



About the North County LGBTQ Resource Center

Through the vision, dedication, and hard work of our supporters, the North County LGBTQ Resource Center became a reality in December 2011. We are a 501(c)3 organization that serves the lesbian, gay, transgender, bisexual, and questioning (LGBTQ) community of North County San Diego. Our service area includes the communities of ***Solana Beach, Encinitas, Carlsbad, Oceanside, Vista, San Marcos, Escondido, Rancho Bernardo, Rancho Santa Fe, Fallbrook, Camp Pendleton, and other outlying areas.***

The Center's Board and Pride Committees come together to share ideas and resources, and to expand our presence in the local community. We envision the Resource Center as a visible symbol of the LGBTQI+ community in North County San Diego.

The Resource Center will support, build, educate, and improve the relationships between the LGBTQI+ community, our friends, and our allies. We have support groups for youth, seniors, transgender individuals, military service members, and human trafficking prevention. Services include HIV/AIDS testing and prevention, LGBTQI competency training, mental health help, civil rights advocacy, classes, and workshops.

Vision Statement:

We envision a community where everyone lives in equality, feeling accepted, valued, safe and free from social stigma.

About Pride

Pride by the Beach, a program of the North County LGBTQ Resource Center, began in 2008. The goal of this event is to increase our visibility, while supporting local businesses and creating a vital and safe community where all individuals can thrive.

Our Pride Director and Committee work hard to promote programs that increase our visibility. They bring a Pride Event to our community that attracts vendors and attendees from our community and beyond.

This year, new marketing will include a Street Team, a Press/Media team, and a renewed relationship with local businesses on the coastal corridor.

Become a Sponsor of Pride by the Beach

Your organization's partnership with the LGBTQ community through Pride by the Beach is an important component for tapping the buying power of the LGBTQ market. This is a significant tool for businesses and marketers. There is strong potential impact in reaching LGBT consumers through cause marketing, branding campaigns, public affairs strategies, and other corporate partnerships with the leaders in the LGBTQI community.

Your company will be branded recognized as supporting a Center that serves thousands of people each year.

We increase our Partners' visibility in the LGBTQI+ Community and beyond by working closely with the Oceanside Welcome Center to promote Pride by the Beach within the City of Oceanside and North San Diego County. This increases tourism and helped Oceanside to achieve a 100% rating on the Human Rights Campaign's Municipal Equality Index.

Pride by the Beach is a member of the Consolidated Associations of Prides (CAPI). This lends our sponsors exposure to markets in hundreds of other locations nationwide: Alaska, Arizona, California, Hawaii, Idaho, Kansas, Montana, New Mexico, Nevada, Oklahoma, Oregon, Texas, Utah, Washington, Wyoming, & Mexico.

Every level of sponsorship creates visibility to a community with outreach to families, businesses and organizations.

Your name and/or brand is promoted to all attendees, emailed to thousands of subscribers, published on Pride marketing materials and the website, and on all social media accounts.

“Brought to You By” Sponsorship \$15,000

Our “Brought To You By” sponsorship is the premier sponsor position for donors who want to be THE visible partner and make the most impact in our diverse community. This level of sponsorship entitles you to associate your company name with Pride. Example: “Pride by the Beach is brought to you by Coca Cola.”

As our Brought To You By Sponsor, your logo and business name is featured on all marketing collateral for pre-event marketing, including videos, and t-shirts with logos. Your special recognition is displayed throughout the event, on the Stage as our Entertainment Host, as well as in press releases, radio spots social media, the Pride program, and with Red Carpet Exposure at the event. Your logo is included in all pre-Pride event activities, which may include a Comedy Show, Drag Show, beach party and more.

The “Brought To You By” sponsorship includes two 10x10 vendor spaces at the event.

Event Sponsor \$10,000

The “Event Day” Sponsorship is another way to bring attention to your organization’s role at Pride. Your Logo will be included on t-shirts, and on Street Team Posters that are distributed to all North County Cities cities. Your Logo will be in the Pride program, your company Banner will be displayed on both stages, in social media notices, and you’ll have a 10x10 vendor space.

Main Stage Sponsor \$5,000

As a Pride Stage Sponsor, your logo/banner will be displayed prominently on the Main Stage area at Pride by the Beach 2018, with an exposure to 10,000 attendees. Your sponsorship will be featured on the Pride Program, website and in social media.

Community Stage Sponsor \$2,500

As a Community Stage Sponsor, your logo/banner will be on display at the Pride Community Stage, mentioned at the event, and listed in Pride event collaterals.

Activities Sponsor \$1,000

Your sponsorship will be assigned to one of our featured activities–youth area, recreational area, tot lot, giant game sections etc. Your support will also be listed in all Pride event collaterals.

Questions:

Lisa M. Nava , Director

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Email: lisa@pridebythebeach.org

Website: Pridebythebeach.org

Sponsorship Application

Business/Organization: _____

Contact Person(s): _____

Mailing Address: _____ City: _____ State: _____ Zip: _____

Contact Person Phone: _____ Person in charge day of event phone: _____

Email: _____

Pride by the Beach Sponsor Levels

	Pride Title \$15,000	PRIDE Main Stage \$10,000	Pride Community Stage 5,000	Pride Activity Sponsor \$2500	Pride Friend 1,000
Title Partner Included in all Pre Pride events which may include Comedy or Drag shows	X				
Banner in Festival Main Stage Area	X	X			
Banner and signage at Community Stage			X		
VIP Meet and Greet	X	X	X		
Logo on Festival Banners and/or Signs	X	X	X	X	
Logo/Name on Print Advertising	X	X	X		X
Email Marketing	X	X			
Signage at Activity may include Bounce House, Giant Game , Youth Zone ,Food and more				X	
Opportunity to Speak on Main Stage	X	X			
Rotating Ad at top of Website	X	X			
10' x 10' Vendor Booth Space	2- 10 x 10 spaces	X	X	X	
Acknowledgement throughout the Festival	X	X	X	X	
Hotlink on the Website of the North County LGBTQ Resource Center's Website, for 1 year	X				