



Cathedral City
LGBT Days

California's First
PRIDE



SPONSORSHIP BENEFITS

**We are
Creating an inclusive and inviting
atmosphere that promotes
positive self expression and
Equality for All**

Be part of a greater social
and cultural movement

Coachella Valley

Connects your brand to the LGBT community
through a shared event

Logo placement at PSP International Airport
kiosk, CC Auto Center billboard

Logo placement at the brand new events
billboard on HWY 111

Booth space at events to engage attendees

Direct link from DiscoverCathedralCity.com
and Event websites

Tailor made promotions for greater awareness,
and visibility.



Celebrating Our Diversity

DISCOVER CATHEDRAL CITY

the Center of Coachella Valley

114K

POPULATION
Within 10 mile
radius

52K

POPULATION
Largest in the
West Valley

36.7

Median Age

63.4%

Home Ownership
Rate



IMPACTFUL, COMPELLING

Engagement

Members of the LGBT Community pride themselves on being ahead of the curve and having influence over those around them.

Same-sex
couples have a
higher median
income

HOUSEHOLD INCOME

100K

OR MORE

41%
SAME SEX
COUPLES

36%
OPPOSITE SEX
COUPLES

HIGHTRAFFIC EXPOSURE

significant impressions



37,500

VEHICLES DAILY

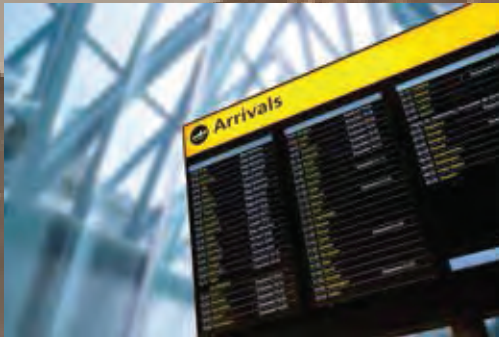
HWY 111 Billboard

EXCLUSIVE placement on the electronic billboard along East Palm Canyon Drive at the Festival Lawn.

2 Mil PAX

Palm Springs International Airport - backlit display

Served by ten airlines scheduling flights to and from approximately 500 destinations worldwide, hosting nearly 2 million passengers annually with a large number of international travelers.



54,000

IMPRESSIONS DAILY

Cathedral City Auto Center billboard

EXCLUSIVE placement on the electronic billboard along East Palm Canyon Drive at the Festival Lawn.





5-person Teams Compete For Bragging Rights

BED RACE

Each year brings more fun!

Teams flood the street in front of city hall for the LGBT Days centerpiece event.

Civic groups, community organizations, businesses, volunteer groups, employee groups, friends, not-so-close friends, and neighbors are featured in this exciting event.



Local Business Promotions

LOCAL PROMOTIONS

Enjoy various events and entertainment at local businesses starting Friday evening and continuing through Sunday.



CCBC Resort Events



POOL PARTIES

A variety of official events held off site include CCBC special pool parties, BBQs, and music all weekend.

BRAND LOYAL

A Community that supports those who support the community.

90%

are brand loyal and very likely to share brand enthusiasm with friends

78%

of LGBT people and their friends / relatives would switch brands to companies that are known as LGBT friendly.

60%

are more likely to purchase products & services from companies that market directly to the LGBT community.

SPONSOR DECK 2019

Select your level of participation



TITLE SPONSOR – \$6,000

PREMIUM LOGO PLACEMENT

Presenting naming rights

Proportional Logo placement in

- events billboard on HWY 111
- PSP International Airport kiosk
- CC Auto Center billboard
- Step-n-Repeat used at key activities
- the sponsor page in official program
- on cathedralcitylgbtdays.com
- official posters
- brochures
- newspaper ads
- social media
- event banner
- post thank you in ad (Desert Sun)
- One Entry in Bed Race
- 10' x 20' Booth Space (includes table, 2 chairs, and canopy)
- Full page ad in official program
- Four banner placement at festival *
- PA announcements

CHAMPION - \$4,000

Media & In-Kind Sponsors \$8,000

Naming Rights to Secondary Festival Activity or Show (Bed Race, Variety Show, Headliner, Flag Raising)

Proportional Logo placement in

- events billboard on HWY 111
- PSP International Airport kiosk
- CC Auto Center billboard
- Step-n-Repeat used at key activities
- the sponsor page in official program
- on cathedralcitylgbtdays.com
- official posters
- brochures
- newspaper ads
- social media
- event banner
- post thank you in festival ad (Desert Sun)
- One Entry in Bed Race
- 10' x 10' Booth Space (includes table, 2 chairs, and canopy)
- Full page ad in official program
- Two banner placement at festival*
- PA announcements

COMMUNITY SPONSOR - \$2,500

Media & In-Kind Sponsors \$5,000

Proportional Logo placement in

- events billboard on HWY 111
- PSP International Airport kiosk
- CC Auto Center billboard
- Step-n-Repeat used at key activities
- the sponsor page in official program
- on cathedralcitylgbtdays.com
- official posters
- brochures
- newspaper ads
- social media
- event banner
- post thank you in festival ad (Desert Sun)
- One Entry in Bed Race
- 10' x 10' Booth Space (includes table, 2 chairs, and canopy)
- Full page ad in official program
- Two banner placement at festival*
- PA announcements

*(sponsor provided, no larger than 6' wide x 3' high with grommets in corners)

SPONSOR DECK 2019

Select your level of participation



PARTNER - \$1,000

Media & In-Kind Sponsors \$2,000

Proportional Logo placement in

- the sponsor page in official program
- on cathedralcitylgbtdays.com
- official posters
- brochures
- newspaper ads
- social media
- event banner
- post thank you ad (Desert Sun)

• One Entry in Bed Race

• 10' x 10' Booth Space (includes table, 2 chairs, and canopy)

• 1/2 page ad in the official program

BOOSTER - \$500

Media & In-Kind Sponsors \$1,000

Proportional Logo placement in

- the sponsor page in official program
- on cathedralcitylgbtdays.com
- official posters

Typeset name recognition in

- brochures
- newspaper ads
- event banner
- post thank you ad (Desert Sun)

• One Entry in Bed Race

• 10' x 10' Booth Space (your canopy, table and chairs)

SUPPORTER - \$250

Media & In-Kind Sponsors \$500

Typeset name recognition in

- the sponsor page in official program
- listing on cathedralcitylgbtdays.com

• One Entry in Bed Race





Participating in Cathedral City LGBT Days is an effective channel to reach members of the LGBT community in Cathedral City and surrounding neighborhoods.

About Cathedral City

- 2nd largest city in the Coachella Valley
- Nearly 30% identify as being in the LGBT Community
- Adjacent to Palm Springs with more than 50% LGBT Community
- 2nd lowest crime rate in the Coachella Valley
- \$1,000 more than Palm Springs for average household income
- Younger demographic than Palm Springs and Rancho Mirage



THANK YOU!

For Sponsorship Opportunities:

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