



# 2022 SPONSOR DECK



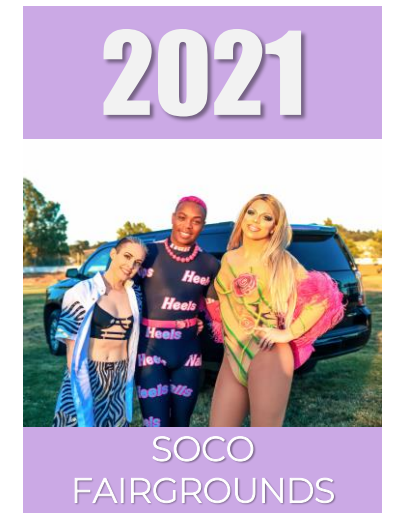
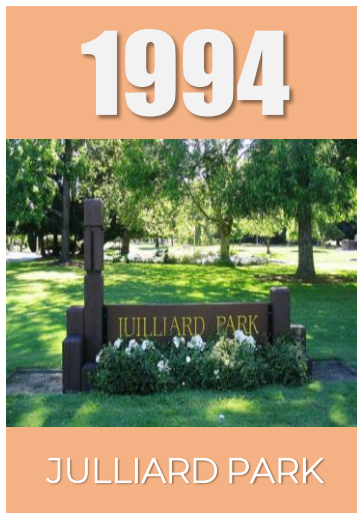
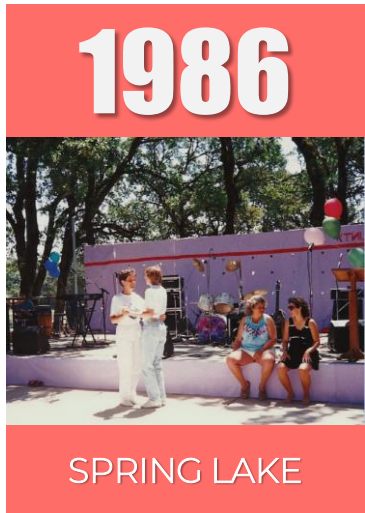
**SONOMA COUNTY PRIDE 2022**

*We are* **FAMILY**

SONOMA COUNTY PRIDE IS AN ALL VOLUNTEER  
501(c)3 NON-PROFIT

# SONOMA COUNTY PRIDE, ITS MISSION & PARTNERS

Sonoma County Pride dedicates its effort to enhancing the lives and well-being of the LGBTQ+ community and its allies throughout Sonoma County. Since re-organizing in 2014 and relocating our Pride celebrations to Santa Rosa in 2018, SCP has enjoyed significant growth reaching over 6000 attendees in 2019 and continued to reach thousands even during the Covid pandemic. In Partnership with local Hotels, Restaurants, Businesses, City and County agencies, SCP has been able to broaden its market reach, attracting visitors from all regional markets such as San Jose, Sacramento, Oakland and San Francisco, producing one of the largest public gatherings in Sonoma County.



Working with community leaders, we support the non-profit community and strive to preserve and educate the community about the rich LGBTQ+ history in Sonoma County.



# SCP 365, AWARDS & ACCOLADES

Beyond its Pride celebrations in June, SCP contributes its time and resources to collaborate with a variety of local underrepresented groups year-round. Your support contributes to SCP's ability to become a critical resource and communication tool for many of these groups. SCP works actively to nurture and support small and new Non-Profits who do great work providing essential services to many minority and marginalized members of our community.

## ADVOCACY



SANTA ROSA WOMENS MARCH  
RAINBOW TRIANGLE BLOCK PARTY  
VOTING REGISTRATION

## EDUCATION



OUTWATCH FILM FESTIVAL  
SONOMA COUNTY  
LGBTQ HISTORY TIMELINE

## ORGANIZING



SANTA ROSA GAYDAR  
REGIONAL PRIDES  
WEDNESDAY NIGHT MARKET

## PHILANTHROPY



LGBTQI CONNECTIONS  
SOCO TRANS LIFE  
EDUCATIONAL EVENTS

## 20%+ OF OUR FUNDS GO BACK TO SUPPORTING OUR COMMUNITY

Sonoma County Pride has been named the “Best LGBTQ Event of the North Bay” by the Bohemian for three consecutive years. In 2019 SCP was the recipient of the City of Santa Rosa’s Merit Award for “creating an atmosphere of inclusion and greater visibility for all LGBTQI+ community members”.

