



2023 SPONSORSHIP PACKAGE

SEPTEMBER 9 - 10, 2023

OAKLAND PRIDE

**IN JOINT PRESENTATION WITH
PRIDEFEST OAKLAND**

**THE POWER OF PRIDE
EVERYWHERE**

ABOUT US



UPLIFTING OUR PRIDE



This year, Oakland Pride and Pridcfest Oakland have joined forces to create a partnership of strength and respect while elevating our unified mission to celebrate and support the cultures and diversity of the Lesbian, Gay, Bisexual, Transgender, and Queer+ (LGBTQ+) community in Oakland and the surrounding Bay Area.

Both of these organizations have cemented their partnership to provide unified support for each other, the LGBTQ+ community, and Oakland at-large so that every marginalized voice can be heard.

Since 2010, we have been an influential coalition dedicated to educating the greater Bay Area and promoting equality, social justice, civic involvement, and responsibility within Oakland and neighboring communities.

Historically, our events have attracted over 50,000 attendees and have raised \$3.3 mm for the Oakland community as we continue to live and buy locally.

Our organization has a shared vision of providing an equitable platform, safe spaces, and events for the entire Oakland community. Our events celebrate Oakland's rich and diverse queer community, support Oakland's BIPOC businesses & non-profits, and highlight the resources available to the community through a series of events throughout the year that lead up to Oakland Pride Weekend - a Festival and Parade.

Oakland Pride is a 501(c)3 non-profit organization.

YOUR OPPORTUNITIES TO SUPPORT



HELP FUEL THE POWER OF PRIDE

Everyone deserves to walk in their power, not go it alone, and live authentically.

The recent political attacks aimed at gay, transgender, and non-binary people threaten the rights of LGBTQ+ Americans and the fundamental promises of freedom, liberty, and dignity.

But together, we can be a fierce force in creating safe, inclusive spaces that help amplify marginalized voices and broaden acceptance.

Sponsors and donors not only cover our operating costs that fuel our events but also provide support for the Oakland LGBTQ+ Community and other essential services to Queer and POC community partners.

Oakland Pride is a beacon to celebrate living life to the fullest and give hope to those who seek a community of belonging.

Show your support for the community.

Stand in solidarity with us as we celebrate loudly and proudly.

AUDIENCE AND MEDIA REACH



MARKETING EFFORTS

Oakland Pride will actively engage audiences across a variety of platforms by leveraging corporate and local media partnerships, which include but are not limited to:

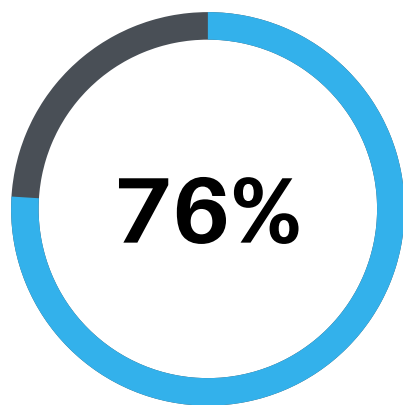
- Radio, via exclusive iHeart Radio partnership (6mm impressions)
- Television via exclusive media partnership with a local station (6mm impressions)
- LGBTQ+ print sponsorships
- Press releases for milestones and announcements
- Social media campaigns
- Poster distribution across Alameda County
- Integration of Oakland Pride across significant sponsor and partner websites and social channels (4mm reach)

BENEFITS OF PRIDE SPONSORSHIP

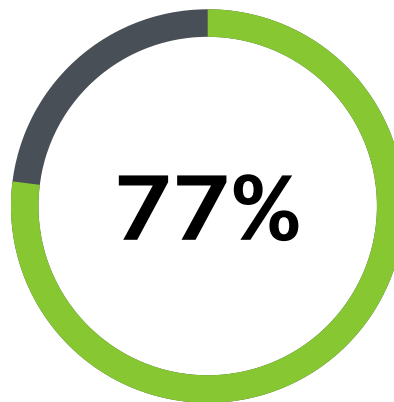


BRAND LOYALTY

LGBTQ+ people are arguably the most brand-loyal community.



U.S. participants agreeing that companies supporting LGBTQ+ equality would get more of their business.



Prefer to buy from companies that advertise to them directly.



U.S. LGBTQ+ Community annual buying power

As one of the country's most integrated cities, Oakland has gradually become home to more lesbian couples than any other major US metropolises. **The city ranks third for lesbian and gay households combined.**

No other outlet in the East Bay gives your business the reach into LGBTQ+ individuals, households, and families with the same effect as Oakland Pride.

