



A NON-PROFIT LGBTQ+ ORGANIZATION

# 2020 MEDIA SPONSORSHIP PACKAGES

**ORANGE COUNTY LGBTQ+ PRIDE  
2020 | ANAHEIM, CA | PRIDEOC.COM**

**Dear OC Pride Friends and Family,**

**On behalf of Pride, I am excited to announce a huge change for our organization and festival in 2020 with our historic move to Anaheim, CA on Saturday, June 27th. This move has been largely welcomed by our supporters, businesses and the City of Anaheim as it will continue to allow us the opportunity to grow and deliver a free festival that is celebrated by over 30,000 attendees. Our focus is on creating a community for LGBTQ+ people and allies in the OC through education, advocacy and celebration. Your sponsorship is an affirmation of your commitment to empowering Orange County's LGBTQ+ identity and sense of well-being.**

**Please take a moment to review our 2020 sponsorship packet to consider how you can support this inspiring event that leaves lifetime impressions on all who attend. For more information, please feel free to contact [info@prideoc.com](mailto:info@prideoc.com)**

**Thank you for your consideration and for supporting OC Pride.  
With Pride,**

**Robert Casas  
President  
Orange County LGBTQ+ Pride**





# óc pride

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## ABOUT US

Visitors from all over Southern California and beyond flock to Orange County for a vibrant day of acceptance, harmony, dancing, and commemoration. 2020's Parade and Festival spotlights the diversity of our community and embraces each individual regardless of creed, color, sexuality.

We encourage each person to unapologetically be themselves as fight for a future where LGBTQ+ people are as equal and visible as anyone else.

## OUR CAUSE

Orange County LGBT Pride's mission is to strengthen the identity of the LGBTQ+ community within Orange County and surrounding areas. We unite LGBTQ+ people, empower them to live openly with pride and promote respect for all.

## WHAT MAKES PRIDE?



### PARADE

A celebration of our Pride and a showcase of our diversity.



### EDUCATION

Sharing who we are with the world and helping each other to better understand our proud family.



### COMMUNITY

We are stonger together. PRIDE helps remind us that together we can achieve the impossible.



Phone : (714) 869-7392

Website : <https://www.prideoc.com/>

Address : 300 S. Harbor Blvd Suite 804  
Anaheim, CA 92805

# MARKETING INITIATIVES

## 2019 STATISTICS

1600+  
Newsletter  
Subscribers

30K+  
Festival  
Attendees

150+  
Artists, Vendors,  
& Exhibitors




8700



1800



10300

 Orange County LGBT Pride's Marketing Team holds the responsibility of growing our brand presence by overseeing the development and execution of fully integrated marketing plans. We perform the necessary research to identify target audiences and reach out to them with various strategies and initiatives including:

- Targeted Facebook Advertising
- Local Events Promoted On Social Media
- Community Outreach Via Fundraisers And Sponsorships
- Cross Marketing With Cultural Initiatives
- Bringing Less-Understood Business Founders Together

# MEDIA PRESENTING SPONSOR

## \$10,000

**Y**our partnership is exclusive and your business will be the only Presenting Media Sponsor of Orange County LGBTQ+ Pride 2020.

Through this strategic marketing investment you will be on the fore front of any news and OC Pride related information. The OC Pride Presenting Sponsor is also positioned in prime areas of the Pride Guide making sure that your business is on the leading edge of our print and social media marketing.

In addition to those fantastic perks the Presenting Sponsor also receives:

### EVENT ACCESS

2 Media Level Festival Passes (Includes Access To All Pride Month Events)

Exclusive Press Area To Conduct Interviews

5 Free VIP Festival Passes & 5 Free VIP Parking Passes

### PRE-PRIDE FESTIVAL PROMOTION

Present the Pride guide (30K+ reach in 2019)

Key Logo Placement on OC Pride Web Site

Boosted Posts Across Facebook (4), Instagram (4) & Twitter (4)

Logo Advertised on OC Pride Mobile App & All Promotional Materials

### ON-SITE DAY OF FESTIVAL PROMOTION

Logo Advertised On Outdoor Signage\* & Literature Placed at OC Pride Info Booth

Preferred Placement In the Blaze It Forward Parade

### POST-PRIDE FESTIVAL PROMOTION

Thank You Post Across Facebook, Instagram & Twitter

Early Access to 2021 Media Sponsorship Deck

\*Please email your high-resolution logo to [info@prideoc.com](mailto:info@prideoc.com) with the Subject "[Your Company]: Logo 2020". Logos must be a minimum of 300 dpi. Only .PNG, .JPG, .EPS or .AI 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.

\*\*Final day to receive all ads is **April 17th, 2020**. Please email ads to [marketing@prideoc.com](mailto:marketing@prideoc.com) with the Subject "[Your Company]: Pride Guide."

# MEDIA PLATINUM SPONSOR

## \$7,000

**B**e one of three Platinum Media Sponsors that help bring OC Pride to the masses with our annual parade and festival.

LGBTQ+ Pride celebrations have a powerful influence on the communities they are in. Help us keep attendees in the know and assist festival goers in staying connected. Your brand will be proudly represented and your company will help transform the way we connect with our audience.

