

BURBANK PRIDE



2024

SPONSORSHIP OPPORTUNITIES

3rd Annual FAMILY PRIDE in the PARK



JOHNNY CARSON PARK

SEPT. 28, 2024

12PM - 6PM



WE'VE ETCHED OUR RAINBOW INTO THE HEART OF OUR COMMUNITY'S EVOLUTION!

Burbank Pride's "Family Pride in the Park" event has solidified its place as a cherished community event for the LGBTQ+ community and its allies. The inaugural event featured 40 vendor and resource booths, lively entertainment, and a special guest host Mayim Bialik. In its second year, the momentum soared and attendance skyrocketed by doubling in size to over 4,000, accompanied by a remarkable 60+ vendor and resource booths. Live entertainment and an impressive list of guest hosts, which included Omri Katz, Valarie Pettiford, Kali Rocha, Joey Bragg, Carlos Alaziqui, Stephanie Miller, Saylor Bell, Cree and Rory O'Malley, electrified the park and ensured that every moment was filled with joy, unity, and the vibrant spirit of Pride.

Be Part of the Excitement as a Sponsor, and Let's Make Magic Happen at Our Next Incredible Event!

www.burbankpride.org

BURBANK'S COMMUNITY

- ✓ Population Statistics - 105,833
- ✓ Median Household Income - \$91,455.
- ✓ Median Home Value - \$959,700/ Rent - \$2,004
- ✓ Median Age - 39.6 years young.
- ✓ % of Household's with Families - 79.6%
- ✓ Avg % of LGBTQ+ Adults - 9.1%
- ✓ Avg % of LGBTQ+ Adults Raising Children - 24%
- ✓ Avg % of LGBTQ+ Adolescents - 14.9%
(1 in 5 Young Adults in California identifies as LGBT, compared to only 1 in 20 older adults.)

Another Reason to Become a Sponsor

Did you catch that juicy stat from Fortune.com? Turns out, a whopping 48% of all Americans, not just the rainbow crowd, are all about supporting LGBTQ+ friendly brands.

Want to give your sales a rainbow boost? Embrace inclusivity with a Pride sponsorship and watch as half the nation lines up to snag your products. It's like adding a sprinkle of pride to your marketing mix – simple, effective, and bound to bring a smile to everyone's face!



BE FAMILY

CONTACT US



Visit us:
www.burbankpride.org

BE LEGENDARY

BE AUTHENTIC

BE PROUD

BE MEMORABLE

BE BOLD

ABOUT US

Our organization is all about ensuring the rights and well-being of the LGBTQ+ Community. We do this by offering support, sharing information, raising awareness, and organizing engaging events. At our core, we're dedicated to protecting, promoting, and standing up for the rights and interests of LGBT+ individuals and families

3rd Annual Family Pride in the PARK!

Sept 28th, 2024

12pm-6pm
Johnny Carson Park
400 Bob Hope Dr, Burbank, CA 91505



BE YOURSELF



How Sponsoring Burbank Pride Exposes You to a Brand Loyal Audience

- ♥ LGBTQ+ folks are super loyal to their brands! A whopping 76% are down to buy from LGBTQ+-friendly brands, and only 11% don't care about brand friendliness. Plus, they're not afraid to flex their power by boycotting brands they see as unfriendly. Just ask about the vibes on brands like Chick-Fil-A in the community!
- ♥ LGBTQ+ folks often have some extra cash to splash! On average, gay male couples rake in a whopping 55% more than their straight counterparts, and lesbian couples aren't far behind, scoring about 11% more.