Showing your support of us sends the message that your company stands with our community so we can take pride in your brand.

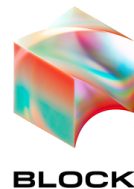
Source: NJ Biz, Harns Witech-Combs, Communify

JOIN OUR GROWING SPONSORSHIP & PARTNERSHIP FAMILY



BE ON THIS EXTRAORDINARY LIST

Past & Current Sponsors & Partnerships Have Included



JPMORGAN CHASE & CO.



KAISER PERMANENTE®



JOIN OUR GROWING SPONSORSHIP & PARTNERSHIP FAMILY



BE ON THIS EXTRAORDINARY LIST

Past & Current Sponsors & Partnerships Have Included

AIDS Healthcare Foundation (AHF)	Mistr
Amazon	Microsoft
Bayer	NBC Bay Area
Block	Oakland Fire Department
Blue Shield California	Oakland LGBTQ Community Center
The California Endowment	Oakland Police Officers Association
CI&T	Oakland Roots
Cross Country Mortgage	Oakland Run Co
District 4 - Supervisor Nate Miley	PG&E
Drake's Brewing Co	The Port Bar
EBMUD	Port of Oakland
Exelixis	The Port Workspaces
Huff Legal, PC	Pridefest Oakland
Fortified Branding	Que Rico!
Gilead	Ruth Stroup Insurance Agency
Head Royce School	San Francisco Aids Foundation
International Association of Fire Fighters (IAFF)	San Francisco Bay Times
iHeart Radio	San Francisco Pride
JP Morgan Chase & Co.	Square
Kaiser Permanente	Teuscher Chocolates of Switzerland - SF
Lavender Solidarity Committee (Local 1021)	UPS
Marqeta	Verizon
	Visit Oakland
	Wells Fargo
	Xfinity

SPONSORSHIP LEVELS



PREMIER PRESENTING SPONSOR

\$150,000+ Premier Presenting Sponsor. Full Event.

Year Long Recognition as Presenting Sponsor through multiple events listed as “delivered by/Powered by” dependent on the sponsor’s interest.

Year-long Presenting Sponsorship & recognition at all other Pride Activities & Events

Additionally, sponsorship will be recognized with:

- Key placement in Parade and Festival. Full weekend.
- Logo recognition on Social Media Platforms (Facebook Event, Twitter, Instagram, Eventbrite)
- Logo recognition on event website and email advertising campaigns
- Acknowledgment in nationwide press release
- Placement of banners throughout Oakland Pride two-day weekend
- Logo placement and recognition on rotating sponsor reel
- VIP Passes for 20 guests, including complimentary bar service to VIP area
- General Admission Passes - 50 guests to full weekend
- Full-color ad in Oakland Pride Digital Event Guide
- Main stage company banner
- Complimentary Activation area or 20x10 booth space (preferred placement)
- Exclusive LARGE logo on step & repeat photo backdrop
- Logo recognition on event t-shirt and all print marketing materials
- Opportunity to appear on main stage or on-site promotional presence (commercial)
- Recognition on all TV and Radio marketing
- Private meet & greet backstage with headliners for 10 guests
- All-day Parking Pass
- Advertising opportunities with Oakland Pride's Official Event Partners
- Access to photos and video provided by Oakland Pride's official event partners

SPONSORSHIP LEVELS



VIP PARADE SPONSOR

\$100,000 VIP Parade Sponsor

Year-long Presenting Sponsorship & recognition at all other Pride Activities & Events

Additionally, sponsorship will be recognized with:

- Key placement and advertisements in Parade
- Logo recognition on Social Media Platforms (Facebook Event, Twitter, Instagram, Eventbrite)
- Logo recognition on event website and email advertising campaigns
- Acknowledgment in nationwide press release
- Placement of banners throughout Oakland Pride Parade
- Logo placement and recognition on rotating sponsor reel
- VIP Passes for 15 guests, including complimentary bar service to VIP area
- General Admission Passes - 50 guests to full weekend
- Full-color ad in Oakland Pride Digital Event Guide
- Main stage company banner
- Complimentary Activation area or 20 x10 booth space (preferred placement)
- Logo on step & repeat photo backdrop
- Logo recognition on event t-shirt and all print marketing materials
- Opportunity to appear on main stage or on-site promotional presence (commercial)
- Recognition on all TV and Radio marketing
- Private meet & greet backstage with headliners for 5 guests
- All-day Parking Pass
- Advertising opportunities with Oakland Pride's Official Event Partners
- Access to photos and video provided by Oakland Pride's official event partners