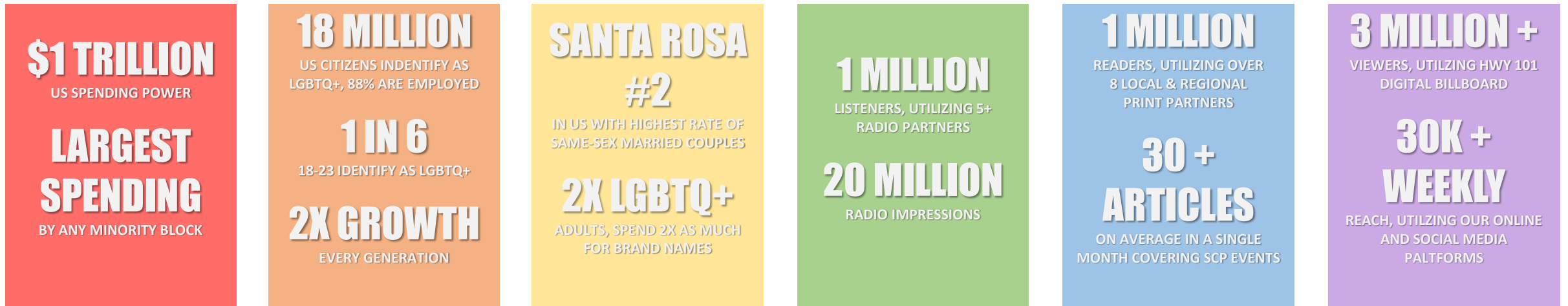




# SMART BUSINESS & MARKET REACH

Sponsoring with Sonoma County Pride ensures your brand or message has impressions in the local LGBTQ+ market across all of our platforms, programs and events. Each year SCP develops and executes an aggressive regional marketing campaign, offering multiple impression opportunities. Partnering with multiple organizations such as Santa Rosa Metro Chamber, Visit Santa Rosa, Sonoma County Tourism and a variety of media partners, SCP reaches tens of thousand in our community and beyond.

Our full-color Pride Guide will be distributed extensively throughout the region in print as well as digital format available online. As a keep-sake, the Pride Guide will continue to market your brand often, reminding thousands of your contribution and commitment to the LGBTQ+ community.





# SCHEDULE OF EVENTS & PRESENTING SPONSORS

The Presenting Sponsorships experience extended benefits, maximizing your brands visibility for specific events or activations during Pride celebrations. Your brand will be included in all event advertising including print, radio, social media, web and outdoor, specific to your event or activation. Presenting sponsors also enjoy the same benefit package as our non-presenting sponsors at the respective contribution level.

