SAN FRANCISCO PRIDE

2024 SPONSORSHIP DECK
Since 1970, the mission of the San Francisco Pride has been to educate the world, commemorate our heritage, celebrate our culture, and liberate our people.
OUR TEAM

SAN FRANCISCO PRIDE 2024

The production of San Francisco Pride is led by a small, passionate team of staff, volunteers, and seasonal contractors.
SPONSOR BENEFITS

PARADE & FESTIVAL

Participating in San Francisco’s Pride Parade and street festival are iconic, unforgettable experiences. We are San Francisco’s largest public event, drawing over two million people to the city each year.

LOGO RECOGNITION

Sponsor logos feature in many high-visibility spots including SF Pride’s website, the SF Pride app, digital ticketing, and event signage.

PARADE PLACEMENT

We offer preferred placement in the parade to our key sponsors. For the gold, platinum, and premier levels, we guarantee inclusion in the first half, third, or quarter of the parade, respectively.

ADVERTISING

Our parade is nationally televised and internationally livestreamed. We offer advertising on both broadcasts, as well as the festival main stage, the parade route, and year-round digital marketing.

TICKETING & VIP EXPERIENCES

Sponsorship packages include tickets to many events hosted both during Pride Weekend and throughout the year, including the VIP Party, official afterparty, and annual SF Pride golf tournament, among others.

BRANDED ACTIVATIONS

We are always open to collaborating with our sponsors to create unique, impactful activations that effectively tell your story. If you can dream it, we can make it happen!
<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Commitment Level</th>
<th>Celebration &amp; Parade</th>
<th>Parade Placement</th>
<th>Logo Recognition</th>
<th>Advertising</th>
<th>Ticketing &amp; VIP Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supporting</td>
<td>30k</td>
<td>Booth</td>
<td>–</td>
<td>Website</td>
<td>SF Pride Newsletters</td>
<td>Grandstands</td>
</tr>
<tr>
<td>Celebratory</td>
<td>45k</td>
<td>Parade</td>
<td>Basic</td>
<td>Social Media</td>
<td>Parade Route Signage</td>
<td>VIP Party</td>
</tr>
<tr>
<td>Silver</td>
<td>60k</td>
<td>Parade &amp; Booth</td>
<td>Preferred Placement</td>
<td>SF Pride App</td>
<td>Main Stage Banner Ads</td>
<td>Official Afterparty</td>
</tr>
<tr>
<td>Gold</td>
<td>80k</td>
<td>Parade &amp; Booth</td>
<td>First Half of Parade (approx. first 100 entries)</td>
<td>Event Signage, June Events</td>
<td>Main Stage Full-Screen Ads</td>
<td>Ken Jones Awards</td>
</tr>
<tr>
<td>Platinum</td>
<td>100k</td>
<td>Parade &amp; Booth</td>
<td>First Third of Parade (approx. first 70 entries)</td>
<td>Event Signage, Year-Round Events</td>
<td>Television Spot &amp; Parade Interview</td>
<td>Annual SF Pride Golf Tournament</td>
</tr>
<tr>
<td>Premier</td>
<td>150k+</td>
<td>Major Activation</td>
<td>First Quarter of Parade (approx. first 50 entries)</td>
<td>On-Site Branding</td>
<td>Main Stage Speaking Opportunity</td>
<td>Branded Event Opportunities</td>
</tr>
</tbody>
</table>

Please note that benefits are cumulative for higher sponsorship levels.
SF Pride is a two-day event that was attended by 1.3 million people in 2023.

Over a million people watch the parade in-person, with many more watching the national television and international livestream broadcast through ABC 7. 2023 saw a 77% increase in viewership.

Monthly email newsletters reach 15K people with 35% open rate.

Logo inclusion on SF Pride’s website was viewed by 365k unique visitors in 2022, and we are experiencing a 110% increase in daily active users in 2023.

Pride social media followers (Facebook and Instagram) total 72k+. During Pride season (May 15–July 15) we reached over half a million accounts.

With 200k people watching the main stage at any given point over the two-day celebration, sponsorship ads running on the jumbotrons deliver approximately 4 million impressions per hour.

The top ten busiest days for BART and public transportation ridership in San Francisco history are all Pride Sundays.
2024 EVENTS & BRANDING OPPORTUNITIES

PRIDE MONTH, JUNE
- Press Preview
- Flag Raising
- Human Rights Summit

PRIDE WEEKEND, JUNE 29-30
- Pride Parade
- Street Festival
- All-Day Concert
- VIP Party
- Official Afterparty

YEAR-ROUND EVENTS
- Annual SF Pride Golf Tournament
- Ken Jones Awards
For all of our broad cultural capital, San Francisco Pride is a non-profit organization powered by a small but mighty team. We rely on the financial support of sponsors to continue the work we do to uplift and empower the LGBTQ+ community, and strive to deliver impactful and meaningful sponsorship benefits in return for that critical support.

We love to tell our sponsors’ stories. We want our community to see firsthand the groups willing to stand up for them. Our sponsorship program is a launch point for connecting with a beautifully vibrant community that extends far beyond one city.