



RIVERSIDE'S Inland Empire **PRIDE**

SUNDAY, SEPTEMBER 10, 2023
RIVERSIDE CONVENTION CENTER



**2023 Exhibitor
Opportunities**



**RIVERSIDE
PRIDE**

THANK YOU FOR READING

Thank you for taking the time to review this sponsorship proposal for the 2nd annual Riverside's Inland Empire Pride festival for the LGBTQIA+ community.

2022 was an exciting year for Riverside LGBTQ+ Pride. Our first festival successfully brought over 2,000 attendees and 50+ exhibitors to downtown Riverside.

Sponsoring Riverside's Inland Empire Pride festival this year will connect you to our target of 4,000+ attendees over 100 exhibitors on the expo floor, featuring health and wellness, community resources, artists, pop culture, retail and much more.

Your sponsorship helps keep this important LGBTQIA+ festival free for community members to attend, thus maximizing your exposure and connections to our attendees.

Happy Pride!

Ray Yu

President



OUR STORY SO FAR

OUR MISSION

Riverside LGBTQ+ Pride's mission is to uplift, celebrate, and unite the LGBTQIA+ communities of Riverside, California and surrounding areas.

We are a registered Nonprofit Public Benefit Corporation with the State of California, and federally registered 501(c)(3) public charity with the IRS (EIN: 87-0833886).

100% TRANSPARENT

Transparency is a core value of ours. Our board of directors, bylaws, financial statements are all available online.



100% VOLUNTEER

We are a completely volunteer-powered organization, including our Board of Directors.

This means 100% of donations and sponsorships go towards all of our events and programs, which benefits the community directly.

MEMBER OF

InterPride

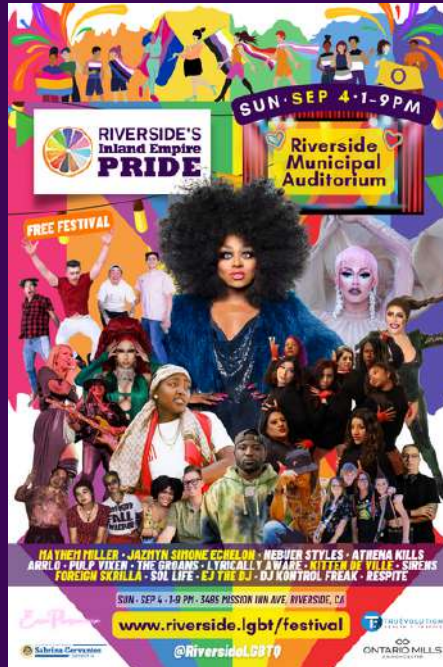


2022 FESTIVAL

Attendees
2,000+

Exhibitors
50+

Online Reach
50,000+



Theme: Everyone under the rainbow

Elements

- **No entry fee**
- Main Stage Entertainment
- Youth Zone (17 and under)
- Artist Showcase
- Exhibitors
- Food & Beverage
- DJ and dancing
- Entire stage live streamed
- ASL Interpreters on stage

The Youth Zone was filled with youth and their families all day long so we know it was appreciated. It was great to partner with the Riverside's Inland Empire Pride Festival."

- Rafael Gonzalez, Rainbow Pride Youth Alliance

The fact that there were over 2,000 people in attendance shows that these community events are truly needed. I met so many families that drove over an hour to come to this event." - Jeri Savarese, Free Mom Hugs



2023 FESTIVAL

SUNDAY, SEPTEMBER 10
RIVERSIDE CONVENTION CENTER

THEME



Heroism · Joy & Excitement · DEI
History · Empowerment · Self-care

Target Attendees
4,000+

Target Exhibitors
100+

Target Online Reach
100,000+

Goals

- **No entry fee**
- Represent and Make Space for Diverse **Community** in IE
- **Unite** Together Against Hate
- Raise **Visibility** & Spread **Awareness** of Resources and Culture
- **Celebrate** One-self and Chosen Family & Spread Joy and Hope

100% Indoor Expo Floor



EXHIBITOR OPTIONS



Exhibitor Space

| | |
|--|-------|
| 10'x10' Discounted - Nonprofit, Government or Small Business with 10 or fewer full-time employees) | \$100 |
| 10'x10' Regular - Commercial (more than 10 full-time employees) | \$200 |
| 10'x10' Premium - By entrances or main passages of the expo floor | \$300 |
| Artist Table - Includes table, linen, and two chairs on the concourse, outside of the expo hall | \$40 |

