



**LONG
BEACH
PRIDE™**

PRESENTS

**FEARLESS
AND FREE**

**2026 SPONSORSHIP
OPPORTUNITIES**



**LONG
BEACH
PRIDE**

LONG BEACH PRIDE

A Legacy of Advocacy

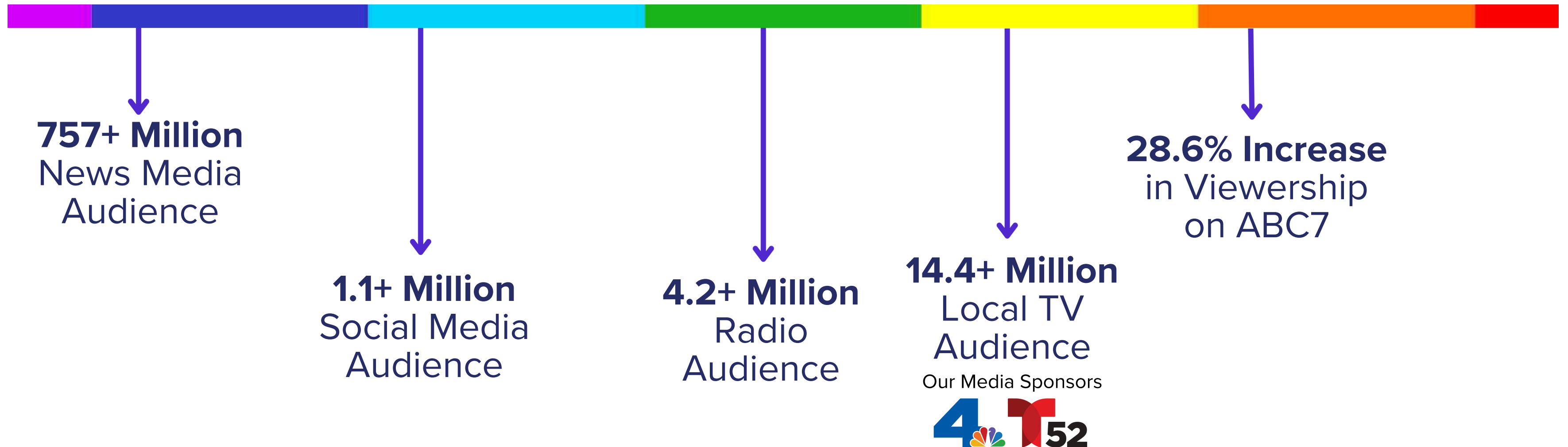
Since 1984, Long Beach Pride™ has stood as a beacon of inclusion and celebration. As a 501(c)(3) nonprofit, we are powered by volunteers and passion—uplifting LGBTQ+ lives and creating spaces where diversity thrives.

Our Year-Round Impact

- **Education & Celebration:** Producing programs that uplift and educate
- **Community Building:** Partnering with nonprofits and civic leaders
- **Inclusive Events:** Hosting year-round gatherings across Long Beach
- **Community Events:** Collaboration and participation in other non-profit organizations events
- **Legacy of Firsts:** Long Beach Pride kicks-off the season of Pride with its celebration in May as one of California's longest-standing Pride celebrations

LONG BEACH PRIDE 2025 SUCCESS

In 2025, Long Beach Pride™ amplified LGBTQ+ voices across every major media channel — giving “The Power of Community” national exposure. From local stages to national headlines, we showed what’s possible when visibility meets purpose. Our reach was historic, our community engagement record-breaking — and we’re just moving forward.





MEDIA & SOCIAL INFORMATION

LONG BEACH PRIDE 2025: UNMATCHED VISIBILITY AND ENGAGEMENT

BROADCASTING SUCCESS

Long Beach Pride secured extensive coverage across national, local, and LGBTQ+ media platforms, including ABC7, CBS (KCAL), KTLA, Spectrum News 1, Telemundo, and NBC. The PR campaign generated significant earned media through a mix of press releases, interviews, influencer outreach, and targeted media placement.

BROADCAST PRESENCE

Coverage was secured across outlets including:

- NBC & Telemundo (Official TV Partner)
- ABC 7
- Spectrum News 1
- HeartRadio/Pride Radio
- KLBP 99.1 FM, KNX 97.1 FM (Radio)

SOCIAL MEDIA IMPACT

Across a focused 3-day campaign window:

- **20+ official posts** reached a combined **500,000+ followers**
- **27 posts** generated **23,700+ likes, comments, and shares**
- **32,400 video views** across platforms
- Facebook **reach up 700%**, with page **visits up 257%** and **follows up 185%**
- **Instagram profile visits increased 540%**, with follows up nearly **270%**





LONG BEACH PRIDE MEDIA PARTNERS

NBC & Telemundo, the Official Television & Streaming Partner of Long Beach Pride. iHeart returned as Long Beach Pride's Official Radio & Media Partner. Long Beach Pride continues to amplify its reach and visibility across premium, award-winning media outlets.

This collaboration with key media partners is instrumental in spotlighting the importance of Long Beach Pride events to a diverse audience, contributing immensely to our success and impact.



LONG BEACH PRIDE FESTIVAL

Get ready for a weekend of bold celebrations, powerful connections, and unforgettable experiences. Long Beach Pride returns to Marina Green Park in May 2026, bringing Pride Weekend energy to the waterfront with purpose, people, and community.

The weekend kicks off with Teen Pride on Friday, followed by the Pride Festival on Saturday and Sunday featuring multiple stages, vendor blocks, and spaces designed for joy, culture, and connection. In 2025, thousands of attendees joined the weekend experience.

Highlights include:

- Teen Pride
- Headliner and local music performances across three stages
- Drag, DJs, dance zones, and cultural showcases
- 100+ food and merchandise vendors
- Bars, lounges, and waterfront chill zones
- Sponsor activations offering games, giveaways, and brand visibility
- On-site engagement
- Family-friendly zones, Senior zones, resource tents, and wellness offerings



LONG BEACH PRIDE™ LONG BEACH PRIDE FESTIVAL

**BE PART OF THE MAGIC AT PRIDE FUNDRAISER.
SPONSORSHIP OPPORTUNITIES:**

All sponsorships include:

- Logo recognition on website and digital platforms
- Signage (e.g., fence or video screen logo inclusion – details TBD)
- Promotional materials and brand presence during festival weekend

PRESENTING SPONSOR: \$100,000

- Exclusive naming rights (“Presented by”)
- Branding on all marketing and press materials
- 40x40 branded activation footprint
- Logo on video screens and festival signage
- Main Stage title branding
- 30 VIP Festival Tickets
- Up to 8 branded banners within the festival
- Featured in TV/radio coverage + 16-week flagship social campaign

PLATINUM SPONSOR: \$75,000

- Branding on all digital and printed sponsor signage
- 30x30 activation booth footprint
- 20 VIP Festival Tickets
- Up to 4 branded banners within footprint
- 16-week social media campaign
- Included in radio and online press coverage

GOLD SPONSOR: \$50,000

- Logo featured on select event signage
- 20x20 booth activation space
- 12 VIP Festival Tickets
- Up to 4 sponsor banners
- 12-week digital media rollout

SILVER SPONSOR: \$25,000

- Logo placement on sponsor banner walls or stage screens
- 20x20 booth activation space
- 8 VIP Festival Tickets
- Up to 4 banners
- 8-week social media campaign



**LONG
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**WE LOOK FORWARD TO
CELEBRATING WITH YOU!**

THANK YOU!

