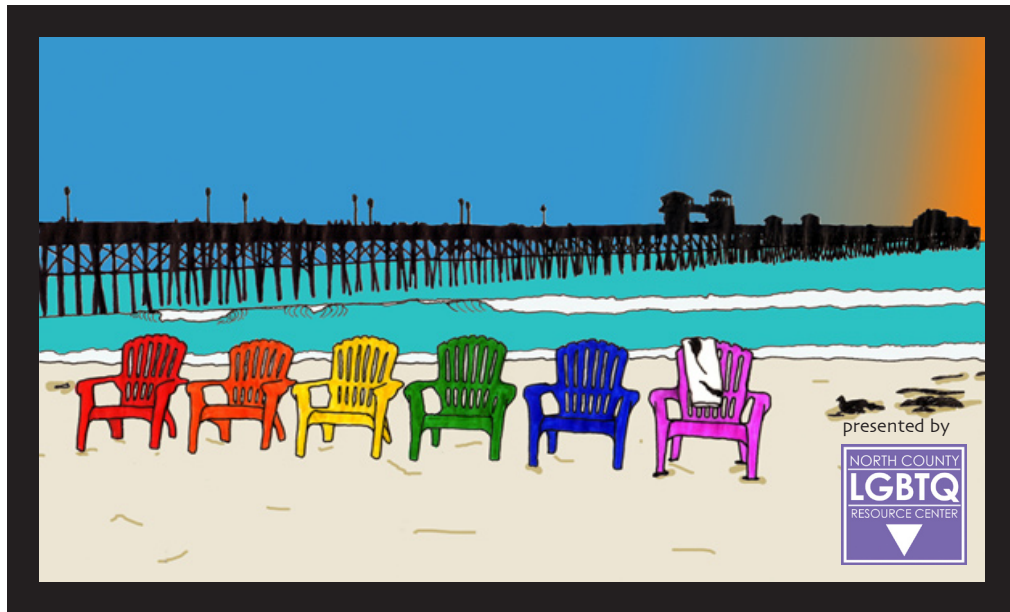


Pride @ the beach



OCEANSIDE, CA
www.northcountypride.com

Sponsorship Information

North County LGBTQ Resource Center
501 (c)(3) NonProfit Organization # 39-2069596

www.northcountypride.com

About North County LGBTQ Resource Center

The North County Lesbian, Gay, Bisexual, Transgender (LGBT) Coalition was formed in early 2008. The Coalition is a nonprofit 501 (c) 3 organization operating in North County San Diego, California. In 2011, the Coalition changed its name to the North County LGBTQ Resource Center and opened a physical location in Oceanside, CA.

Several years of silence by North County LGBT community has elicited the Resource Center's goal; to reunite all LGBT organizations and groups in North County in order to give a voice to our presence, create more visibility, and improve our lives.

The Resource Center does not intend to be a substitute for any of the existing LGBT presences in North County. To the contrary, we seek to champion your independence as a group and/or individual so that we can truly and fully embrace diversity, creating a strong community for all.

In 2011, Pride @ the beach was held at Betty's Lot in Oceanside, CA - an outdoor venue across from the beach. This allowed us to increase our vendor capacity and include 2 food vendors, and 74 non-food vendors (both non profit and profit).

Each year our number of attendees has steadily increased. Our numbers nearly tripled from 800 attendees in 2008 to over 2,000 in 2009 and then grew to 2500 in 2010 and to 4,000 in 2011.

Each year our Pride @ the beach event funds our Annual GSA (Gay/Straight Alliance) Awards. These awards go directly to North County Gay/Straight Alliance clubs in the middle schools and high schools. These clubs promote respect for diversity in their schools, play a critical role in stopping and prevent harassment and discrimination against LGBTQ students, and help ensure that schools are safe for everybody. Our youth need our support. This is a great way to give back to our community. In 2011 alone, we provided \$250 to twelve GSA's.

Why Sponsorship

Becoming a sponsor of Pride @ the beach 2012 promotes your name and/or brand to all attendees, Resource Center members, and those who read of our Festival's marketing materials. Sponsorship gives you not only great visibility among the LGBT community and their allies, but a great opportunity to reach a large, diverse, and visible community with one of the largest levels of disposable income in San Diego County. The total number of market impressions given throughout the Festival reaches the entire North County San Diego area (as well throughout California) and gives you the opportunity to be recognized through the Festival's print and internet advertising by all of those who support Pride @ the Beach.

The Average household income per family in the North County San Diego community averages over \$74,900. Recent estimates gauge the LGBT market with more than \$655

billion in discretionary dollars nationwide. A partnership with the LGBT community is an important component for marketing to reach the LGBT population market.

Interesting Facts:

- The Annual Value of the Gay and Lesbian Market is \$515 Billion.
- 26 Million Gay and Lesbian US Population (10% of the approximate 260,000,000 US population) - larger than the combined disposable incomes of the Latino and African-American markets.
- 91.8% indicate they would be somewhat or very likely to use a product advertised in Gay and Lesbian Media.
- 21% of Gay and Lesbian households have income greater than \$100,000 per year. This represents a greater household income versus the average US household income.
- 28% of Gay and Lesbian households have income greater than \$50,000 per year. This represents a greater household income versus the average US household income.
- The LGBT community consists of the most economically advantaged people in the US.

