



# 2017 SPONSORSHIP

**Orange County LGBT Pride, Inc**  
414 W. 4<sup>th</sup> Street Suite N  
Santa Ana, CA 92701

[sponsorship@prideoc.com](mailto:sponsorship@prideoc.com)



414 West 4<sup>th</sup> Street Suite N | Santa Ana, CA 92701

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Dear Friends:

On behalf of OC Pride, we are excited to announce our 9th annual OC Pride LGBT Parade and Festival to be held in Downtown Santa Ana on Saturday June, 24, 2017. This event celebrates Orange County's LGBT community and gives us a chance to gather and show our pride.

We invite you to join us and support this year's event as we come together "As One". Your sponsorship is an affirmation of your commitment to empowering Orange County's LGBT identity and sense of well-being.

Please take a moment to review our 2017 sponsorship packet to consider how you can support this inspiring and interactive event.

For more information, please contact Mychal Castro, Director, Fund Development at 714-393-2041 or email [sponsorship@ocpride.com](mailto:sponsorship@ocpride.com).

Thank you for your consideration and for supporting OC Pride.

Sincerely,

A handwritten signature in black ink that reads 'Meg Kott'. The signature is written in a cursive, flowing style.

Meg Kott  
President, Orange County LGBT Pride



## 2017 SPONSOR BENEFITS

	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Rainbow Supporter	OC Pride Friend
	\$25,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+	\$500+	\$150+
Commence Parade	√	-	-	-	-	-	-
Welcome Attendees from Main Stage	√	-	-	-	-	-	-
Name a Festival Area <sup>1</sup>	√	√	√	√	-	-	-
Entertainment Passes <sup>2</sup>	24	10	8	6	4	2	-
Parade Entry <sup>2</sup>	Premium Placement	Preferred Placement	Preferred Placement	Preferred Placement	√	√	-
Vendor Booth <sup>2</sup>	20x20 Tent With Setup	20x20 Tent With Setup	10x10 Tent With Setup	10x10 Tent With Setup	-	-	-
Stage Signage	Logo on Mainstage	Logo	Logo	Listed	Listed	Listed	-
Social Media Broadcasts <sup>3</sup>	10	8	6	4	2	1	-
Official OC Sponsor Advertisement	-Print Materials <sup>3</sup> -VIP Party -Social Media -prideoc.com -Outdoor Advertising -eMarketing	-Print Materials <sup>3</sup> -VIP Party -Social Media -prideoc.com -Outdoor Advertising -eMarketing	-Print Materials <sup>3</sup> -VIP Party -Social Media -prideoc.com -Outdoor Advertising -eMarketing	-Print Materials <sup>3</sup> -VIP Party -Social Media -prideoc.com -Outdoor Advertising -eMarketing	-VIP Party -Social Media -prideoc.com -Outdoor Advertising -eMarketing	-Social Media -prideoc.com -Outdoor Advertising -eMarketing	-
Included in Press Release	Logo	Logo	Logo	Logo	Listed	Listed	-
Official Event Guide	Double Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	Quarter Size Ad	Quarter Size Ad	Business Card Size
Official OC Pride Rights	Official Sponsor	Official Partner	Official Partner	Official Partner	Official Partner	Official Supporter	Official Supporter
<b>Recognition in 2017 OC PRIDE Event Guide</b> <b>Sponsor-provided product placement in OC PRIDE VIP Swag Bags (optional)</b>							
<i>1 - Limited Opportunities / Based on Sponsorship Level</i> <i>2 - Non-transferable</i> <i>3 - Dependent on Sponsor date</i>							



# GENERAL INFORMATION

## PAYMENT INFORMATION

Please make checks payable to Orange County LGBT Pride, Inc.

Send payment to:

OC LGBT Pride, Inc  
Attn: OC Pride Sponsor  
414 West 4<sup>th</sup> Street, Ste. N  
Santa Ana, CA 92701

## REQUEST FOR CHANGE POLICY

Any request for changes must be emailed to [sponsorship@ocpride.com](mailto:sponsorship@ocpride.com) by April 15, 2017. Mychal Castro, Director of Fund Development must approve changes to your sponsorship agreement.

## LOGOS

Please email your high-resolution logo to [marketing@prideoc.com](mailto:marketing@prideoc.com) with the title of the file "Your Company Name: Logo 2017". Logos must be a minimum of 300 dpi for print materials and 150 dpi for the website. Only **PDF** or **EPS** formats will be accepted. Any logo submitted that does not meet these requirements will be returned to the Sponsor. Sponsors are responsible for re-submitting the correct logo before the deadline to ensure proper marketing placement. Logos will be linked to your designated URL on our website.

## PARADE ENTRY

Sponsors who are interested in participating in the parade should complete and submit a separate Parade Application. Any questions regarding parade space can be directed to [parades@prideoc.com](mailto:parades@prideoc.com).

## FESTIVAL BOOTH

Sponsors who are interested in having booth space during the festival should complete and submit a separate Vendor Application. Any questions regarding booth space can be directed to [vendor@prideoc.com](mailto:vendor@prideoc.com).

## EVENT GUIDE

Event guide ads must be received by April 1<sup>st</sup>, 2017 to receive best placement. Final day to receive all ads is April 15<sup>th</sup>, 2017. Please email ads to [marketing@ocpride.com](mailto:marketing@ocpride.com).

- **2 Page Spread:** bleed: 11.5" x 9.0" trim: 11.0" x 8.5"
- **Full Page:** bleed: 6.0" x 9.0" trim: 5.5" x 8.5"
- **1/2 Page:** 5.5" x 3.875"
- **Quarter Page:** 2" x 3.875"
- **Business Card:** 2" x 1.875"

## QUESTIONS?

For sponsor-related inquiries please contact [sponsorship@prideoc.com](mailto:sponsorship@prideoc.com). For marketing-related inquiries please contact [marketing@prideoc.com](mailto:marketing@prideoc.com).



# 2017 SPONSOR AGREEMENT

Please email completed form to [sponsorship@prideoc.com](mailto:sponsorship@prideoc.com)

**SPONSOR NAME**  
(as it should appear for publicity and program)

**WEBSITE (URL)**

**CONTACT NAME**

**TELEPHONE**

**EMAIL ADDRESS**

**MAILING ADDRESS**

**SPONSORSHIP LEVEL**

<input type="checkbox"/>	PRESENTING	<input type="checkbox"/>	PLATINUM	<input type="checkbox"/>	GOLD
<input type="checkbox"/>	SILVER	<input type="checkbox"/>	BRONZE		
<input type="checkbox"/>	RAINBOW	<input type="checkbox"/>	OC PRIDE FRIEND		

**ADDITIONAL SPONSOR BENEFITS**

(discussed and approved by Mychal Castro)

We cannot attend but would like to help underwrite this event with a contribution of

**AUTHORIZED SIGNATURE**

**DATE**

We will recognize your sponsorship commitment in our promotional materials upon return of this agreement.

2016 SPONSORS

