

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 12, 2019 and will culminate on Sunday, July 14, 2019 with the 23rd 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 Coordinators, may we 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 and 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 2018 **Central Coast Pride**, GALA welcomed Partner Level Sponsors in United Staffing Associates, Allstate Insurance, Winc Wines and Etna Interactive as well as several Lead Sponsors including New Times and Santa Maria Sun, American General Media, Twin Cities Hospital, Elegant Details, Portney Environmental, Wells Fargo, PG&E, In-House Security, and Waterloo Cellars.

With projected expenses in excess of \$65,000 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 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 non-profit agencies; the ever popular big and little kids play areas; and much more.

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

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

GALA is a non-profit 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 contact our team through the GALA Center at (805) 541-4252 or online at www.slopride.com if you are interested in making a donation or would like to discuss how to sponsor **Central Coast Pride** further. Thank you in advance for your support!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Robert Kinports & Frank Domingez', written in a cursive style.

Robert Kinports & Frank Domingez
GALA Pride Coordinators

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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.
- Two banner spaces allocated at the Pride in the Plaza with banners provided by the sponsor. Banners must be delivered to the GALA Center (1060 Palm Street, San Luis Obispo, CA 93401) by 5pm, Tuesday, July 9, 2019 and picked up the week of July 15, 2019.
- Sizeable logo placed on a Sponsorship Board at all Pride Events throughout the week.
- Acknowledgement in two 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, etc.).
- Special announcement by the Master of Ceremonies at Pride acknowledging the sponsor.
- Free booth space at Sunday's Pride Festival in Mission Plaza.
- One banner space allocated at Sunday's Pride Festival in Mission Plaza with banner provided by the sponsor. Banners must be delivered to the GALA Center (1060 Palm Street, San Luis Obispo, CA 93401) by 5pm, Tuesday, July 9, 2019 and picked up the week of July 15, 2019.
- Logo placed on a Sponsorship Board at all Pride events throughout the week.
- Acknowledgement in an issue of the GALA newsletter with a total circulation of 1,100.
- 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 one issue of GALA's newsletter with a total circulation of 1,100.