Other Sponsorship Benefits

Based on your level of sponsorship (Gold, Silver, Bronze, or Friend of Pride), you and/or your company will receive some or all of the following benefits:

- Your banner in the Festival Main Stage area
- Your logo in print ads
- Your logo on Festival banners and/or signs
- "Sponsored By" on all printed materials
- Hotlink to your Web site on www.ncresourcecenter.org
- Email marketing
- Your advertisement on www.northcountypride.com
- Time available to speak on Main Stage
- Your advertisement in the Festival program
- FREE 10x10 vendor booth space (Must provide OWN canopy, table & chairs)
- Acknowledgment throughout the Festival
- Hotlink to your Web site on www.northcountypride.com
- Your logo in the Festival program
- FREE tickets to the Festival
- North County LGBTQ Resource Center 2011 Business Membership
- Additional Pride discounts

Sponsorship Opportunities

Sponsorship Levels				
	Gold	Silver	Bronze	Friends
Stage Sponsorship	\$5000			
Corporate Sponsorship	\$1500+	\$1000+	\$500+	\$250+
Individual Sponsorship	\$1500+	\$1000+	\$500+	\$250+
Advertising Opportunities				
Banner on Festival Main Stage area	x			
Logo in Print Advertisements	x	x		
Logo on Festival Banners and/or Signs	x	x	x	
"Sponsored by" on all Printed Material	x	x	x	
Hotlink on www.northcountycoalition.org	x	x	x	x
Email Marketing	x	x	x	x
Festival Opportunities				
Ad on www.northcountypride.com	x			
Time available to speak on Main Stage	x			
Ad in Festival Program	x	x		
Free 10'x10' Vendor Booth Space	x	x		
Acknowledgement throughout the Festival	x	x	x	
Use of the Pride @ the beach! logo	x	x	x	
Logo in Festival Program	x	x	x	x
Link on www.northcountypride.com	x	x	x	x
Additional Free admission tickets	6	4	4	2
Additional Benefits				
North County LGBT Coalition Membership	x	x		
Festival Discounts – In Addition to Above				
Additional Festival Booths	50%off	25%off	25%off	10%off

Stage Sponsorship \$5000

This year, we are looking for a business or individual to sponsor just the stage area. This Sponsor will have its banner and signage in the stage area. The money from the sponsorship will give us the opportunity to provide great music from professional artists, get proper sound equipment, the stage, lights, etc. We would like the opportunity to bring in some top-notch performers from the area and that costs money. If you are interested in this type of sponsorship, please contact Tina Leight-Roades, Pride Director at 760-877-3262 or via email at tina@northcountypride.com

Dates and Deadlines

Please be aware of the following dates and deadlines. By signing any applications or forms, you agree to the following deadlines. The Pride @ the beach executive committee must approve, in writing; any allowed deviation from the deadlines listed below. These deadlines are in place so that you get the most advertising for your dollar. Missing the deadlines will decrease the amount of advertising available to you.

Festival Dates and Deadlines	
Date	Description
August 03, 2012	Stage Sponsorship Form and all money is due in full.
August 24, 2012	All sponsorship agreements must be completed and submitted.
August 24, 2012	All sponsorship monies are due in full. Money not received by this date may jeopardize the delivery of some of the benefits mentioned above. This deadline ensures that your advertising is included in our marketing materials.
August 24, 2012	All logos and camera-ready artwork for advertisements, publications, and internet must be received or you will forfeit any rights to collateral and advertisements (as noted in <i>Sponsorship Opportunities</i>).
September 14, 2012	All vendor applications must be submitted.
September 21, 2012	All vendor monies agreed upon are due in full. Due to permitting requirements, we must receive monies due by this date to ensure your placement on the festival grounds.

Pride @ the beach



OCEANSIDE, CA
www.northcountypride.com

Pride @ the beach
Betty's Lot, Oceanside, CA
Saturday, October 13, 2012
11am-6pm

Sponsorship Agreement

Corporate Trade NonProfit Individual

Sponsor Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Cell Number: _____ Email: _____

Please indicate which sponsorship level you would like. Please circle one.

		Gold	Silver	Bronze	Friends
Stage Sponsorship	\$5000	n/a	n/a	n/a	n/a
Corporate Sponsorship		\$1500+	\$1000+	\$500+	\$250+
Individual Sponsorship		\$1500+	\$1000+	\$500+	\$250+

Sponsor agrees to donate \$_____.

Trade value \$_____ for _____.

__ We are unable to participate, but wish to make a donation of \$_____.

__ Please check here, if you would prefer to remain anonymous.

Authorized Signature: _____

Printed Name/Title: _____

Questions? Email tina@northcountypride.com or call 760-877-3262. Please make checks payable to "North County LGBTQ Resource Center" and mail to: 510 North Coast Hwy, Oceanside, CA 92054
TAX ID #39-2069596.

***NOTE: If you would like a booth space, please fill out a Vendor Application as well.
Thank You For Sponsoring Pride 2012!