

# Sonoma County Pride

*“Sonoma County Pride is SO Gay!”*

**June 6th - 13th, 2010**

## **PRIDE 2010 SPONSORSHIP OPPORTUNITIES FOR BUSINESSES**

In today's fast paced world, businesses expect results.

*The Sonoma County Pride sponsorship and advertising program offers just that. Banners, signs, and program ads proclaim your presence and showcase your product. Item specific sponsorships increase your brand visibility and create goodwill for your business in the LGBT community. Sponsorship includes an acknowledgment and link to your website on the Sonoma County Pride website. Email us to learn how you can make an impact at the Sonoma County Pride Celebration!*

Sonoma County Pride 2009 drew nearly 5000 participants and we expect Sonoma County Pride 2010 to be even larger! Your business can have an immediate impact at the only event that reaches out to *all* members of the LGBT Community:

- *Many of our attendees include purchasing decision-makers*
- *Increase your company's product/service visibility with all attendees*
- *Many attendees have noted that Sonoma County Pride Parade and Celebration is the LGBT event to attend – a can't miss!*

### **Sonoma County Pride Sponsorship Opportunities:**

#### **Sonoma County Pride Celebration Sponsor      \$5000**

*Have your company name and logo tied to the Official Program distributed to all attendees as the reference resource for all information about schedules and exhibitors. This is a great way to end up “in the hands” of over 5000 attendees and to get exposure to thousands of visitors to the Pride website.*

- Full color ad on the outside back cover of the official program
- Acknowledgment in pre-event promotions, including all radio, television and print media
- Logo and acknowledgment on the homepage and sponsors page of the Sonoma County Pride Website
- On-stage recognition of your sponsorship during the course of the event and on the on-site signage

#### **Sonoma County Pride Parade Sponsor      \$3500**

*The parade sponsor will receive acknowledgment on a banner on the Grand Marshall's car and the company name and logo on the Parade Page in the Official Program.*

- Full color ad on the inside front cover of the official program
- Acknowledgment in pre-event promotions, including all radio, television and print media
- Logo and acknowledgment on the homepage of the Sonoma County Pride website
- Logo recognition on the on-site signage and on the Pride Parade webpage

#### **Sound & Performers Sponsor      \$3000**

*The sound sponsor will underwrite the cost of renting professional quality sound equipment and cover part of the compensation paid to performers.*

- Full color ad on the inside back cover of the official program recognizing your sponsorship
- Acknowledgment in pre-event promotions, including all radio, television and print media
- Logo and acknowledgment on the homepage of the official Sonoma County Pride Website
- On-stage recognition of your sponsorship during the course of the event and on the on-site signage

**Sonoma County Pride Program Sponsor \$1500**

5000 Sonoma County Pride Programs will be distributed in advance to locations throughout Sonoma County, Marin and San Francisco. Pride attendees will have access to the program as the reference resource for all information about schedules and exhibitors. A total of 10,000 programs will be printed and circulated.

- Full-page color ad in the official program.
- Acknowledgment in pre-event promotions, including all radio, television and print media
- Logo and acknowledgment on the official Sonoma County Pride Website

*By returning this form you are committing to the designated advertising opportunity and agree to the terms including deadlines and benefits provided therein. You further acknowledge by signature that there are no additional or exchange of benefits. No cancellations will be accepted.*

**Payment Information**

Checks should be made payable to: Sonoma County Pride Planning Committee/Positive Images and mailed to: Sonoma County Pride Planning Committee, P.O. Box 8730, Santa Rosa, CA 95407-8730. A 50% deposit must be submitted with this form. Balance due must be paid in full by May 1st, 2010.

**Artwork Information:**

Save your artwork in CMYK as a PDF, JPEG, or TIFF at a minimum resolution of 300 dpi and forward it to Mary Agneberg at [maryagneberg@yahoo.com](mailto:maryagneberg@yahoo.com) . Contact us at [sponsors@sonomacountypride.org](mailto:sponsors@sonomacountypride.org) if you are unable to design your own ad. You must add a bleed of .125" to the dimensions below and your artwork will be cropped to fit by the printers.

Dimensions: Full-page: 8.5" h X 5.5" wide Half-page: 4.25" h X 5.5" w 1/4<sup>th</sup> page: 4.25" h X 2.75" w

Which Sponsorship are you underwriting? \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Name and Title of Authorized Contact Person: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Website: \_\_\_\_\_

*Authorized Signature represents acceptance of terms as delineated in this material. This is a binding contract. All payments are due in full by May 1, 2010 and are non-refundable.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_