

SAN FRANCISCO PRIDE

Partnership Opportunities 2022



Our Mission
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Where We're Going
How You Can Help
Partner Selection Process

What's Next?





Our Mission

"The Mission of the San Francisco Lesbian Gay Bisexual Transgender Pride Celebration Committee is to educate the world, commemorate our heritage, celebrate our culture, and **liberate our people.**"



Who We Are



**RACHEL JACOB BARNETT
(RJB)**

she/her

Director of Partnerships & Giving



FRED LOPEZ

he/him

Executive Director



MARSHA H. LEVINE

she/her

Community Affiliates Lead



CHRIS GRAFTON

he/him

**Operational Systems and
Membership Manager**

Where We're Going

JANUARY

- Parade Registration Begins

JUNE

- Black Liberation Event with African American Art & Culture Center
- Pride Parade & Celebration
- More events TBD

SEPTEMBER

- Board Elections
- Annual General Meeting
- Check Granting Party

NOVEMBER

- 2nd Annual Ken Jones Awards & Fundraiser

OCTOBER

- 4th Annual San Francisco Pride Pro-Am Golf Tournament
- Queer Freedom Fest
- The Modern Family Show (Family planning Expo)



How You Can Help...

52nd SAN FRANCISCO PRIDE Annual Partnership Opportunities	SUPPORTING	CELEBRATORY	COMMEMORATIVE	PREMIER	PRESENTING
	In-Kind	\$25K-\$45K	\$45-\$80K	\$80-125K	\$125,000+
Recognition as an Official Sponsor of the 52nd SF Pride Celebration and Parade	✓	✓	✓	✓	✓
PARADE - SUNDAY JUNE 26					
Complimentary Parade Contingent			2nd half	2nd half	1st half
Signage on Parade Route 8ft x 3ft banners affixed to barricades along the Parade route	1	2	3	4	5
Logo on Grandstand Tickets (Apx 4,000 impressions)			✓	✓	✓
Grandstand Seating Tickets (Parade viewing)		4	8	12	16
SIGNATURE PARADE GRANDSTAND BRANDING AVAILABLE !					
TWO-DAY CELEBRATION					
Exhibitor Space at the Celebration	10 x 10	10 x 10	up to 10 x 20	up to 10 x 30	up to 20 x 20
Logo on Main Stage Banner				✓	✓
VIDEO BANNER AD: Main Stage Video Advertising - Partial Screen Banner Ad Saturday & Sunday - 30-second banner ad (1x) per hour, (13x) total runs		1x per hour	1x per hour	1x per hour	2x per hour
VIDEO FULL SCREEN AD: Main Stage Video Advertising - Full Screen Splash Ad Saturday & Sunday - 15-second full screen splash ad				2x Saturday	4x Saturday
MASS MEDIA AND ORIGINAL PUBLICATION					
Logo and/or Voice Recognition on SF Pride's Radio, TV and Cable Advertisements					✓
TV/LIVESTREAM: Commercial (:30) on the Parade Broadcast, Co-Presented by Media Partners				1x	2x
TV/LIVESTREAM: Pre-recorded Interview with a Representative from your Organization				✓	✓
Logo on SF Pride's Transit Advertising Campaign			✓	✓	✓
Logo on Limited-Run Event Poster (Distribution 2,500)	✓	✓	✓	✓	✓



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	In-Kind	\$25K-\$45K	\$45-\$80K	\$80-125K	\$125,000+
YEAR-ROUND ONLINE MARKETING					
EMAIL: Logo on e-Newsletters 19,000+ subscribers		✓	✓	✓	✓
EMAIL: Stand alone e-Newsletter 19,000+ subscribers			2	3	4
EMAIL: Promo/ad inclusion in e-Newsletter			1	2	3
WEB: Logo on <i>sfpride.org</i> Sponsor Recognition Page w/hyperlink		✓	✓	✓	✓
WEB: Logo on <i>sfpride.org</i> Homepage				✓	✓
SOCIAL MEDIA PROMOTIONS Facebook, Instagram, Twitter, LinkedIn	Custom Packages	Custom Packages	Custom Packages	Custom Packages	Custom Packages
PRIDE 365: Stinger inclusion on The Queerness Podcast				✓	✓
PRIDE 365: Named sponsor inclusion on All Content					✓
SF PRIDE APP: Scrolling Banner Ad			✓	✓	✓
SF PRIDE APP: Push Notifications				2x day	4x day
SF PRIDE APP: Upgraded Map Icon				✓	✓



2022 Opportunities

52nd SAN FRANCISCO PRIDE Annual Partnership Opportunities	SUPPORTING	CELEBRATORY	COMMEMORATIVE	PREMIER	PRESENTING
	In-Kind	\$25K-\$45K	\$45-\$80K	\$80-125K	\$125,000+
ANNUAL CALENDAR OF OFFICIAL SAN FRANCISCO PRIDE EVENTS					
Black Liberation Event with AAACC (June 10, 2022) Opportunity to provide an Insert for the Event Gift Bag (150 units)	✓	✓	✓	✓	✓
Official San Francisco Pride VIP Party (Pride Weekend) Sponsor Recognition Signage at this event.		2	2	2	4
Official San Francisco Pride Press Preview and Reception (during Pride Week) Sponsor Recognition Signage for this event	2	2	2	2	2
San Francisco Pride Check Granting Party (September TBD) Opportunity to provide an Insert for the Event Gift Bag (150 units)	2	4	6	8	10
Chinatown Pride (date TBD)	2	2	2	4	6
4th Annual Golf Tournament (October 7-8, 2022) Logo inclusion on all marketing materials	✓	✓	✓	2 player team 1 Tee sign On-site Activation	4 player team 1 tee sign On-site Activation
Exhibitor Space at LGBT Freedom Fest (October 15, 2022) This street fair will be both traditional and unconventional.	Table	10x10	up to 10x20	up to 10x20	up to 20 x 20
The Modern Family Show (October 29, 2022) This expo is geared toward LGBTQ+ family planning and education	Custom packages available	Custom packages available	Custom packages available	Custom packages available	Custom packages available
Ken Jones Awards & Fundraiser (November TBD) Opportunity to provide an Insert for the Event Gift Bag (150 units)	2	2	2	4	4

PARTNER SELECTION PROCESS

- WHY WE PARTNER WITH CORPORATE ORGANIZATIONS
 - FROM IN-KIND TO MONETARY DONATIONS USED TO SUPPORT LOCAL **QTPOC** NON PROFITS, THERE ARE MANY REASONS WHY A PARTNERSHIP WITH CORPORATIONS LEADS TO THE OVERALL BENEFIT AND INCREASED VISIBILITY OF THE LGBTQIA+ COMMUNITY.
- RESOURCES WE UTILIZE TO RESEARCH QTPOC SUPPORT WITHIN YOUR ORGANIZATION
 - **THE HRC'S CORPORATE EQUALITY INDEX**
 - PAST COLLABORATIONS
- WHY DOES THIS MATTER?
 - BEYOND IMPACTING YOUR CURRENT EMPLOYEES, **CORPORATE ACCOUNTABILITY** DEMONSTRATES TO THE HUNDREDS OF THOUSANDS OF ATTENDEES AT SF PRIDE EVENTS THAT WE ARE COMMITTED TO THE LGBTQ+ COMMUNITY'S WELLBEING



Interested In Becoming An Annual Partner?

Contact RJB-Rachel Jacob Barnett
Director of Partnerships & Giving
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707-709-6408

