



Nov 3-5, 2023

Palm Springs Pride

Sponsorship Deck

Join the 37-year-old Palm Springs Pride organization and 200,000 participants over three days at Southern California's largest FREE LGBTQ Pride event.

Deadline August 1, 2023

To learn more about sponsorship opportunities, please contact

Ron deHarte
President & CEO of Palm Springs Pride.
760-416-8711
Ron@pspride.org

Mailing address

329 W Mariscal Rd, Palm Springs, CA 92262
Pspride.org Tax ID # 33-0745940.
A 501(c)(3) organization.



Demographics



ETHNICITY/RACE

23% Hispanic or Latino
1% American Indian/Alaskan
Native
4% Asian
4% Black or African American
68% White



AGE

Pride Week supports events and programs for all ages.

6% Children (0-12)
7% Youth (13-18)
25% Adults (19-24)
50% Adults (25-55)
12% Mature (56+)



INCOME

- 62% are over the age of 25. Over 75% have “some college” to Post Graduate Study with a majority being college graduates.
- 34% earn \$40,000-\$74,000, 37.3% earn \$75,000 or more



Gender Identity²

54% Male
46% Female

²Survey did not allow for those to identify as gender nonconforming

SPONSOR DECK 2023 Pride Week



SELECT YOUR LEVEL OF PARTICIPATION

	Shared Presenting	Associate	Rainbow	Lambda	Community	
Cash Level	\$80,000	\$40,000	\$20,000	\$10,000	\$5,000	
Combination Cash & In kind Level	\$120,000	\$60,000	\$30,000	\$15,000	\$7,500	
Naming Rights	Stage Naming Rights or Parade Sponsor Logo on Street Banner	Select one - first-selected-first-served Venue Naming Rights Arenas Rd Block Party		Flag Raising Youth Zone Friday Night DJ Pty		
Stage MC Recognition Main Stage LED Recognition	Recognition by MC during parade and live broadcast Video Ad Opportunity (max 60 sec)	6 extended mentions & guest stage opportunity	6 mentions & guest stage opportunity Dedicated Single Slide for Logo in rotation	6 mentions & guest stage opportunity		4 mentions
Sponsorship Exclusivity	Exclusivity in category*	Exclusivity in category*	*media partnerships are not exclusive / radio neutral			
Festival / Exhibit Activation Space not transferable	double-sized prime space 10 d x 30 w canopy, 4 tables 4 chairs	double-sized prime space 10 d x 30 w canopy, 4 tables 4 chairs	One prime space 10' x 10' canopy, 1 table, 2 chair	One prime space 10' x 10' canopy, 1 table, 2 chair		
Parade Participation not transferable	3 positions First Half Placement up to 100'	2 positions First Half Placement up to 50'	1 position up to 35'	1 position up to 25'		1 position up to 20'
National & Regional Advertising Local Advertising	Prominent logo placement	Prominent logo placement Logo sized/positioned by sponsorship level	Prominent logo placement	Logo sized and positioned according to sponsorship level		
Pride Poster	Prominent logo size and position	Proportional logo placement	Proportional logo placement	Proportional logo placement	Logo listing	
SOCIAL Video your spot	2 spots pushed out on PS Pride social (60 sec max)	1 spot pushed out on PS Pride social (30 sec max)	1 spot pushed out on PS Pride social (30 sec max)			
Facebook Posts *Products and content must be pre-approved by PS Pride	3 Dedicated Posts Aug—Nov	2 Dedicated Posts Aug—Nov	2 Dedicated Posts Aug—Nov	1 Dedicated Post Aug—Nov		
Email Blasts	Category Name Listing					
Pride Week Website	home page	Prime Placement Logo /link until April 1, 2024	Logo /link until April 1, 2024	Logo /link until April 1, 2024	Logo /link until April 1, 2024	
	Media logos sized and positioned according to sponsorship level in Media logo block					
	Hotel / Travel Partner logos sized and positioned according to sponsorship level in Travel Partner logo block					
Official Rights	Official rights to use "Official Sponsor of Palm Springs Pride for one year"					

Pride Like No Place Else

Largest equal rights celebration in Greater Palm Springs

Additional Sponsorship Opportunities

Community Area Sponsorships

Each Area \$15,000

- Medical First Aid Tent
- Pride Volunteer Village
- Art of Pride
- Drag Queen Reading Space
- Trans Pride
- Bear Den
- Media Camp

Bar Activations

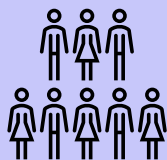
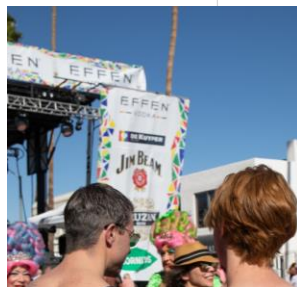
Each Area \$15,000

- Champagne
- Wine Bar
- Specialty Spirit
- Martini Bar
- Energy Drink
- Logo on bar signage
- Logo on main stage scroll
- 10 x 10 complimentary booth space
- Listing on festival online guide
- Logo on poster, sponsor banner, website
- Complimentary parade contingent



Activation Opportunities

5



2000,000 Guests over 3 days

Palm Springs Pride is the largest free LGBTQ Pride event in Southern California. 61% of festival attendees travel to Palm Springs from outside the Coachella Valley for this exceptional event.