In addition to those fantastic perks the Platinum Sponsor also receives:

### EVENT ACCESS

1 Media Level Festival Passes (Includes Access To All Pride Month Events)

Exclusive Press Area To Conduct Interviews

3 Free VIP Festival Passes & 3 Free VIP Parking Passes

### PRE-PRIDE FESTIVAL PROMOTION

Logo Placement on OC Pride Web Site Home Page & Sponsor Page

Boosted Posts Across Facebook (3), Instagram (3) & Twitter (3)

Logo Advertised on OC Pride Mobile App & Key Placement In All Email Campaigns

### ON-SITE DAY OF FESTIVAL PROMOTION

Logo Advertised On Outdoor Signage\* & Literature Placed at OC Pride Info Booth

Unit In the Blaze It Forward Parade

### POST-PRIDE FESTIVAL PROMOTION

Thank You Post Across Facebook, Instagram & Twitter

Early Access to 2021 Media Sponsorship Deck

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# MEDIA GOLD SPONSOR

## \$5,000

**Y**ou have the power to engage a massive new audience to your company and brand. Our Gold media Sponsors employ all avenues of OC Pride’s online and social media platforms.

Help OC Pride connect our community throughout Orange County for a day of celebration, education and unity! Sponsors enjoy several perks as well as the knowledge that they are being noticed and commended for their support of the LGBTQ+ community.

In addition to those fantastic perks the Gold Sponsor also receives:

### EVENT ACCESS

1 Media Level Festival Passes (Includes Access To All Pride Month Events)

Exclusive Press Area To Conduct Interviews

1 Free VIP Festival Passes & 1 Free VIP Parking Passes

### PRE-PRIDE FESTIVAL PROMOTION

Logo Placement on OC Pride Web Site Home Page & Sponsor Page

Boosted Posts Across Facebook (2), Instagram (2) & Twitter (2)

Logo Advertised on OC Pride Mobile App

### ON-SITE DAY OF FESTIVAL PROMOTION

Logo Advertised On Outdoor Signage\* & Literature Placed at OC Pride Info Booth

Unit In the Blaze It Forward Parade

### POST-PRIDE FESTIVAL PROMOTION

Thank You Post Across Facebook, Instagram & Twitter

Early Access to 2021 Media Sponsorship Deck

\*Please email your high-resolution logo to [info@prideoc.com](mailto:info@prideoc.com) with the Subject “[Your Company]: Logo 2020”. Logos must be a minimum of 300 dpi. Only .PNG, .JPG, .EPS or .AI 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.

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# MEDIA SILVER SPONSOR

## \$2,500

**A**dvocating for non-profit organizations communicates the values and standards of your company. Pride Festivals nurture inclusiveness, provide a space for your audience to come together in celebration, encourages creativity, and provides a space for individuals to discover their wider community.

Consumers identify with brands that support philanthropic causes and feel that supporting those brands contributes to a greater good. A Silver Media Sponsorship puts your brand out in front of our 23K+ festival attendees who will all see that you support them.

In addition to those fantastic perks the Silver Sponsor also receives:

### EVENT ACCESS

1 Free VIP Festival Passes & 1 Free VIP Parking Passes

### PRE-PRIDE FESTIVAL PROMOTION

Logo Placement on OC Pride Web Site Home Page & Sponsor Page

Boosted Posts Across Facebook (2), Instagram (2) & Twitter (2)

Logo Advertised on OC Pride Mobile App

### ON-SITE DAY OF FESTIVAL PROMOTION

Logo Advertised On Outdoor Signage\* & Literature Placed at OC Pride Info Booth

Unit In the Blaze It Forward Parade

### POST-PRIDE FESTIVAL PROMOTION

Thank You Post Across Facebook, Instagram & Twitter

Early Access to 2021 Media Sponsorship Deck

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# MEDIA BRONZE SPONSOR

## \$1,000

**W**ant to support Orange County's largest LGBTQ+ event while operating on a modest marketing budget? The Bronze Media Sponsorship package is for you!

Your brand will be associated with inclusiveness and fun of the Orange County LGBTQ+ Pride Parade and Festival. Your partnership will help ensure that our mission will be successful and emphasize that your brand stands with the LGBTQ+ community.

In addition to those fantastic perks the Bronze Sponsor also receives:

### EVENT ACCESS

1 Free VIP Festival Passes & 1 Free VIP Parking Passes

### PRE-PRIDE FESTIVAL PROMOTION

Logo Placement on OC Pride Web Site Home Page & Sponsor Page

Boosted Posts Across Facebook (1), Instagram (1) & Twitter (1)

Logo Advertised on OC Pride Mobile App

### ON-SITE DAY OF FESTIVAL PROMOTION

Logo Advertised On Outdoor Signage\* & Literature Placed at OC Pride Info Booth

### POST-PRIDE FESTIVAL PROMOTION

Thank You Post Across Facebook, Instagram & Twitter

\*Please email your high-resolution logo to [info@prideoc.com](mailto:info@prideoc.com) with the Subject "[Your Company]: Logo 2020". Logos must be a minimum of 300 dpi. Only .PNG, .JPG, .EPS or .AI 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.

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A large rainbow flag is being held by a crowd of people at a Pride event. The flag is the central focus, with its colors (red, orange, yellow, green, blue, purple) clearly visible. The people holding the flag are partially visible, showing their legs and feet. The background is a bright, sunny outdoor setting.

# Contact Orange County Pride TODAY!

Let's discuss how your company can  
benefit from being our media sponsor.

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



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Orange County LGBTQ+ Pride, Inc.  
300 S. Harbor Blvd Suite 804  
Anaheim, CA 92805  
[www.prideoc.com](http://www.prideoc.com)

Orange County LGBTQ+ Pride is a Non-Profit 501(c)3 Organization.  
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