

# WHY PARTNER?

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## VALUE

- One Stop Shop
  - Discounted Packages
  - Additional Benefits
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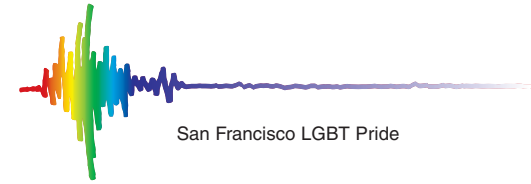
## BENEFITS

- Advertising
  - Booth Space
  - Grandstand Tickets
  - Promotional Extension
  - ID/Logo Recognition
  - Parade Entry
  - VIP Access
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## COMMUNITY

- Be a part of Pride
  - Partner with us in building our community and your business
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San Francisco LGBT Pride  
1800 Market Street PMB #5  
San Francisco, CA 94102-4801



# PARTNERS IN PRIDE



*A PROGRAM RESPONDING  
TO THE NEEDS OF THE  
COMMUNITY AND  
LOCAL SMALL BUSINESS*

## FREQUENTLY ASKED QUESTIONS

### WHAT IS IT?

San Francisco Pride is built by our community. Part of that community consists of non-profits and small businesses who participate on a variety of levels. Many have a booth, some enter the Parade, others place an advertisement in one of our official publications and there are those who do all three. This participation should be recognized and acknowledged. That is why we have put together the Partners In Pride Program.

### PARTNERS IN PRIDE AT A GLANCE

Benefit	Lambda Level	Pink Triangle	Rainbow Level
<i>Advertising:</i>			
• Ad in Pride Guide	Business Card	1/3 Page	1/2 Page
• Text Listing in Magazine, Pride Guide, Supplement	Yes	Yes	Yes
• Logo on sfpride website + link	Yes	Yes	Yes
• Editorial in Pride Magazine	No	30 Words	60 Words
<i>Celebration and Parade:</i>			
• Booth (structure, one table, two chairs**)	Regular	Prime	Double Prime
• Parade Entry (basic fee**)	Regular	Regular	1 <sup>st</sup> Half
<i>Extra Added Bonuses</i>			
• Parade Grandstand Seating Tickets	No	2	4
• VIP Tickets	2	4	6

\*\* Environmental fee is covered for both parade and celebration.

### WHAT'S THE COST

The benefits you receive are worth approximately 60% more than the cost to you. If you were to buy all these components separately you would end up paying much more:

LEVEL	VALUE	YOU PAY
Lambda	\$ <del>2,450</del>	\$ 1,599
Pink Triangle	\$ <del>5,560</del>	\$ 3,499
Rainbow	\$ <del>11,945</del>	\$ 6,999

## WHY SHOULD MY BUSINESS PARTICIPATE?

Because, by packaging all the benefits together, it saves you money. The program offers a one stop shop for all your Pride needs. No more separate checks, just one easy payment which entitles you to a whole range of additional benefits and publicly acknowledges your contribution.

The Partners in Pride Program is available at two levels, one for small and local businesses and another for local non-profits. For those with a larger marketing appetite, contact us for details on full-on sponsorship.

## THE NEXT STEP:

Sign up now to get the full effect of all the benefits. Contact our office.

San Francisco LGBT Pride  
1800 Market Street PMB #5  
San Francisco, CA 94102-4801

Tel: (415) 864 0831

Fax: (415) 864 5889

Email: [info@sfpride.org](mailto:info@sfpride.org)

WEBSITE:

[www.sfpride.org](http://www.sfpride.org)

Or complete and mail this coupon to the address above. Please be sure to include your check made payable to SFLGBT PCC, Inc. along with this application.

MY NAME:

AGENCY NAME:

ADDRESS:

TEL:

FAX:

YOUR EMAIL:

CORPORATE EMAIL:

Yes, sign me up for Partners in Pride at the \_\_\_\_\_ Level! My check in the amount of \$ \_\_\_\_\_ is attached.

Signature: \_\_\_\_\_

DATE: \_\_\_\_\_