Addons

| | |
|--|------|
| Table, 2 x chairs and linen | \$40 |
| Electricity | \$55 |
| City of Riverside 1-Day Business License | \$10 |

- All 10'x10 spaces come with pipe and drape backdrop except those against the wall; table, chairs, linen and electricity are NOT included unless added on during application
- Exhibitors must be contained within their allotted space. Nothing is allowed in the aisle
- No shelves or displays taller than 8 feet allowed. If you have a larger, secured display, exceptions can be made. Please contact exhibitor@riversideprideie.org.
- Hanging or securing any items directly on the walls of the Venue must be done with painters tape. The Exhibitor will be held liable if there are any damages done to the Venue.
- Exhibitor must remain open for the entirety of the expo hours, and should load in or close and load out according to the designated times set by the Organizer.
- No materials on display, distributed, or for sale may be mature-rated. The Organizer reserves rights to remove any materials deemed inappropriate on the expo floor.

Please see full Exhibitor Agreement for all terms and conditions.



WHY RIVERSIDE

Riverside is a principal city in the nation's 13th-largest Metropolitan Statistical Area (MSA); the Riverside-San Bernardino-Ontario MSA (pop. 4,599,839) ranks in population just below San Francisco (4,749,008) and above Detroit (4,392,041).

Riverside scored 100 on HRC Municipal Equality Index

POPULATION

City

317,257

20-mile Radius

2.7 MILLION

|

LGBTQIA+

361,916

Estimated
Non-straight or non-cisgender identifying

DEMOGRAPHICS

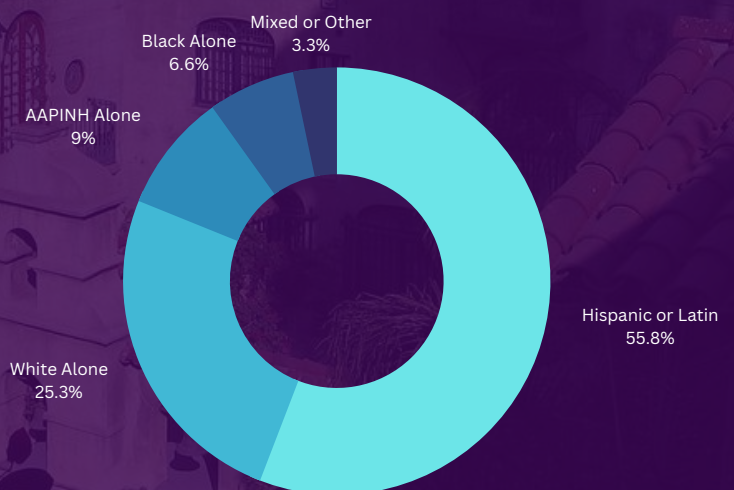
Median
Household
Income

\$78,727

Median Age

32.6

Racial Diversity



APPLY TODAY



Interested? Please visit
www.riverside.lgbt/exhibitor

If you have any questions or comments, especially if you have specific grant or sponsorship processes, please email
exhibitor@riversideprideie.org

All checks payable to Riverside Lesbian Lesbian Gay Bisexual Transgender Queer Pride Inc. IRS determination letter and W-9 available upon request.

Mailing address

Riverside LGBTQ+ Pride, Inc.
 PO Box 56012
 Riverside, CA 92517-0912

Social Media Handle

@RiversideLGBTQ



Please do not hesitate to email us at
exhibitor@riversideprideie.org with any
questions or comments. Thank you!

THANK YOU!

From the volunteer Board of Directors



Ray Yu
 President
 he/him



David Giron
 VP, Fundraising
 Director
 he/him



Casey Thompson
 Treasurer
 she/her



Ignacio Giron
 Interim Secretary
 he/him



Brock Cavett
 Advocacy Director
 he/him



I'cha
 Community
 Outreach Director
 she/her



Michelle Martinez
 Director at-Large
 she/her



Nikki Siangio
 Youth & Family
 Director
 she/her

Other Info

| | |
|------------------------------------|------------|
| EIN | 87-0833886 |
| CA Corp Filing Number | 4741036 |
| City of Riverside Business License | 12364648 |
| CA Seller's Permit | 228-649664 |
| County of Riverside Vendor ID | 0000254002 |
| NAICS Code | 813311 |