



# **2023 SPONSORSHIP DECK**

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# OUR MISSION

**EDUCATE. CELEBRATE. COMMEMORATE.  
LIBERATE.**

Since 1970, the mission of the San Francisco Pride has been to educate the world, commemorate our heritage, celebrate our culture, and liberate our people.





Suzanne Ford  
EXECUTIVE DIRECTOR



Nguyen Pham  
BOARD PRESIDENT



Chris Grafton  
DEPUTY EXECUTIVE DIRECTOR



Carly King  
SPONSORSHIP MANAAGER



Xavier Davenport  
SOCIAL MEDIA/SPECIAL EVENTS



Marsha Levine  
COMMUNITY RELATIONS MANAGER

# OUR TEAM

## SAN FRANCISCO PRIDE 2023

The production of San Francisco Pride is led by a small, passionate team of staff, volunteers, and seasonal contractors.

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# 2023 THEME

## LOOKING BACK & MOVING FORWARD

The theme of San Francisco Pride 2023 focuses on reflecting on our past while looking bravely towards our future.

This year, we honor our history as part of the greater LGBTQ+ rights movement, and simultaneously recommit ourselves to the work still ahead of us; the people we must still fight to protect and liberate.

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# SPONSOR BENEFITS

## PARADE & FESTIVAL

Participating in San Francisco's Pride Parade and street festival are iconic, unforgettable experiences. We are San Francisco's largest public event, drawing over two million people to the city each year.

## PARADE PLACEMENT

We offer preferred placement in the parade to our key sponsors. For the gold, platinum, and premier levels, we guarantee inclusion in the first half, third, or quarter of the parade, respectively.

## LOGO RECOGNITION

Sponsor logos feature in many high-visibility spots including SF Pride's website, the SF Pride app, digital ticketing, and event signage.

## TICKETING & VIP EXPERIENCES

Sponsorship packages include tickets to many events hosted both during Pride Weekend and throughout the year, including the VIP Party, kickoff party, official afterparty, and annual SF Pride golf tournament, among others.

## ADVERTISING

Our parade is nationally televised and internationally livestreamed. We offer advertising on both broadcasts, as well as the festival main stage, the parade route, and year-round digital marketing.

## BRANDED ACTIVATIONS

We are always open to collaborating with our sponsors to create unique, impactful activations that effectively tell your story. If you can dream it, we can make it happen!

Sponsorship Level	Commitment Level	Celebration & Parade	Parade Placement	Logo Recognition	Advertising	Ticketing & VIP Experiences
Supporting	30k	Booth	–	Website	SF Pride Newsletters	Grandstands
Celebratory	45k	Parade	Basic	Social Media	Parade Route Signage	VIP Party
Silver	60k	Parade & Booth	Preferred Placement	SF Pride App	Main Stage Banner Ads	Kickoff Party & Official Afterparty
Gold	80k	Parade & Booth	First Half of Parade (approx. first 100 entries)	Event Signage, June Events	Main Stage Full-Screen Ads	Gratitude Party & Ken Jones Awards
Platinum	100k	Parade & Booth	First Third of Parade (approx. first 70 entries)	Event Signage, Year-Round Events	Television Spot & Parade Interview	Annual SF Pride Golf Tournament
Premier	150k+	Major Activation	First Quarter of Parade (approx. first 50 entries)	On-Site Branding	Main Stage Speaking Opportunity	Branded Event Opportunities

Please note that benefits are cumulative for higher sponsorship levels.

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# KEY METRICS

- SF Pride is a two-day event that was attended by **2.6 million** people in 2022
  - **Over a million people** watch the parade in-person, with many more watching the national television and international livestream broadcast through ABC 7
  - Monthly email newsletters reach **50K** people with **35% open rate**
  - Logo inclusion on SF Pride's website was viewed by **365k unique visitors** in 2022, and we are experiencing a **110% increase** in daily active users in 2023
  - With **200k people** watching the main stage at any given point over the two-day celebration, sponsorship ads running on the jumbotrons deliver approximately **4 million impressions per hour**
  - The **top ten busiest days for BART** and public transportation ridership in San Francisco history **are all Pride Sundays**
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# 2023 EVENTS & BRANDING OPPORTUNITIES

## PRIDE MONTH, JUNE

- Kick-Off Event
- Press Preview
- Flag Raising
- Intergenerational Symposium (TBD)

## PRIDE WEEKEND, JUNE 24-25

- Pride Parade
- Street Festival
- All-Day Concert
- VIP Party
- Evening Concert at Bill Graham (TBD)
- Official Afterparty

## YEAR-ROUND EVENTS

- Annual SF Pride Golf Tournament
- Gratitude Party
- Ken Jones Awards
- Holiday Party



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# OUR PROMISE

## SPONSORSHIP MISSION

For all of our broad cultural capital, San Francisco Pride is a non-profit organization powered by a small but mighty team. We rely on the financial support of sponsors to continue the work we do to uplift and empower the LGBTQ+ community, and strive to deliver impactful and meaningful sponsorship benefits in return for that critical support.

We love to tell our sponsors' stories. We want our community to see firsthand the groups willing to stand up for them. Our sponsorship program is a launch point for connecting with a beautifully vibrant community that extends far beyond one city.

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**MEETING LINK**  
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