PRIDE 2021

Stand Out. Stand Proud.

VENTURA COUNTY
PRIDE

diversity collective

Ventura County Pride 2021
August 20-22, 2021
Sponsorship Opportunities

VENTURA COUNTY PRIDE

Stand Out. Stand Proud.

Ventura County Pride Festival is a weekend-long event in August with over 5,000 attendees that celebrates the LGBTQ community, supporters, and allies in Ventura County. All proceeds raised go to sustain the Community Resource Center and Diversity Collective programs and services. These services include free anonymous HIV & AIDS testing, peer-support groups, cultural competency training, and Rainbow Umbrella Youth Group, a safe space for LGBTQ youth and their allies. The work of Diversity Collective is essential 365 days a year, as we offer support and resources for a marginalized community. Pride Weekend is a time for Ventura County's LGBTQ+ Community to celebrate, stand out and stand proud.

Our mission for Pride weekend is to educate, advocate, and celebrate the LGBTQ community while providing a platform for those most marginalized in our own community. We promote diversity, education, mental, and physical health to the lesbian, gay, bisexual, transgender, queer, and the Latinx population as well as the general public.

2021 Ventura County Pride will be an exciting, virtual and in person event, including:

FRIDAY, AUGUST 20

6pm - 7pm

Community Resource Center and on Zoom

Pride Panel discussion and reception. Learn history of Ventura LGBTQ's community.

9pm - Paddy's

Local Drag Show

SATURDAY, AUGUST 21

12pm - 5pm

Downtown Ventura Pride Promenade

Join us on Main Street for Pride 2021– live Entertainment, Vendor Village, Participating restaurants and retail.

9pm - Paddy's

Pride After Party
Professional Drag Show

SUNDAY, AUGUST 22

4pm - Paddy's

Drag Queen Bingo

Join us at Paddy's for a chance to win fantastic prizes and spill the tea with the fabulous Cooper.

Also, for the whole month of August we will be showcasing Pride Vendors on diversitycollective.org. Provide us with your logo and a link to your business's website and we will drive traffic to support your business!

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SPONSORSHIP LEVELS

Marsha P. Johnson Presenting Sponsorship

$15,000

1 available

- Listed as presenting sponsor of all weekend events
- Prime logo placement on diversitycollective.org
- Prominent logo on event printed materials and advertising
- Banner ads on a minimum of four eblasts
- Banner on downtown stage
- 10 sponsor mentions during programming
- 30 second commercial during virtual Pride
- 5 social media posts

Harvey Milk Gold Sponsorship

$10,000

2 available

- Logo on diversitycollective.org
- Logo on event printing
- Banner ads on a minimum of two eblasts
- Banner on downtown stage
- 5 sponsor mentions during programming
- 3 social media posts

Larry Kramer Silver Sponsorship

$5,000

5 available

- Logo on diversitycollective.org
- Logo on event printed materials
- Banner ads on a minimum of one eblast
- 3 sponsor mentions during programming
- 1 social media post

Edith Windsor Bronze Sponsorship

$1,000

15 available

- Name listed on diversitycollective.org
- Social media mention
- Name included on slide during virtual Pride

Vendor Listing

$500

- Business logo and listing on virtual vendor square on diversitycollective.org
- Booth in downtown vendor village
- Business included on slide during virtual Pride

VENTURA COUNTY PRIDE

2021 Sponsor/Vendor Application

Thank you for your interest in Diversity Collective Ventura County's 22nd annual Ventura County PRIDE. We're proud to announce 2021 Ventura County Pride will be an exciting, virtual and in person event.

Yes!

Sign me up as a proud sponsor of Ventura County Pride 2021

Please accept my financial commitment at the following level:

- ☐ Marsha P. Johnson Presenting Sponsorship - **$15,000**
- ☐ Harvey Milk Gold Sponsorship - **$10,000**
- ☐ Larry Kramer Silver Sponsorship - **$5,000**
- ☐ Edith Windsor Bronze Sponsorship - **$1,000**
- ☐ Vendor Listing - **$500**

Note: Deadline for sponsor logo on marketing material is **July 31, 2021**.

Business Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

☐ I have enclosed a check in the amount of $ _____ made payable to Diversity Collective Ventura County.

☐ Please invoice me. I understand that payment is due no later than July 31, 2021.

Please submit this form to **tess.allen@diversitycollective.org** or mail with your check to: **2471 Portola Rd. Suite 100, Ventura, CA 93003**

For more information or questions, call **805-644-LGBT (5428)**.

Diversity Collective Ventura County is a 501c3 nonprofit organization. Tax ID #46-5312131