

# SOUTH LA PRIDE

Summer '23

## SPONSORSHIP OPPORTUNITIES



[southlapride.com](https://southlapride.com)



# About Us

South L.A. Pride is dedicated to bringing fun, entertainment, and resources to the South Los Angeles lesbian, gay, bisexual, transgender, and queer (LGBTQ+) community.

Each year, South L.A. Pride offers a diverse array of opportunities to celebrate LGBTQIA+ communities of color and honor the trailblazers in our community who are pushing the needle forward in ensuring a better livelihood for Angelenos.

Our business, government, and non-profit partners are critical to our efforts to provide a culturally significant and diverse pride event.

Collaborating with the City of Los Angeles through the offices of Councilmember Marqueece Harris-Dawson and Councilmember Heather Hutt, offers our partners many benefits and a variety of opportunities to increase their own marketing and philanthropic goals in allyship with the LGBTQIA+ communities of color.





# The Event

South L.A. Pride's signature event is the annual Pride Picnic.

The South L.A. Pride Picnic is free, inclusive, and open to all.

**The 2023 South L.A. Pride Picnic is taking place Saturday, July 15, 2023, at Rancho Cienega Sports Complex.**

South L.A. Pride was first celebrated in 2017 in Leimert Park. Led by the efforts of Los Angeles City Councilmember Marqueece Harris-Dawson with help from then Council President Herb Wesson, South L.A. Pride commenced with a special screening of *Moonlight*.

Subsequent South L.A. Pride celebrations were held at the Baldwin Hills Crenshaw Plaza with a two-year hiatus due to the Coronavirus Pandemic. South L.A. Pride returned in 2022 for its 4th celebration with a community picnic at Norman O. Houston Park in Baldwin Hills.

Following the success of the 2022 Pride Picnic, the planning committee agreed that it should look to deliver the Pride Picnic as an annual event.

The event includes a main stage, live entertainment, food vendors, games, and activities for all age groups.

The event now attracts people from all across Southern California.



# Pride Facts

## Demographic Profile:

The demographic profile of the typical South L.A. Pride participant:

- Age range on average from 21 to 65
- Median salaries range from \$40,000 to \$100,000
- 70% from South L.A., 30% from other surrounding cities and communities
- 50 percent male, 40 percent female, 10 percent non-binary/other
- 50 percent identify as Black/African-American, 35 percent as Latinx, 10 percent as white, and 5 percent identify as other

## Benefits of Sponsorship:

Sponsors enjoy wide-reaching benefits when they partner with South L.A. Pride, impacting the community in a positive manner. Your partnership will:

- Build public awareness for your company through our outreach.
- Help your company achieves its community outreach objectives and solidifies your company as an organization dedicated to bettering the community.
- Help identify your company as one that promotes and embraces diversity.
- Connect your company with South L.A. Pride's effort to bring culturally significant queer POC entertainment to South Los Angeles

## Advertising & Promotional Opportunities:

Sponsors may benefit from high-level branding opportunities and new customer awareness through the following:

- Radio Advertisements
- Print Advertisements
- Email Marketing
- Brochures/Flyers
- Social Media – Facebook and Instagram



# Sponsorships



	Presenting	Platinum	Gold	Silver	Bronze	Local Partner
<b>PRIDE PICNIC</b>	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Branding across whole event	✓	✓	✓	✓	✓	✓
Opportunity to speak on the prime stage	✓	✓	✓	✓	✓	✓
Dedicated prime Sponsor area booth space.	30x30	10x20	10x20	10x10	10x10	✓
Exclusive Pride presenting banner.	✓	✓	✓	✓	✓	✓
Banner placement	✓	✓	✓	✓	✓	✓
Recognition in picnic announcements	✓	✓	✓	✓	✓	✓
<b>WEBSITE</b>						
Banner ad on home page	✓	✓	✓	✓	✓	✓
Logo placement on home page	✓	✓	✓	✓	✓	✓
Logo on sponsorship page & link to site	✓	✓	✓	✓	✓	✓
<b>EMAIL BLASTS</b>						
Logo in email blasts (8K+ subscribers)	✓	✓	✓	✓	✓	✓
<b>LOGO VISIBILITY</b>						
Volunteer T-shirts	✓	✓	✓	✓	✓	✓
Pride Guide sponsor listing	✓	✓	✓	✓	✓	✓
Advertising as available	✓	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA</b>						
Facebook Posts	3	2	1	1	1	✓
Instagram Posts	3	2	1	✓	✓	✓
<b>PRIDE GUIDE</b>						
Official Pride Guide advertisement	2 Pages	1Page	1/2 Page	1/4 Page	✓	✓





# Extras

## **VIP AREA SPONSORSHIP \$10,000**

The VIP Lounge will be branded with your company's logo and available to VIP artists and elected officials only. Located by the stage, the lounge provides fantastic views of entertainment.

## **SOFTBALL GAME \$5,000**

As a sponsor of South L.A.'s community softball game, your branding will be visible on t-shirts, trophies, and all marketing materials for the game.

## **PRIDE MARKETPLACE \$5,000**

This high-traffic area is regularly home to 50+ vendors that our guests will visit throughout the day, ensuring your brand is highly visible.

## **DRY SOBER SPACE \$2,500**

A space for those who identify as sober and need space to connect with other people who are also not drinking, and who identify as part of our [LGBTQ+] community. Your brand will be highly visible.



# Next Steps

Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event! We hope that you will contact us soon to secure your spot as a 2023 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages.

Contact the sponsorship team at  
[info@southlapride.com](mailto:info@southlapride.com)  
[SOUTHLAPRIDE.COM/PARTNERSHIPS](https://southlapride.com/partnerships)





