



PRIDE 2012 SPONSORSHIP OPPORTUNITIES FOR BUSINESSES

www.sonomacountypride.org

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

The Sonoma County Pride sponsorship and advertising program offers just that. Banners, signs, and full-color glossy program ads proclaim your presence and showcase your product at the only event that reaches out to *all* members of the Sonoma County LGBTQI Community. Item specific sponsorships increase your brand visibility and create goodwill for your business. Sponsorship includes an acknowledgment and link to your website on the Sonoma County Pride website. Email sponsors@sonomacountypride.org to learn how you can make an impact at the Sonoma County Pride Celebration!

With the introduction of new features like the *Pride In Wine Country Terrace*, the *Radical Faerie Freedom Village* and *Lilith's Lounge*, Sonoma County Pride 2011 drew from some entirely new demographics, and the positive feedback from sponsors, participants and revelers make us think Sonoma County Pride 2012 will be even more enormously popular!

Sonoma County Pride Sponsorship Opportunities:

Platinum Celebration Sponsor \$2500 – one available

*This sponsorship includes a **full-color two-page center-fold advertisement** in the Official Program distributed to all attendees as the reference resource for all information about schedules and exhibitors. 10,000 full-color glossy programs will be printed and circulated.*

- Full-page ad across the centerfold page of the official program, and a logo on the 2012 Sonoma County Pride poster
- Acknowledgment of *Platinum level sponsorship* in pre-event promotions, including all radio, television and print media
- Logo and acknowledgment on the homepage, celebration and sponsors page of the Sonoma County Pride website
- On-stage recognition of your sponsorship during the course of the event and signage at the Sponsors' table

Sonoma County Pride Gold Celebration Sponsor \$1500 – two available

Have your company name and logo tied to the Official Program This is a great way to end up "in the hands" of well over 2000 attendees and to get exposure to thousands of visitors to the Pride website.

- Full color ad on the inside front cover or the inside back cover of the official program, and a logo on the poster
- Acknowledgment of *Gold level sponsorship* in pre-event promotions, including radio, television and print media
- Logo and acknowledgment on the homepage, celebration and sponsors page of the Sonoma County Pride website
- On-stage recognition of your sponsorship during the course of the event and signage at the Sponsors' table

Sonoma County Pride Parade Silver Sponsor \$1250

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-page ad in the official program, and a logo on the 2012 Sonoma County Pride poster
- Acknowledgment of *Silver level sponsorship* in pre-event promotions, including radio, television and print media
- Logo and acknowledgment on the homepage, parade page and sponsors page of the Sonoma County Pride website
- On-stage recognition of your sponsorship during the parade

Sound & Performers Silver Sponsor \$1250

The sound sponsor will underwrite the cost of renting professional quality sound equipment

- Full-page ad adjacent to the line-up of performers in the official program, and a logo on the Pride poster
- Acknowledgment of *Silver level sponsorship* in pre-event promotions, including radio, television and print media
- Logo and acknowledgment on the homepage, sponsors and celebration pages 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 Program Sponsor \$1250

Sonoma County Pride Programs will be distributed in advance to locations throughout Sonoma County, Marin and San Francisco and points north and east. A minimum of 10,000 full-color glossy programs will be printed and circulated.

- Full-page color ad in the official program, and a logo on the 2012 Sonoma County Pride poster.
- Acknowledgment of *Silver level sponsorship* in pre-event promotions, including radio, television and print media
- Logo and acknowledgment on the official Sonoma County Pride Website
- On-stage recognition of your sponsorship during the course of the event and on the on-site signage

RUBY SPONSORSHIPS- \$300 EACH

The following sponsorships are \$300 each with a maximum of two sponsors in each category. Each of these sponsors will receive a quarter-page ad in the program, signage at the celebration at the sponsored activity, and acknowledgment on the sponsors and celebration pages of the Sonoma County Pride website:

Radical Faerie Village - 1 available – 1 held for Peace In Medicine (pending approval)

Children’s Activities

Commitment Ceremony

Watersport/lifeguard

~~Medical Services Tent –~~ **Thanks for coming back for another year- Express Safety Training!**

Interfaith Service

~~Dunk Tank – 1 available~~ **Thanks for coming back for another year- Spa Dad & Son!**

Lilith’s Lounge – 1 available **Thanks for coming back for another year- Fires of Transformation!**

Interfaith Service

Veteran’s Contingent

SPONSORSHIPS FOR SONOMA COUNTY PRIDE 2012:

Platinum- Celebration Sponsor \$2500

Gold- Sonoma County Pride Celebration Sponsor \$1500

Silver- Sonoma County Pride Parade Sponsor \$1250

Silver- Sound & Performers Sponsor \$1250

Silver- Sonoma County Pride Program Sponsor \$1250

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: SoCo Pride Fund and mailed to: Russian River Sisters/SoCo Pride, P.O. Box 771, Guerneville, CA 95446. Please include a 50% deposit with this form. Balance due must be paid in full by April 30, 2012.

ARTWORK INFORMATION:

Artwork Due: April 2, 2012. Program completion deadline: **April 13th**. Program distribution will begin on **April 30, 2012**

Dimensions: Full-page: 7.75” height X 4.75” width; Half-page: 3.875” h X 4.75” w; 1/4th page: 3.875” h X 2.375” w

Logo Dimensions: To be determined by poster artist, minimum of 1” height X 2” width

Format: Save your artwork in CMYK as a PDF, JPEG, or TIFF at a resolution of 300 dpi and forward it to sponsors@sonomacountypride.org. You must add a bleed of .125” to the dimensions, and your artwork will be cropped to fit by the printers. Email sponsors@sonomacountypride.org if you are unable to design your own ad.

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. Payment is due in full by April 30th, 2012 and is non-refundable.

Signature: _____ Date: _____

Sonoma County Pride operates under the fiscal umbrella of Russian River Sisters, Inc. a California 501(c) (3) non-profit corporation

**Sunday June 3rd, 2012, Pride Parade down Main Street at 11am ~ Pride Celebration from Noon-6pm
On the grassy, riverfront grounds of Guerneville Lodge, 15905 River Road, Guerneville, CA 95446**

WWW.SONOMACOUNTYPRIDE.ORG