



RIVERSIDE'S Inland Empire **PRIDE**

SUNDAY, SEPTEMBER 10, 2023
RIVERSIDE CONVENTION CENTER



**2023 Sponsorship
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

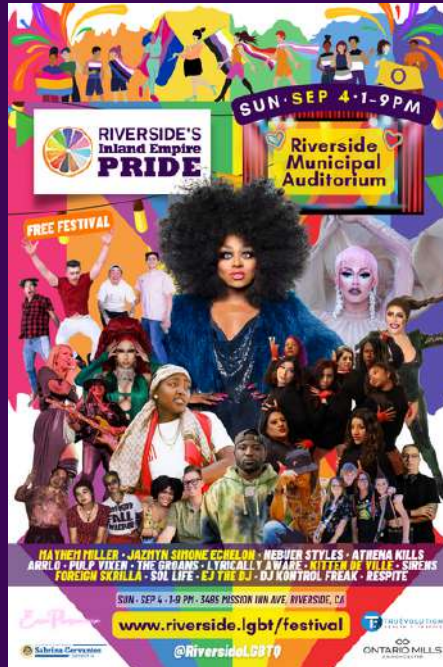


2022 FESTIVAL

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



SPONSORSHIP LEVELS



Monetary

	Bronze \$500+	Silver \$1,000+	Gold \$3,000+	Platinum \$5,000+	Rainbow \$10,000+
Limit	20	10	5	2	1
Logo Placements (✓ denote relative sizes)					
Website, event pages	✓	✓✓	✓✓✓	✓✓✓✓	✓✓✓✓✓
Festival physical banners and signage	✓	✓✓	✓✓✓	✓✓✓✓	✓✓✓✓✓
Back of festival t-shirts		✓	✓✓	✓✓✓	✓✓✓✓
Social media and newsletter announcements		✓	✓✓	✓✓✓	✓✓✓✓
Step & Repeat backdrop			✓	✓✓	✓✓✓
Main Stage video backdrop			✓	✓✓	✓✓✓
Social media and other pre-event ads				✓	✓✓

Presense					
VIP Passes			4	6	8
Indoor Booth (table, chairs, linen included)	Basic	Basic	Premium	2 x Premium	2 x Premium
Digital program ad size (+ is inside cover)	1/4	1/2	Full	Double	Double+
Rights to use Riverside Pride name and logo	✓	✓	✓	✓	✓
Main stage or area naming rights (e.g. "XYZ Stage")					✓

In-kind

	Fair market value	\$200	\$500
VIP attendees swag bag inserts (sponsor provided items of reasonable sizes)		✓	✓
Logo on VIP attendees commemorative badges			✓



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

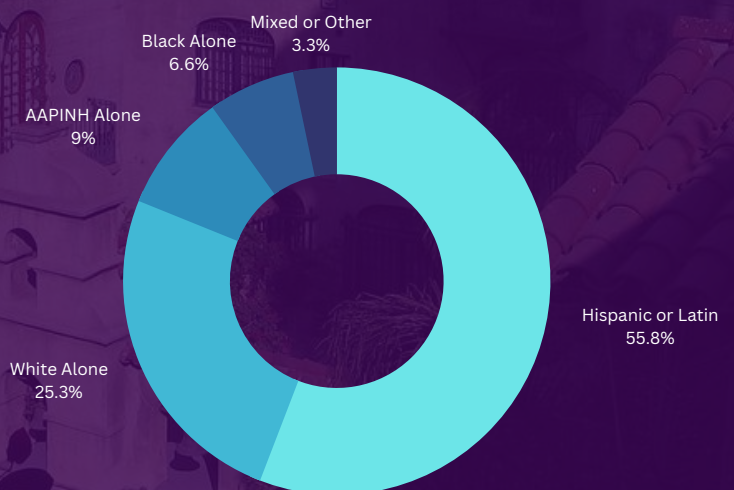
Median
Household
Income

\$78,727

Median Age

32.6

Racial Diversity



SPONSOR TODAY



Interested? Please visit
www.riverside.lgbt/sponsor

If you have any questions or comments,
especially if you have specific grant or
sponsorship processes, please email
sponsor@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
sponsor@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