SPONSORSHIP LEVELS



VIP MAIN STAGE SPONSOR

\$75,000 VIP Main Stage Sponsor

Year-long Presenting Sponsorship & recognition at all other Pride Activities & Events

Additionally, sponsorship will be recognized with:

- “Powered by” title recognition for main stage and two supporting stages, to be displayed across all social media platforms, press releases, event programs and more
- Key placement and advertisements in Parade
- Logo recognition on Social Media Platforms (Facebook Event, Twitter, Instagram, Eventbrite)
- Logo recognition on event website and email advertising campaigns
- Acknowledgment in nationwide press release
- Placement of banners throughout on Main Stage
- Logo placement and recognition on rotating sponsor reel
- VIP Passes for 10 guests, including complimentary bar service to VIP area
- General Admission Passes - 50 guests to full weekend
- Full-color ad in Oakland Pride Digital Event Guide
- Main stage company banner
- Complimentary Activation area or 20 x10 booth space (preferred placement)
- Exclusive logo on step & repeat photo backdrop
- Logo recognition on event t-shirt and all print marketing materials
- Opportunity to appear on main stage or on-site promotional presence (commercial)
- Recognition on all TV and Radio marketing
- Private meet & greet backstage with headliners
- All-day Parking Pass
- Advertising opportunities with Oakland Pride's Official Event Partners
- Access to photos and video provided by Oakland Pride's official event partners

SPONSORSHIP LEVELS



VIP STAGE ACTIVATION SPONSORS

\$50,000 VIP Stage Activation

- Logo recognition on Social Media Platforms (Facebook Event, Twitter, Instagram, Eventbrite)
- Logo recognition on event website and email advertising campaign
- Logo placement and recognition on Main Stage at Festival
- Placement of banners throughout Festival
- Logo placement and recognition on rotating sponsor reel
- VIP Passes for 10 guests including (complimentary bar service)
- Complimentary 20 x10 booth space
- Exclusive logo on step & repeat photo Backdrop
- Access to VIP tent including complimentary bar service
- Logo recognition on event t-shirt
- "Powered by" title recognition for ONE of TWO supporting stages, to be displayed across all social media platforms, press releases, event programs and more
- Opportunity to appear on supporting stage or on-site promotional presence (commercial)

VIP HEALTH VILLAGE SPONSOR (1 OF 1)

\$50,000 Named VIP Sponsor of Health Village.

The health village will consist of a cluster of booths & tents focusing on LGBTQ Health & Wellness providing most needed vaccination & testing sites, HIV testing & prevention information, health practitioners & innovative wellness practices.

- VIP Passes for 10 guests including (complimentary bar service)
- Logo recognition on Social Media Platforms (Facebook Event, Twitter, Instagram, Eventbrite)
- Logo recognition on event website and email advertising campaign
- Placement of banners throughout Festival
- Logo placement and recognition on rotating sponsor reel (to be displayed during intermissions across all stages)
- Sponsor will be able to distribute (10) 10x10 booths to partner community health organizations

SPONSORSHIP LEVELS



\$35,000 VIP Sponsor

- Contingent in Parade
- Activation or Powered & Tented 20 x10 Booth
- Logo on event & LGBTQ Center website
- Social Media inclusion
- Email blast inclusion
- In-Venue Signage
- Press Releases
- Posters + Flyers
- 10 VIP Access
- 10 Event Shirts/Merch
- Passes

\$25,000 Gold Sponsor

- Contingent in Parade
- Powered & Tented 10 x10 Booth
- Logo on event & LGBTQ Center website
- Social Media inclusion
- Email blast inclusion
- In-Venue Signage
- Press Releases
- Posters + Flyers
- 10 VIP Access
- 10 Event Shirts/Merch
- Passes

\$10,000 Silver Sponsor

- Contingent in Parade
- Powered & Tented 10x10 Booth
- Logo on event & LGBTQ Center website
- SocialMedia inclusion
- Email blast inclusion
- In-Venue Signage
- 2 VIP Access
- Passes

\$5,000 Bronze Sponsor

- Contingent in Parade
- Tented Booth
- Logo on event & LGBTQ Center website
- Email blast inclusion
- In-Venue Signage
- 2 VIP Access
- Passes

Ready to Become a Partner or Donor

- For inquirers regarding Sponsorship, please contact us at sponsors@oaklandpride.org.
- For more information about Oakland Pride or how to become an exhibitor/vendor please visit us at www.oaklandpride.org for more information or email us at info@oaklandpride.org.
- Oakland Pride is a 501(c)3 non-profit organization. Your contribution is tax-deductible to the extent allow by law.



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