

CENTRAL COAST PRIDE

Greetings:

The Gay and Lesbian Alliance of the Central Coast (GALA) is presenting **Central Coast Pride**, a series of events to celebrate the diversity of our community on the Central Coast of California. The week begins on Friday, July 6 and will culminate on Sunday, July 8th with the 22nd Annual Pride Festival at Mission Plaza in San Luis Obispo. Total attendance for the week of events is anticipated to be greater than 7,000 people. As Pride Coordinator, may I bring to your attention an opportunity for your organization to participate in this joyous celebration by helping to underwrite a portion of the costs as a Sponsor.

GALA's main function is to build and maintain a healthy gay, lesbian, bisexual and transgender community that promotes a positive image through visibility, education, and community involvement. The purpose of **Central Coast Pride** is to bring people together in the spirit of open celebration and community. GALA's goal is, through a variety of venues and events, to create opportunities for people to publicly connect with new and old friends and allies in order to:

CELEBRATE our lives on the Central Coast and our accomplishments as a community.

EDUCATE the public about our culture, our place in society, and our issues of concern.

DEMONSTRATE our diversity, our normalcy, our numbers, and the spirit of pride we feel within ourselves and our community.

Sponsorship of **Central Coast Pride** would create immediate awareness of your support for this community, which will carry over far beyond the actual events. We believe the rewards we offer provide an incredible value for sponsors at any level.

For 2017 **Central Coast Pride**, GALA welcomed Partner Level Sponsors in United Staffing Associates and Etna Interactive as well as several Lead Sponsors, including Allstate Insurance, Wells Fargo, PG&E, Central Coast Brewing, New Times, Pacific Beverage, In House Security and El Dorado Broadcasting.

With projected expenses in excess of \$85,000 for this year's **Central Coast Pride**, our goal is to raise a significant portion of this amount through sponsorships and donations from community spirited organizations and individuals. Sponsor donations allow the signature event of the week, Sunday's Pride Festival in Mission Plaza, to be free and accessible to the public; thus creating goodwill in the community and providing an excellent opportunity for outreach. It encompasses activities such as headline entertainment and music; art, food and retail vendors; a beverage garden; an array of local and national nonprofit agencies; the ever popular little and big kids play areas; and much more.

In order to make this 21st Anniversary event a memorable one, we need support in the following areas:

- Cash donations to underwrite the basic costs of the events.
- In-kind donations of hotel rooms, luxury ground transportation for celebrities and entertainers, full color printing, raffle prizes, air transportation, plus broadcast & print media advertising.

GALA is a nonprofit 501(c)(3) organization, which may make all, or part, of your generous donation tax deductible. GALA's Federal Tax ID Number is 77-0372544. Any donation, no matter how large or small, is appreciated. Please feel free to contact me through the GALA Center at (805) 541-4252 if you are interested in making a donation and would like to discuss this further. Thank you in advance for your support!

Sincerely,

Sheryl Flores
GALA Pride Coordinator

BENEFITS OF SPONSORSHIP:

Partner Level Sponsor - \$5000+ in cash or in-kind support

- Sizeable logo included in all print ads (New Times, Santa Maria Sun, etc.), and mention as a Partner Level Sponsor in more than 100 radio spots.
- Multiple special announcements by the Master of Ceremonies at each event throughout the week acknowledging the support provided and promoting the sponsor's business.
- Prominent, free booth space at the Sunday Pride Festival in Mission Plaza
- 2 Banner spaces allocated at Pride in the Plaza with banners provided by the sponsor. Banners must be delivered to the GALA Center (1060 Palm St.) by 5PM, Tuesday, July 5, and picked up the week of July 11, 2016.
- Sizeable logo placed on a Sponsorship Board at all Pride Events throughout the week.
- Acknowledgement in 2 issues of the GALA newsletter with a total circulation of 1,100.
- Logo on over 200 Pride Posters displayed in businesses throughout the Central Coast.
- Logo on Pride t-Shirts, if produced.
- Logo on www.slopride.com website with web link.

Lead Level Sponsor - \$1000+ in cash or in-kind support

- Logo included in all print ads (New Times, Santa Maria. Sun, Santa Barbara Independent, etc).
- Special announcement by the Master of Ceremonies at Pride acknowledging the sponsor.
- Free booth space at Sunday's Pride Festival in Mission Plaza.
- 1 Banner space allocated at Sunday's Pride Festival in Mission Plaza with banner provided by the sponsor. Banner must be delivered to the GALA Center (1060 Palm St.) by 5PM, Tuesday, July 5, and picked up the week of July 11, 2016.
- Logo placed on a Sponsorship Board at all Pride Events throughout the week.
- Acknowledgment in an issue of the GALA newsletter with a total circulation of 1100.
- Logo on www.slopride.com website, with web link.

Major Level Sponsor - \$500+ in cash or in-kind support

- Small sized logo included in major print advertising.
- Logo placed on a Sponsorship Board at all Pride Events throughout the week.
- Acknowledgment in 1 issue of GALA's newsletter with a total circulation of 1,100.