SCP 2022 PRIDE CELEBRATIONS	TITLE	FESTIVAL MAINSTAGE	PARADE	BRUNCH & POOL PARTY	A FAMILY A-FAIR	HAPPY HOUR ON SQUARE	MOVIE ON SQUARE
We Are Family							
Naming Rights of SCP 2022 (All Events)	Yes						
Official Sponsor Logo Recognition, SCP 2022 (All Events)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo Recognition as Presenting Sponsor (Marketing Materials)	All	Festival Mainstage	Pride Parade	Pool Party	Family A-Fair	Happy Hour on Square	Movie Night
Parade Contingent	Premium Placement	Preferred Placement	Principle Placement	First Half Placement	First Half Placement	First Half Placement	First Half Placement
Vendor / Activation Space (Movie, Happy Hour, Parade/Festival, Pool Party & Fair)	20x20 All Events	20x20 Festival 10x10 Other	20x20 Parade 10x10 Other	20x20 Pool 10x10 Other	20x20 Fair 10x10 Other	20x20 HH 10x10 Other	20x20 Movie 10x10 Other
Print Ad (Color) Pride Guide (4000 Regional Distribution)	Inside front & Back Cover	Full Page Premium	Full Page	Full Page	Full Page	Half Page Premium	Half Page Premium
Voice Recognition on Radio Campaigns	All Events	Event Specific	Event Specific	Event Specific	Event Specific	Event Specific	Event Specific
Concert Mainstage Recognition (Video or Announcement)	6	6	4	4	4	2	2
Logo on All Print Campaigns	Title	Reformer	Organizer	Organizer	Organizer	Advocate	Advocate
Logo on Tickets	All Events	Event Specific	Event Specific	Event Specific	Event Specific	Event Specific	Event Specific
Logo on Transit Campaign	Title	Reformer	Organizer	Organizer	Organizer	Advocate	Advocate
Logo on Web/Email (sonomacountypride.org) with hyperlink	All Pages	Event & Sponsor Page	Event & Sponsor Page	Event & Sponsor Page	Event & Sponsor Page	Event & Sponsor Page	Event & Sponsor Page
Logo on Social Media (business tagged)	All Posts	Event Specific	Event Specific	Event Specific	Event Specific	Event Specific	Event Specific
Pride Parade & Festival VIP Tickets	16	12	10	10	10	6	6
Pool Party VIP/GA Tickets	8/8	6/6	4/4	8/8	4/4	2/2	2/2
	\$40,000	\$20,000	\$10,000	\$10,000	\$10,000	\$5,000	\$5,000

**THURSDAY, JUNE 2ND – MOVIE ON THE SQUARE**  
8PM-11PM – COURTHOUSE SQUARE, SANTA ROSA

**FRIDAY, JUNE 3RD – HAPPY HOUR ON THE SQUARE**  
5PM – 8PM – COURTHOUSE SQUARE, SANTA ROSA

**SATURDAY, JUNE 4TH – PRIDE PARADE & FESTIVAL**  
11AM - 5PM – 4TH ST., DOWNTOWN SANTA ROSA

**SATURDAY, JUNE 5TH – DRAG BRUNCH**  
11AM-12:30PM

**SUNDAY, JUNE 5TH – POOL PARTY**  
1PM - 6PM

**FRIDAY, JULY 29TH – FAMILY A-FAIR**  
4PM - 8PM – COURTHOUSE SQUARE, SANTA ROSA



# SPONSOR OPPORTUNITIES

The SCP Sponsorship program is tax deductible and provides you with exposure and benefits across all of our Pride events. As a sponsor, your donation will have a valuable impact on the local community.

## 2022 SPONSOR OPPORTUNITIES

### Sonoma County Pride 2022

We Are Family

	REFORMER	CRUSADER	ORGANIZER	ADVOCATE	CHAMPION	ALLIES
Official Sponsor Logo Recognition, SCP 2021 (All Events)	YES	YES	YES	YES	YES	YES
Parade Contingent	Premium Placement	Preferred Placement	First Half Placement	First Half Placement	YES	YES
Exhibitor Space ( <i>*all events</i> )	*Principal	*Premium	*Preferred	HH, Festival & Picnic	Happy Hour & Festival	
Print Ad (Color) Pride Guide (4000 Regional Distribution)	Full Page	Half-Page Premium	Half-Page Premium	Half-Page	Business Card	Business Card
Concert Mainstage Recognition ( <i>Video or Announcement</i> )	5	4	3	2	1	
Logo on All Print Campaigns	Yes	Yes	Yes	Yes		
Logo on Transit Campaign	Yes	Yes	Yes			
Logo on Web/Email ( <i>sonomacountypride.org</i> ) with hyperlink	Main Scroll & Sponsor Page	Main Scroll & Sponsor Page	Main Scroll & Sponsor Page	Main Scroll & Sponsor Page	Main Scroll & Sponsor Page	Main Scroll & Sponsor Page
Pride Parade & Festival VIP Tickets	10	8	6	4	2	2
Pool Party VIP/GA Tickets	2/4	2/2	2/2	2 VIP	2 GA	
	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500

## THANK YOU TO OUR 2021 SPONSORS



**GRATON**  
RESORT & CASINO™



DIVERSIFIED  
STAGE



**FAST SIGNS**



**KAISER PERMANENTE**

