola

GELSON’S THEスーパー MARKET

UnionBank

Ralphs
Long Beach Pride Festival Venue or Focused Event Marketing Opportunities

Country Tent
A huge dance tent, featuring a broad range of country music and line dancing.

Dance Tent
A large outdoor dance tent with an emphasis on high energy and club music mixes with current contemporary dance music. A great spot for reaching millennials!

Family Fun Zone
A special venue exclusively for families with children ages 12-years and under.

Fiesta Caliente Stage
An outdoor stage and dance tent focusing on Latin Entertainment.

Health & Fitness
Vendor area focusing on health, wellness and green living, as well as, physical screenings, HIV / STD education and testing.

Main Stage
Stage and dance area featuring special presentations and headlining entertainment.

Trans-Gender Night
An evening celebrating our community members whose gender identity and gender expression differ from their birth sex, celebrating their part in our community.

Teen Pride
Alcohol free venue for teens and young adults on the Friday before the Festival.

Long Beach Pride Annual Toy Drive
Community toy give-away hosted as a way to give-back to the community where we reside. Long Beach Pride provides over 2,000 children with smiles, gifts and lunch on this December event.

Urban Soul Area
An outdoor dance tent with emphasis on hip-hop and cross over contemporary music.

VIP Breakfast
A great venue before the Parade kicks-off. Rub elbows with community stars and elected officials while sipping mimosas.

VIP Tent
A place where community leaders and sponsorship partners gather for social interaction.
Long Beach Lesbian and Gay Pride
Community & Giving Opportunities

Community events and programs Pride supports all year long.

Charitable Giving
- Community Grants to other local nonprofits – June/July
- Pride College Scholarship – June/July
- Annual Holiday Toy Drive – November / December
- College and High School Scholastic Grants – June/July

Volunteer Programs
- Workforce/Group Volunteer Opportunities – May
- Individual Volunteer Opportunities – May

Additional Visibility/Events
- Martin Luther King Jr. Parade – January
- International Imperial Court Coronation Ball – March
- Long Beach Marathon – October
- Daisy Lane Holiday Parade – December
- Belmont Shore Christmas Parade – December
- Long Beach Pride enters its float each year in the following pride festival parades:
  - Phoenix, AZ – April
  - Long Beach, CA – May
  - West Hollywood/LA, CA – June
  - San Diego, CA – July
  - Las Vegas, NV – October
  - Palm Springs Pride – November