



"To engage in and support bridge building activities that educate, encourage, and celebrate LGBT inclusion and pride."

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REASONS TO SPONSOR PRIDE

We've been around

27 Years ago Pride started with a small parade and picnic in a local Long Beach Park. Since then, it has grown into Long Beach's 2nd largest event as well as one of the United States' oldest continuously running festivals. Pride has grown into a highly recognized, top-ranked festival and celebration.

We're a huge connection to the community

There is no other event in the city that brings together the city and community for one purpose alone, to celebrate Pride. In two-days, Pride attracts nearly 100,000 people at the Parade and Festival and we can put you in front of this community.

Look at the statistics about Long Beach Pride

- 56% male, 44% female attendees
- Median age is 35 years old
- 76% of attendees are from outside the City of Long Beach
- Overall, attendees spend a median of 9 hours at the Celebration
- Attendees contribute over \$10 million to Long Beach's economy annually and \$19.4 million to the regional economy

Your return on investment

A survey conducted by the International Events Group, Inc. revealed that 78% of companies agree that participating in festivals have a measurable impact on sales and provide the most conducive environment for marketing. Long Beach Pride can provide this occasion for you.

Visibility to LGBT community

Long Beach is recognized as a leader in Pride outreach. Our connections with community groups, pride organizations and LGBT communities throughout the world provide an excellent opportunity to be seen and noticed.

You'll be exposed to generations

We are seeing a greater number of families, both mainstream and non-traditional participate in Pride celebrations. To accommodate this, the festival site now contains areas specifically designed to entertain families, young adults and kids.

Thousands of dollars in media coverage

The media coverage for Long Beach Pride is worth thousands of dollars in local, national and international exposure. In 2008 we had television coverage, newspaper and magazine advertisements and articles, radio broadcast, website hits and equaling impressions in the hundreds of thousands. Partner with us to be visible in both gay and mainstream media.

You can be a Pride VIP

Certain sponsorship levels include VIP passes for a VIP Breakfast along the parade route, access to VIP designated area at the festival, and VIP seating for main stage headline entertainers.

We'll work with you

Let us know if you have a particular demographic or other objective that you are searching to reach through sponsorship. We will do our best to tailor the program to maximize your exposure. We'll be delighted to work with you to give you what you want.





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Mission

The Mission of Long Beach Lesbian & Gay Pride is *"to engage in and support bridge building activities that educate, encourage, and celebrate LGBT inclusion and pride."* The organization fulfills its mission by supporting literary, educational and charitable activities and programs, while endeavoring to encourage unity by word and action.



History

Long Beach Lesbian & Gay Pride, Inc. (LBLGP, Inc.) produced its first annual Pride Festival & Parade in June of 1984. The Board of Directors felt that, with such a large Gay & Lesbian population, there was a need to increase awareness and to promote PRIDE and a greater sense of self-worth within the Community. Additionally, the Board felt it important to facilitate greater cooperation, mutual respect and understanding between the Lesbian & Gay Community and the community of Long Beach.



At first, money to meet the city's stringent fees was in short supply. Yet, after producing only two parades and festivals, LBLGP, Inc. began making outright grants to other nonprofit organizations. Shortly after that, LBLGP, Inc. began donating funds to their volunteer's favorite charities. The amount of this contribution is based on the number of hours volunteers work at the parade and festival. Today, LBLGP, Inc. continues the tradition of giving back a portion of the proceeds, which has become the hallmark of our organization.



Highlights

Long Beach Pride has a strong and proud LGBT community with connections to international communities. LBLGP, Inc. hosted the 2007 Region 1 Consolidated Association of Pride Conference in 2008 and will be hosting the 2010 International Interpride Conference. We continue to have strong partnerships with the Long Beach City Council and other noted organizations to ensure we maintain our momentum as a world class city that openly supports diversity and inclusiveness.



Pride Features

Over the past several years, the Long Beach Lesbian & Gay Pride Festival & Parade has become the 3rd largest in the nation, now attracting over 100,000 participants over the two-day celebration. More than 200 marching groups and floats have comprised the parade entries since 1995, representing various religious, human services, governmental and social organizations. The Festival Celebration includes 7 large dance areas, including a main stage which has featured musical artists such as Grammy Award Winner Jennifer Hudson.



Location

Long Beach is a striking and vibrant city where land meets water. It's a winning combination – part beach town, part big city, Long Beach offers the perfect combination of charm and accessibility. Our downtown Marina Green festival site creates an ideal situation for our festival attendees to engage in a wide range of entertainment options as well as gather information from our Corporate Sponsors and other festival vendors.





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Previous Year Impressions Measured & Non Measured Media

2009 Purchased Magazines & Web Advertisements

Adelante
Diva's Magazine
District Weekly
Fun Maps & Fun Maps web
IN Frontiers Magazine
Gloss Magazine
Gorgeous Magazine
InterPride Magazine
Outword Magazine
Orange County & Long Beach Blade Magazine
Random Lengths
Talk Magazine
Las Vegas Nightbeat
LBPost.com
LN (Lesbian News)
Q-Vegas Magazine
I'm Gay TV
Gay ad Network

Featured Print Articles

Press Telegram
Random Lengths
Signal Hill Tribune
Long Beach Post
Bluff Heights News

Internally Generated Impressions

Organization Website
Myspace & Facebook
Pride Outreach Brochures
Pride Merchandise
Official Pride Guide
Event Posters
Local Pizza Delivery Boxes

** LBLGP is currently negotiating significant radio & television promotion agreement that will dramatically expand media exposure for 2010 Festival.

