



# SPONSORSHIP PACKAGE



# WHY PARTNER WITH THE RAINBOW FESTIVAL:

## THE LGBT COMMUNITY AT LARGE:

- The average LGBTQ+ household income is between \$50,000- \$90,000.
- 84% of the LGBTQ+ Community purchase from an LGBT friendly business.
- 65% of the Community are college educated
- 26% of which have degrees higher than a bachelors.
- 18% of the LGBTQ+ grosses over \$100,000 annually.
- 8% of the LGBTQ+ Community have a house including children
- The LGBTQ+ Community has less expenses than that of their heterosexual counterparts allowing for more excess expandable income.
- According to the 2017 census, 90% of the LGBT Community report to be extremely brand loyal and use this expandable income on travel, entertainment and luxury items such as clothing, dining out, bars & clubs and vehicles.

## THE 2023 RAINBOW FESTIVAL AUDIENCE:

- Over 8,000 Attendees traveling from as far as Reno, NV to San Diego, CA.
- Family Friendly Event with an average age of 31 years old.
- Members of all aspects of the LGBTQ+ Community.
- 48 Northern California based community organizations
- Over 300 volunteers

RAINBOW  
FESTIVAL  
2023





## GENERAL SPONSORSHIP LEVELS:

### Principle Sponsors – \$10,000 & Above

- 10x20 booth space in prime location
- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirts
- Sponsor name listed in all press releases
- Verbal stage recognition hourly
- Up to 4 Onsite Banner Placements (Banner Provided by Sponsor)
- 10 festival entry tickets to give away

### Grand Sponsors - \$7,500 to \$9,999

- 10x10 booth space in prime location
- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirts
- Verbal stage recognition hourly
- 8 festival entry tickets to give away

### Major Sponsors - \$5,000 to \$7,499

- 10x10 booth space
- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirts
- Verbal stage recognition Limited
- 5 festival entry tickets to give away

### Supporting Sponsors - \$3000 to \$4,999

- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirts
- Verbal stage recognition Limited
- 3 festival entry tickets to give away





## SPECIALTY SPONSORSHIP OPPORTUNITIES:

### Main Stage Sponsor - \$10,000

- Main Stage named after company name
- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirts
- Verbal stage recognition between each performing act
- 10 festival entry tickets to give away

### Outdoor Bar Sponsor - \$4,000 **\*NEW THIS YEAR\***

- Exclusive naming rights to the new Leather Alley
- Logo placement whenever Leather Alley is mentioned in media and print advertising
- Logo placement on volunteer t-shirts
- 6 festival entry tickets to give away

### Entry Gate Sponsors (x4) - \$3,000

- Exclusive naming rights to one of 4 entry gates into the festival
- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirts
- 5 festival entry tickets to give away

### Entertainer Sponsor - \$ 10,000

- Exclusive naming rights to a main stage performer
- Logo recognition on all media and print advertising
- Logo placement on volunteer t-shirt
- 10 people 10 festival entry tickets to give away

**SPONSORSHIP  
COMMITMENT  
DEADLINE:  
JULY 1ST 2023**



# SPONSORSHIP FORM

## YOUR INFORMATION

NAME/BUSINESS/ORGANIZATION

CONTACT REPRESENTATIVE

ADDRESS

CITY/STATE/ZIPCODE

PHONE NUMBER

EMAIL ADDRESS

WEBSITE

## SPONSORSHIPS

(Check one or more)

- Principle Sponsor  
\$10,000 & Above
- Grand Sponsor  
\$7,500 - \$9,999
- Major Sponsor  
\$5,000 - \$7,499
- Supporting Sponsor  
\$3,000 - \$4,999
- Main Stage Sponsor  
\$10,000 (1 Available)
- Outdoor bar Sponsor  
\$2,500 (1 Available)
- Entry Gate Sponsor  
\$3,000 (4 Available)
- Entertainer Sponsor  
\$10,000 (4 Available)

## PAYMENT INFORMATION

Rainbow Festival accepts Checks or Credit Cards. Please make checks payable to Rainbow Festival. Mail to: PO Box 15056, Sacramento, CA 95815

To return this form, ask questions, or make credit card payment please contact Jeo at [Jeo@faces.net](mailto:Jeo@faces.net)

By signing this form, you are agreeing to be an official sponsor of Rainbow Festival 2023. Payment is required for you to take advantage of all the perks of the sponsorship by July 1st 2023. Sponsorship opportunities are available on first come, first service basis.

SIGNATURE

DATE

Thank you  
For Your  
Support!