



SATURDAY OCTOBER 5TH

SPONSORSHIP OPPURTUNITY



PRIDE UNDER THE PINES

Pride Under The Pines is a non profit 501c3 organization established out of the love for LGBTQ+ rights and to bring a larger sense of pride to the community of Idyllwild, CA.

Event co-founders, PS HomeBoys, Jeremy Taylor and Niels Kosman are full-time Palm Springs residents and two gay entrepreneurs business owners who fell in love with the Idyllwild's Rustic Theatre and its charming owners Gail and Graham, and who met on a cool autumn night in 2020 and recognized the need for a larger LGBTQ+ presence in their beloved town. "We're coming out - out into the open and up on the mountain to show our Pride Under the Pines."

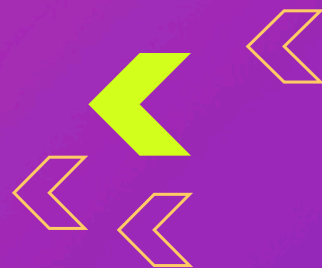
As their idea for a pride festival was born, each rendition of Pride Under The Pines Pride Festival stays true to their mission to uplift the Idyllwild community and surrounding cities, focusing on supporting small businesses, creating a safe space for the LGBTQ+ community and to protect and support the feeling of acceptance, love and positivity.

"We stick by our promise, to create a safe space for all people young and old, to feel connected, while they create new memories, make new friends in a beautiful place with fantastic music, events and filled with laughter and dancing. This is our Promise to YOU."

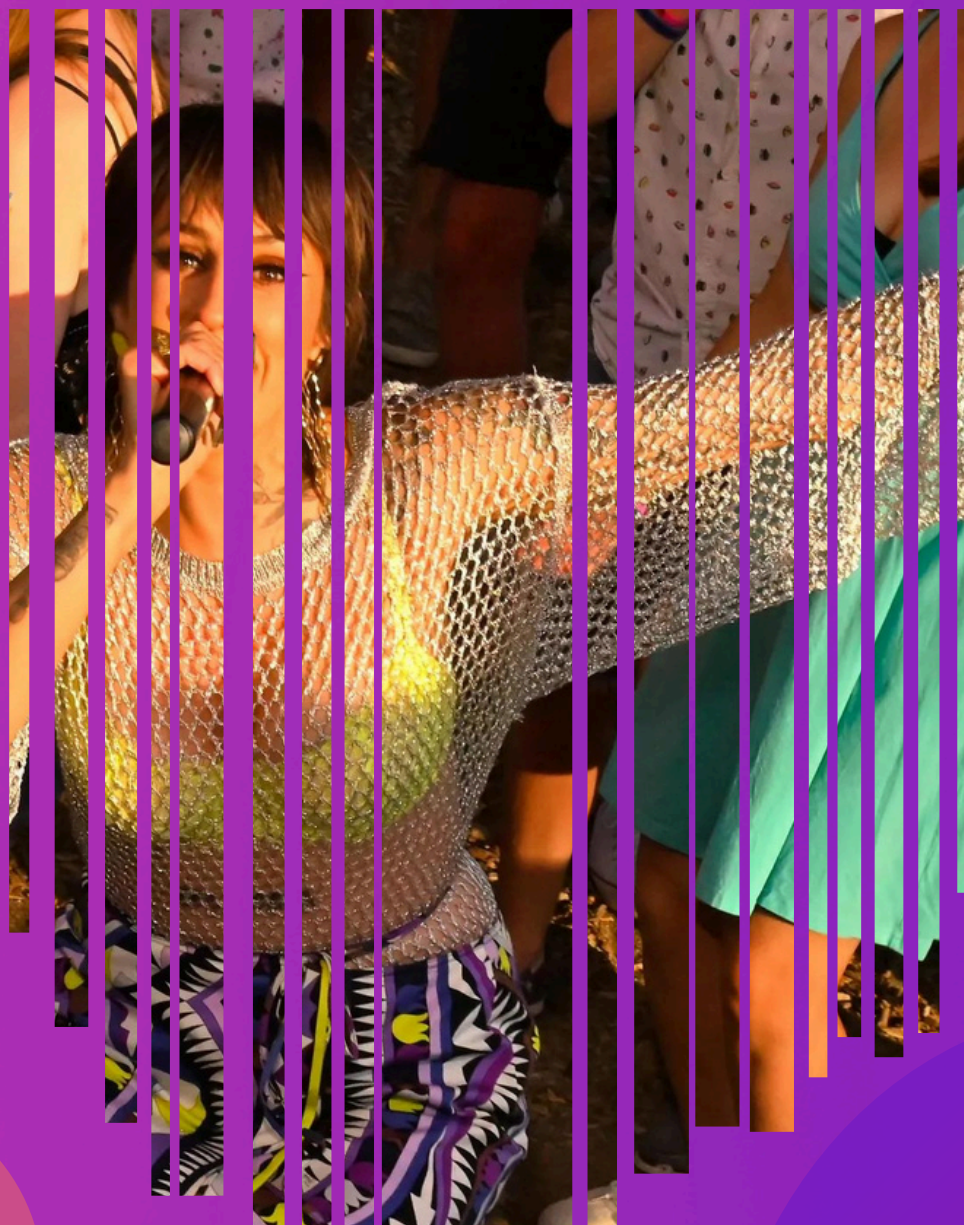
-Team Pride Under The Pines, PS HOMEBOYS, Jeremy Taylor & Niels Kosman and Serena Martin