L.B.L.G.P., Inc. 2010 Corporate Sponsorship Opportunities

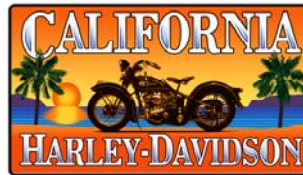
<p>PRESENTING SPONSOR (\$75,000)</p> <ul style="list-style-type: none"> • Logo flash on Parade telecast every 15 minutes • Presenting Sponsor on all advertising and promotional material • Back cover or inside cover of Annual Souvenir Guide • 20x20 tent (free standing) • 10 Reserved VIP seats in front of main stage • On Commemorative Poster • Presenting Sponsor on all advertising and promotional material • Full Page Color Ad in Souvenir Guide • Stage Sponsor • Parade Entry • Banner link on website • 6 banner's on site • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	<p>STONEWALL SPONSOR (\$50,000)</p> <ul style="list-style-type: none"> • 20x20 tent (free standing, Main Stage Area) • On Commemorative Poster • Stonewall Sponsor on all advertising and promotional material • Full Page Color Ad in Souvenir Guide • Parade Entry • Banner link on website • 6 banner's on site • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	
<p>SILVER SPONSOR (\$20,000)</p> <ul style="list-style-type: none"> • 10x20 tent (free standing) • Co-Sponsor pride party events • 1/2 Page Ad in Annual souvenir Guide • Corporate Name listed in Annual souvenir Guide • Parade Entry • 4 banner's onsite • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	<p>RAINBOW SPONSOR (\$25,000)</p> <ul style="list-style-type: none"> • 20x20 tent (free standing) • Rainbow Sponsor on all advertising and promotional material • Full Page Black and White Ad in Annual Souvenir Guide • Parade Entry • 6 banner's on site • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	
<p>PARTNER SPONSOR (\$10,000)</p> <ul style="list-style-type: none"> • Corner 10x10 tent (in with other vendors) • Corporate Name listed in Annual souvenir Guide • Parade Entry • 4 banner's onsite • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	<p>FRIEND SPONSOR (\$5,000)</p> <ul style="list-style-type: none"> • 10x10 (in with other vendors) • 2 Banner's onsite • 2 Passes to VIP Breakfast • 4 Festival passes with access to VIP Area 	<p>COMMUNITY SPONSOR (\$2,500)</p> <ul style="list-style-type: none"> • 2 Banners • 2 Passes to VIP Breakfast • 2 Festival passes with access to VIP Area
<p>BRONZE SPONSOR (\$15,000)</p> <ul style="list-style-type: none"> • 10x20 tent (in with other vendors) • 1/4 Page Ad in Annual souvenir Guide • Corporate Name listed in Annual souvenir Guide • Parade Entry • 4 banner's onsite • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 		



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PREVIOUS SIGNIFICANT SPONSORS

(Event Year: 2009 and/or 2008)





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Venue or Focused Marketing Opportunities

Coffee House Stage

Two-day intimate stage and lounge tent with emphasis on an eclectic mix of music, including jazz and blues.

Country Tent

Two-day dance tent feature broad range of country music and line dancing.

Dance Tent

Two-day outdoor dance tent with emphasis on high energy club music mixes and current contemporary dance music.

Family Fun Zone

Two-day venue exclusively for families with children ages 12-years and under.

Fiesta Caliente Stage

Two-day outdoor stage and dance tent focusing on Latin Entertainment.

Health & Fitness

Two-day vendor area focused on health, wellness and green living. Area also includes physical screenings and HIV and STD testing.

Inter Faith Stage

Two-day tented seated stage area with focus on non denominational faith based music.

Laugh Till Tinkle

One-night indoor comedy night (Laugh Factory) featuring up and coming LGBT comedians.

Main Stage

Two-day stage and dance area including stadium seating for all featured headline entertainment and special presentations.

Pride Star

A series of community educational events promoting the festival held in various

Pride Star

Six-week amateur singing contest with several competitions at 4 venues over 6 weeks. Pride Start culminates with three finalists competing on the Main Stage of the Festival.

Teen Pride

One-day (Saturday) daytime only alcohol free venue for teen and young adults

Urban Soul Area

Two-day outdoor dance tent with emphasis on hip-hop and cross over contemporary music.



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Other Opportunities

Charitable Giving

- Community Grants to other local nonprofits – June/July
- Pride College Scholarship – June/July
- Annual Holiday Toy Drive – November / December
- Annual Holiday Food Drive- November / December

Volunteer Program

- Workforce/Group Volunteer Opportunities – May
- Individual Volunteer Opportunities - May
- Victory/ Volunteer Appreciation - July

Additional Visibility/Events

- Martin Luther King Jr. Parade – January
- Long Beach Marathon - October
- Daisy Lane Holiday Parade - December
- Belmont Shore Holiday Parade – December
- Long Beach Pride enters its float each year in the following other festival parades
 - Phoenix, AZ - April
 - Long Beach, CA – May
 - West Hollywood/LA, CA – June
 - San Diego, CA – July