

Saturday October 7th

12 PM - 9 PM



**PRIDE**  
UNDER THE  
**PINES**  
**2023**

◀ ◀ **SPONSORSHIP** ▶ ▶  
◀ ◀ PROPOSAL ▶ ▶



## 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."

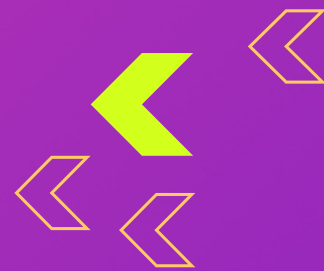
As their idea for a pride festival was born, each rendition of Pride Under The Pines Pride Festival stays true to their mission to uplift the Idyllwild community and surrounding cities, focusing on supporting small businesses, creating a safe space for the LGBTQ+ community and to protect and support 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 2023

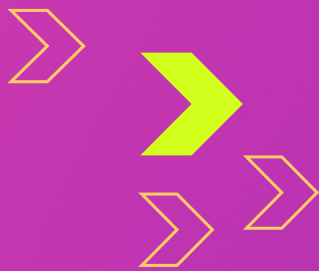
## EVENT OVERVIEW



This year's Pride Under the Pines Pride Festival will feature Special VIP Tickets with Round-Trip Transportation via a Luxury K-Gay Party Bus from Palm Springs with Live performances along the way.

The event will be hosted by the ever-amazing [Anita Rose](#) and her entourage of dragtastic girls who will offer live performances and a special drag show featuring some of the stars from [Oscar's Palm Springs](#). 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 2022

## DEMOGRAPHICS

PRIDE UNDER THE PINES annually attracts over 2000 guests to the festival each year.

### GENDER

74% (MALE)  
25% (FEMALE)



### AGE

21% (24-35)  
14% (35-44)  
50% (45-54)  
7% (55-64)  
7% (65+)



### INCOME

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



### ETHNICITY

62% (CAUCASIAN)  
19% (HISPANIC)  
12% (OTHER)  
3% (ASIAN)  
3% (AFRICAN AMERICAN)





# PRIDE UNDER THE PINES

## 2023 Sponsorship Packages

BENEFITS	FRIEND \$500	PARTNER \$1500	IMPACT \$2000	INNOVATOR \$3000	INSPIRATION 4000
Use of event logo	✓	✓	✓	✓	✓
2 Complimentary event 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					✓



# 2022 HIGHLIGHTS







# PRIDE UNDER THE PINES

*2023 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](mailto:celebrate@prideunderthepines.com)*

