



SAN FRANCISCO
PRIDE

**PARTNERSHIP
OPPORTUNITIES
2021**

WELCOME



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, #SFPride50 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 #SFPride51 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!



RACHEL JACOB BARNETT
DIRECTOR OF PARTNERSHIPS & GIVING
SAN FRANCISCO PRIDE



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.

MILESTONES



1970
FORMATION

San Francisco Lesbian Gay Bisexual
Transgender Pride Parade and Celebration.

1975
GROWTH

First time the parade was the largest LGBTQ+ pride
celebration in the United States, with an estimated 10,000
participants and 82,000 spectators.

1979
VISIBILITY

Rainbow Flags lined Market Street for the first
time.

1985
SUPPORT

United States senator, Alan Cranston, spoke at a pride
celebration for the first time anywhere in the country.

1996
PROGRESS

First time a Catholic church, Most Holy
Redeemer, participated in any pride parade.

LOVE IS LOVE

2001
UNITED

First time that a Muslim contingent participated in any Pride parade.

2004
EXPANSION

First time that the Celebration required 10 stages.

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.

2020 CELEBRATION



50k

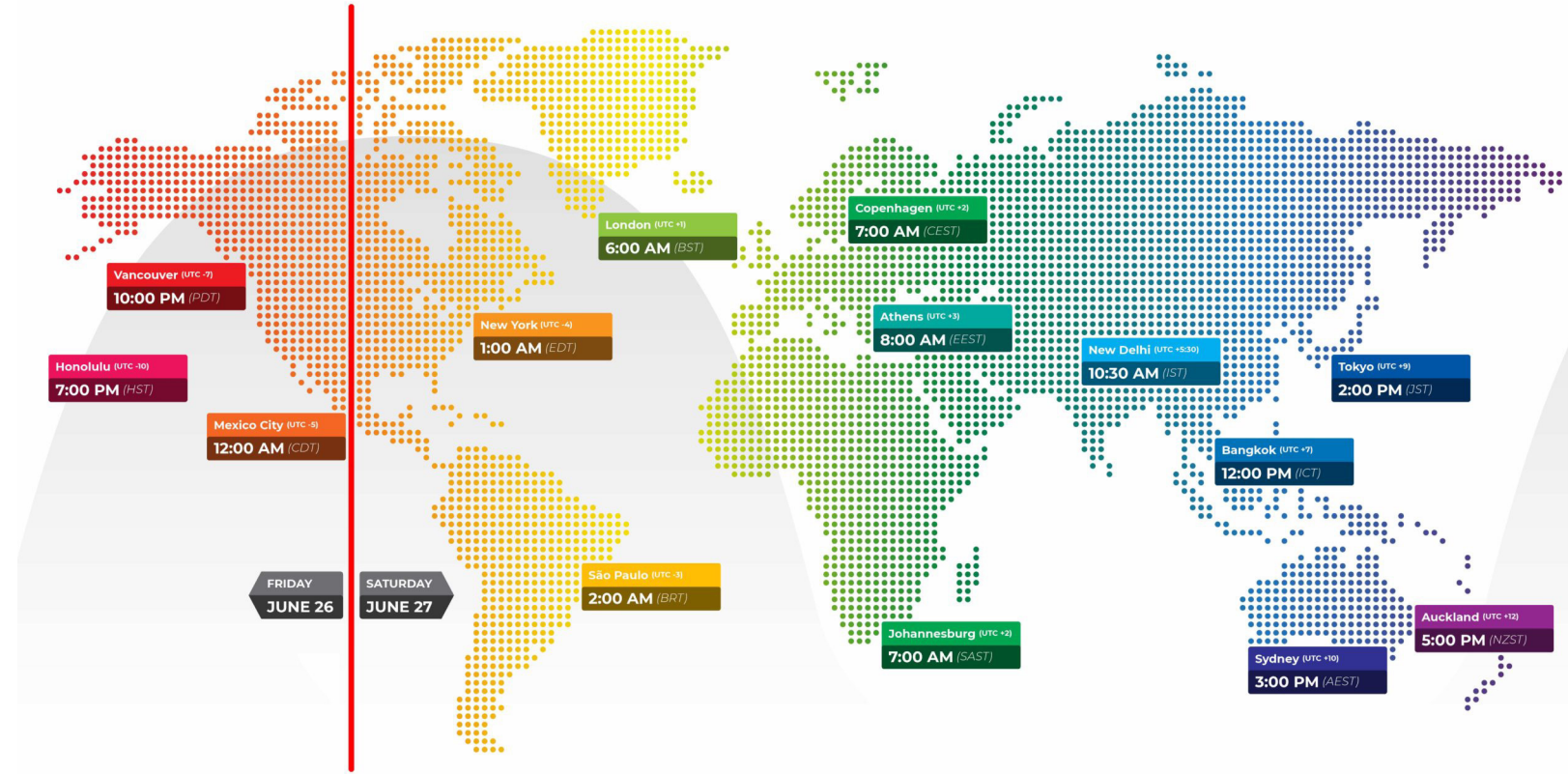
Primarily presented on three platforms,
our inaugural Online Celebration garnered the following impressions:

- **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

GLOBAL PRIDE



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.



BIG STATS



MEMBERS

209

YEARS IN SERVICE

51

DONATIONS TO
COMMUNITY PARTNERS
SINCE 1997

\$3M+

UNIQUE WEBSITE
VIEWS

160k

CLICK RATE

20%

SUBSCRIBERS

35k

FACEBOOK FOLLOWERS

49.5k

TWITTER FOLLOWERS

17k

INSTAGRAM FOLLOWERS

8.5k



MOVING FORWARD

51ST ANNUAL SAN FRANCISCO PRIDE CELEBRATION

VISION



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.

SFPRIDE 365

INSIDE PRIDE



A Podcast From San Francisco Pride

INNOVATION & COLLABORATION



CHINATOWN PRIDE

PRESENTED COLLABORATIVELY BY
SAN FRANCISCO PRIDE CHINESE CULTURE CENTER OF SAN FRANCISCO
舊金山中華文化中心

**6-7PM PST
THURSDAY 3/25/21**

FEATURING NEVER BEFORE
SEEN ARTIST INTERVIEWS,
COCKTAIL DEMONSTRATIONS,
PERFORMANCES, AND MORE!



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**GIANTS
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A FEW OF OUR PARTNERS



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.



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SAN FRANCISCO
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INTERESTED IN BECOMING A PARTNER?

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