PRIDE UNDER THE PINES

EVENT OVERVIEW



Each year Pride Under the Pines Pride Festival features Special VIP Tickets with Round-Trip Transportation via a Luxury Party Bus from Palm Springs with Live performances along the way. Pride Under The Pines 2024 will be held on Saturday, October 5th at the Rustic Theater (54290 N Circle Dr, Idyllwild-Pine Cove, CA 92549) and will include festival vendors who offer a wide variety of food and drinks, and homewares such as original art, clothing, home goods, candles, jewelry, and much more. With plenty of other exciting performances not to be missed the event's including live performances and electronic dance music and dancing from 12:00 pm – 9:00 pm.





PRIDE UNDER THE PINES

2023 DEMOGRAPHICS

PRIDE UNDER THE PINES annually attracts over 1800 guests to the festival each year.

GENDER

78% (MALE)
22% (FEMALE)



AGE

50% (25-34)
50% (45-54)



ETHNICITY

61% (CAUCASIAN)
20% (HISPANIC)
13% (OTHER)
3% (ASIAN)
3% (AFRICAN AMERICAN)



INCOME

66% (0-50K)
34% (50-100K)



EDUCATION

44% (NO COLLEGE)
47% (COLLEGE)
7% (GRAD)

PRIDE UNDER THE PINES

2024 Sponsorship Opportunity Packages

BENEFITS	FRIEND \$500	PARTNER \$1000	IMPACT \$1500	INNOVATOR \$2000	INSPIRATION \$2500
Use of event logo	✓	✓	✓	✓	✓
2 Complimentary event GA tickets	✓	✓	✓	✓	✓
Company logo featured on event website	✓	✓	✓	✓	✓
Company logo featured on digital marketing	✓	✓	✓	✓	✓
Company logo included on all event sigangage		✓	✓	✓	✓
Inclusion in multi-brand newsletter		✓	✓	✓	✓
Inclusion in events social media (Facebook & Instagram)		✓	✓	✓	✓
Free event booth		✓	✓	✓	✓
Dedicated feature in event newsletter		✓	✓	✓	✓
Dedicated sponsored post featuring logo		✓	✓	✓	✓
2 VIP tickets		✓	✓	✓	✓
Verbal mention of your company name during event			✓	✓	✓
Sponsored slide during movie event			✓	✓	✓
90 sec video played before interactive movie				✓	✓
3 min Speaking opportunity at event					✓
Dedicated email to audience post event					✓
Sharing of leads from online tickets post event					✓

FESTIVAL HIGHLIGHTS





PRIDE UNDER THE PINES

2024 Sponsor Deadlines are approaching fast!

To learn more about becoming a sponsor email us to confirm your package today!

Want to get involved and enlist to be one of our rockstar volunteers?

Tell us more about yourself on the form [here](#).

Vendor spots are limited.

So be quick to secure your space.

[Click here to download the Vendor Application PDF](#)

or email us with questions about booking your space:

*-Team Pride Under The Pines,
PS HOMEBOYS, Jeremy Taylor & Niels Kosman
celebrate@prideunderthepines.com*