JOIN US IN CREATING ANOTHER SPECTACULAR EVENT



SPONSORSHIP OPPORTUNITIES

NUMBER AVAILABLE

YOUR ORGANIZATION NAMED AS OFFICIAL PRESENTING PARTNER & SHOUT OUT FROM EMCEE DURING EVENT.	X					
LOGO ON HOME PAGE OF BURBANK PRIDE WEBSITE & LOGO ON VOLUNTEER BADGES AT THE EVENT (40+ BADGES WORN)	X					
LOGO PLACEMENT ON PRINT MEDIA (POSTERS/FLIERS).*	X	X				
LOGO PLACEMENT ON MAIN STAGE BANNER.*	X	X				
LOGO ON STEP & REPEAT AT EVENT.*	X	X	X			
INDIVIDUAL SHOUT-OUT ON BURBANK PRIDE'S SOCIAL MEDIA PAGES.	X	X	X			
LOGO ON WELCOME BANNER AT EVENT.*	X	X	X	X		
LOGO PLACEMENT ON TV MONITORS IN YMCA INTERIORS.*	X	X	X	X		
LOGO PLACEMENT IN EMAIL BLASTS/NEWSLETTERS.	X	X	X	X	X	
YOUR LOGO ON THE BURBANK PRIDE WEBSITE AS A SPONSOR WITH A LINK TO YOUR INFORMATION.	X	X	X	X	X	
SHARED SHOUT-OUT ON BURBANK PRIDE SOCIAL MEDIA PAGE.	X	X	X	X	X	
YOUR ORGANIZATION'S INFORMATION PAMPHLETS OR MATERIALS AT THE EVENT'S INFO BOOTH.	X	X	X	X	X	
YOUR LOGO ON THE BURBANK PRIDE WEBSITE AS A SPONSOR.	X	X	X	X	X	X
EXHIBIT SPACE/TABLE AT FPITP (APPROXIMATELY 10'X10'). <i>(TABLES, CHAIRS & TENTS WILL NOT BE PROVIDED)</i>	X	X	X	X	X	X

BE LEGENDARY (\$10,000)	BE MEMORABLE (\$7,500)	BE PROUD (\$5,000)	BE FAMILY (\$2,500)	BE AUTHENTIC (\$1,000)	BE BOLD (\$500)	BE YOURSELF (\$250)
1						
X						
X						
X	X					
X	X					
X	X	X				
X	X	X				
X	X	X	X			
X	X	X	X	X		
X	X	X	X	X	X	
X	X	X	X	X	X	
X	X	X	X	X	X	X
X	X	X	X	X	X	X

3rd Annual
FAMILY PRIDE
 in the PARK

EMPOWER CHANGE: PARTNER WITH US TODAY!

WE ARE PROUD TO SUPPORT BURBANK PRIDE!

WE AUTHORIZE THE ORGANIZERS OF THE EVENT TO INCLUDE OUR NAME/LOGO ON COLLATERAL MATERIALS AND SOCIAL MEDIA PROMOTING THE EVENT.

COMPANY NAME	CONTACT NAME
CONTACT EMAIL	PHONE
COMPANY ADDRESS (NUMBER, STREET, STATE, ZIP)	
SIGNATURE	PRINTED

**IF YOU WOULD LIKE TO USE A CREDIT CARD OR PAY BY CHECK,
PLEASE FILL OUT THE FORM ON OUR WEBSITE.
[HTTPS://WWW.BURBANKPRIDE.ORG/BECOMEASPONSOR](https://www.burbankpride.org/becomeasponsor)**

***IF YOU ARE SENDING A CHECK PLEASE STILL FILL OUT THE FORM ONLINE.**

We Would Like to Be a Contributing Partner at the Following Level (Check One):

SPONSOR LEVEL	AMOUNT	SELECTION
Be LEGENDARY (1)	\$10,000	<input type="checkbox"/>
Be MEMORABLE	\$7,500	<input type="checkbox"/>
Be PROUD	\$5,000	<input type="checkbox"/>
Be FAMILY	\$2,500	<input type="checkbox"/>
Be AUTHENTIC	\$1,000	<input type="checkbox"/>
Be BOLD	\$500	<input type="checkbox"/>
Be YOURSELF	\$250	<input type="checkbox"/>

***ALL SPONSORSHIP LOGO'S MUST BE RECIEVED NO LATER THAN
AUGUST 31, 2024 @6PM
FOR ANY AND ALL PRINTED MATERIALS INCLUDING BANNERS &
STEP N REPEATS.**

For Questions
Please Contact Our Sponsorship Chairperson
Stacy: sponsor@burbankpride.org

PLEASE MAKE CHECKS PAYABLE TO:

BURBANK PRIDE INC

**Please Send a Copy of this Page to this with Your Check.*

MAIL/EMAIL THIS FORM WITH PAYMENT INFORMATION TO:

**BURBANK PRIDE INC.
1021 N LAMER ST
BURBANK CA 91506**