PARTNERSHIP OPPORTUNITIES 2021
On behalf of the Board of Directors and staff of San Francisco Pride, we hope that recent events have renewed your sense of optimism. Last year was a landmark anniversary for us, and against all odds, #SF Pride50 was a smashing success. The resilience and creativity of our communities will continue to propel us into our 51st year and beyond!

The theme for 2021’s #SF Pride51 is “All in This Together.” We are all looking forward to a brighter future and our team is working hard to bring visibility and connection to our communities during this time of social distance — but we can’t do it without your support! It’s what enables our team to collaborate on producing the events that our communities have come to love — and for San Francisco Pride 2021, we hope to add even more rallies and opportunities to celebrate together safely.

Your contribution will help support our continued efforts year-round!
WHY
SAN FRANCISCO PRIDE
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.

HISTORY

On the last weekend of June 1970, to commemorate the Stonewall Uprising in Manhattan one year earlier, LGBTQ+ activists in San Francisco held a small march down Polk Street followed by a “gay-in” at Golden Gate Park. These actions – the nuclei of the Parade and two-day Celebration that have comprised San Francisco Pride for years – also formed the organization’s activist-led heart.
<table>
<thead>
<tr>
<th>Year</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>First time the parade was the largest LGBTQ+ pride celebration in the United States, with an estimated 10,000 participants and 82,000 spectators.</td>
</tr>
<tr>
<td>1979</td>
<td>Rainbow Flags lined Market Street for the first time.</td>
</tr>
<tr>
<td>1985</td>
<td>United States senator, Alan Cranston, spoke at a pride celebration for the first time anywhere in the country.</td>
</tr>
<tr>
<td>1996</td>
<td>First time a Catholic church, Most Holy Redeemer, participated in any pride parade.</td>
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</tbody>
</table>
2007 SEMINAL
First time the number of participants and onlookers officially surpassed 1 million people.

2008 LOVE
After the California Supreme Court declared that same-gender couples may marry, first wedding chapel at the Celebration.

2019 FORWARD
First time that a presidential candidate, then-Sen. and now Vice President Kamala Harris, participated in the Parade and Celebration.

2020 NOW
50th Anniversary and 100-percent virtual Celebration.
Primarily presented on three platforms, our inaugural Online Celebration garnered the following impressions:

- **YouTube**: approximately 1,000 viewers over both days
- **Facebook Live**: approximately 12,500 viewers over both days
- **Twitch**: approximately 34,500 viewers over both days
- **Totaling** upward of 50,000 viewers
SF Pride participated in Global Pride, a 27-hour virtual Pride Celebration that took place on June 27, 2020 reached a worldwide audience of 57,050,978 viewers in at least 163 countries.
<table>
<thead>
<tr>
<th><strong>BIG STATS</strong></th>
<th><strong>MEMBERS</strong></th>
<th><strong>YEARS IN SERVICE</strong></th>
<th><strong>DONATIONS TO COMMUNITY PARTNERS SINCE 1997</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>209</td>
<td>51</td>
<td>$3M+</td>
</tr>
<tr>
<td><strong>UNIQUE WEBSITE VIEWS</strong></td>
<td><strong>CLICK RATE</strong></td>
<td><strong>SUBSCRIBERS</strong></td>
<td><strong>FACEBOOK FOLLOWERS</strong></td>
</tr>
<tr>
<td>160k</td>
<td>20%</td>
<td>35k</td>
<td>49.5k</td>
</tr>
</tbody>
</table>
MOVING FORWARD

51ST ANNUAL SAN FRANCISCO PRIDE CELEBRATION
Building on our success, we are developing several new elements to enhance the San Francisco Pride experience, including an official SF Pride app and virtual programming. Perhaps most importantly, we are embarking on an SF Pride 365 strategy, offering online content and smaller-scale in-person events throughout the year – opportunities for our community to connect with one another safely.
CHINATOWN PRIDE
PRESENTED COLLABORATIVELY BY
6-7PM PST
THURSDAY 3/25/21
FEATURING NEVER BEFORE SEEN ARTIST INTERVIEWS, COCKTAIL DEMONSTRATIONS, PERFORMANCES, AND MORE!
There is no better way to emphasize your commitment to supporting the LGBTQ+ community than through sponsorship of the nation’s largest annual gathering of LGBTQ+ people.
INTERESTED IN BECOMING A PARTNER?

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