3 Stages Live Entertainment

Live and diverse entertainment thrills the crowd on three stages. Headliners light up our popular Main Stage, national acts excite crowds and the region's hottest DJs thrill the crowd with high-energy dance music.

Sponsor Activation Area

Sponsors receive prominent placement in the highest-traffic areas of the festival including in downtown on Palm Canyon Drive and festival entertainment venues. Customized placement is also available.

250 Exhibitors 20, Food Vendors

We attract high-quality local, regional, and national exhibitors including non-profits, retail, and corporate vendors. Our guests stick around an average of 5 hours to enjoy the outdoor dining options and a variety of beverage lounges.

Pride Parade

100K cheering guests line The Rainbow Mile on Palm Canyon Drive. Parade kicks off at 10:00 am on Sunday with colorful floats, marchers, music and much more.

Ancillary Events




Dozens of events provide a wide range of activation and engagement opportunities.

Family Area & Youth Zone

LGBTQ and allied families are right at home in our family area, enjoying special activities through-out the weekend.

Palm Springs Pride Week 2023

Participants experience a wide range of compelling and sometimes over the top events!

		<i>Main Events</i>	<i>Ancillary Activities</i>
	OCT 11	Pride Honors Awards	<ul style="list-style-type: none">• Pride Piece of the Pie at Birba• National Coming Out Day• Grand Marshal reception
	NOV 1	Hate Crime Vigil	<ul style="list-style-type: none">• Art Installation• Art of Pride gallery opening
	NOV 3-5	3-Day Festival	<ul style="list-style-type: none">• Flag Raising
	NOV 3-5	Multiple Stages Entertainment	
	NOV 3	Pride Shabbat Service	<ul style="list-style-type: none">• Drag Pageant
	NOV 4-5	Cannabis Experience	
	NOV 4	Arenas Rd Block Party	
	NOV 4-5	Exhibitor Marketplace	<ul style="list-style-type: none">• Pride 5K Run & Walk• Youth Zone• Children's Garden
	NOV 5	Pride Parade	<ul style="list-style-type: none">• Parade livestream broadcast• VIP Parade Breakfast• 849 Restaurant & Lounge Parade Brunch• Trio Parade Brunch• Pride Tea-Dance

"Hosted by" sponsorship naming rights available for main events and ancillary activities.



Sponsorship Order

Palm Springs Pride

329 W. Mariscal Rd, Palm Springs, CA 92262
(o) 760 416 8711 | (fax) 760 444 3270 | www.pspride.org

COMPANY / SPONSOR NAME pledges to make a \$ _____ contribution to Palm Springs Pride as a
Palm Springs Pride supporter for 2023

In exchange, Palm Springs Pride agrees to extend those benefits corresponding to the _____
SPONSOR LEVEL sponsorship level outlined in the 2023 sponsorship package

The _____ Pledge payment ☐ is enclosed.

AGREEMENT The undersigned hereby authorizes Palm Springs Pride to reserve sponsorship for use by this company during the Pride 2023. The undersigned acknowledges receipt of and agrees to abide by the Policies within this Sponsorship Agreement.

Agreed to by: _____ On behalf of _____
SIGNATURE COMPANY DATE

Contact for Benefits:

PRINT NAME, TITLE COMPANY NAME AS IT SHOULD BE LISTED IN SPONSORSHIP MATERIALS

ADDRESS CITY, STATE, ZIP

TELEPHONE FAX

EMAIL WEBSITE

PAYMENT INFORMATION and SPONSORSHIP POLICIES

A 25% deposit is required within 21 days of receipt of this agreement by Palm Springs Pride. No sponsorship will be reserved, assigned or advertised without signed agreement and 25% deposit. Payment in full is due August 1, 2023. Contracts submitted after this date must be paid in full. Any cancellation or request for changes of this contract must be made in writing and forwarded to Palm Springs Pride, 329 W. Mariscal Rd., Palm Springs, CA 92262.

- ☒ A deposit of 25% on Sponsorships may be paid by check or money order.
- ☒ Payment in full due on Sponsor Agreements received after August 1, 2023.

Cancellations will be subject to charges according to the following schedule:

- ☒ 120 days prior to November 1, 2023 – Eligible for full refund less \$250 processing fee
- ☒ More than 90 days and less than 120 days prior to November 1, 2023 – Deposit forfeited; excess of deposit paid will be refunded in full.
- ☒ Ninety days or less prior to November 1, 2023 – No refund.

In the event of cancellation and subject to the cancellation policy, Palm Springs Pride shall retain the right to resell canceled sponsorship without rebate or allowance to the Sponsor.

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