



Greetings,

The San Mateo County (SMC) PRIDE Initiative is excited to welcome you to the **12th Annual San Mateo County LGBTQIA+ Pride Celebration –“*Love at our core, Pride in 2024!*” Celebrating 12 YEARS of PRIDE on the Peninsula!** Our **2024 celebration** will begin with the 2nd Annual Pride Parade on **Saturday, June 8, 2024, from 10am-11am, and continue with festivities and celebration from 11am-5pm at San Mateo Central Park.**

The *SMC PRIDE Initiative* is composed of a passionate group of folks who were brought together to foster a welcoming environment for the LGBTQIA+ communities living and working in San Mateo County. It has been over 13 years since the SMC PRIDE Initiative marched in the San Francisco Pride Parade; it was inspirational. This empowering experience was instrumental in the vision and planning for San Mateo County's own commemoration. Of course, the SMC PRIDE Initiative couldn't put together this event without partners and collaborators like San Mateo Park & Recreation, the San Mateo County Pride Center, Outlet Adolescent Counseling Services, the San Mateo County LGBTQIA+ Commission, San Mateo County Behavioral Health & Recovery Services-Office of Diversity & Equity, multiple community partners and **YOU!**

We invite you to become a sponsor. Your contribution helps us to create an amazing and safe environment for the diverse members of our community. Help create the stories for a new generation of LGBTQIA+ members in San Mateo County. ***Sponsorship funds cover the cost of the venue, food, advertising, marketing, entertainment, supporting the 2nd Annual SMC Pride Parade, and other event activities.*** For the past four years, we persevered through the dreadful restraints of the COVID-19 pandemic after connecting remotely for Pride for two years (in 2020 and 2021). We gathered last year for an in-person Pride Celebration and had approximately 4,000 community members in attendance. Now as we work on gathering in person again, we hope to get your help to bring the Pride back into the Pride Celebration for our LGBTQIA+ San Mateo County community. With even greater support and wider advertising and marketing efforts, we could bring a safe and interactive event to the community! Review the following pages to find the varying levels of sponsorship with corresponding recognition and exposure. This is a great opportunity to support the LGBTQIA+ community and raise the public's awareness of your organization's mission and its effort to support diversity and inclusion.

We welcome and appreciate support at any level!

Any questions please reach out to Dana “TherActivist” Johnson (they/ them/he) at smcpridecelebration@gmail.com

This event is being coordinated by the SMC PRIDE Initiative in collaboration with multiple community partners. The SMC PRIDE Initiative is led by SMC Behavioral Health & Recovery Services (BHRS)'s Office of Diversity and Equity (ODE) and is partially funded through the Mental Health Services Act (MHSA).



**JOIN US for the
12th Annual San Mateo County (SMC) LGBTQIA+ Pride Celebration**
Love at our core, Pride in 2024!
CELEBRATING 12 YEARS of PRIDE on the Peninsula!!
**Your generosity makes all the difference in supporting our
San Mateo County LGBTQIA+ Community.**

Sponsorship Levels

Rainbow Sponsor: \$10,000

- Pride Initiative Co-Chairs will give acknowledgement of the agency/individual on stage.
- Logo on SMC Pride 2024 Main Stage Banner and Event Banner
- Logo on SMC Pride 2024 poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name and logo on Pride Initiative Facebook page and Instagram Page
- Name and logo on SMC Pride Celebration website
- Name and logo on SMC Pride Celebration Facebook page and Instagram Page
- Framed Certificate of Appreciation from SMC Pride Celebration Co-Chairs
- (1) SMC Pride Celebration 2024 Gift Basket
- Parade Contingent

Advocate Sponsor: \$5,000

- Pride Initiative Co-Chairs will give acknowledgment of agency/individual on stage
- Logo on SMC Pride 2024 poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name and logo on Pride Initiative's Facebook and Instagram page
- Name and logo on SMC Pride Celebration Website, Facebook page, and Instagram Page
- Framed Certificate of Appreciation from SMC Pride Celebration Co-Chairs
- (1) SMC Pride Celebration 2024 Gift Basket
- Parade Contingent

Partner Sponsor: \$2,500

- Pride Initiative Co-Chairs will give acknowledgment of the agency/individual on stage.
- Logo on SMC Pride 2024 poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name and logo on SMC Pride Celebration Website, Facebook page, and Instagram page
- Framed Certificate of Appreciation from SMC Pride Celebration Co-Chairs
- Parade Contingent

Supporter Sponsor: \$1000

- Logo on SMC Pride 2024 Poster
- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name on SMC Pride Celebration Facebook, Instagram, and SMC Pride Celebration website
- Parade Contingent

Ally Sponsor: \$500

- (1) Resource Booth (including 1 canopy, 1 table & 2 chairs)
- Name on Pride Initiative Instagram, Facebook, and SMC Pride Celebration Website
- Parade Contingent

SPONSOR AND DONATION COMMITMENT FORM

CONTACT INFORMATION

Individual or Business Name:

Main Contact:

Email:

Phone:

Fax:

Address:

City:

State:

Zip:

SPONSORSHIP LEVEL

Rainbow- \$10,000 Advocate -\$5000 Partner -\$2500 Supporter -\$1000 Ally -\$500

Other: \$ _____ Our organization is declining a resource Booth at the event

Please Check Here if your agency would like to participate in the Pride Parade so we can send you the
Registration Link: _____

PAYMENT INFORMATION

Check for \$ _____ Mailed on _____

Please submit payment with this form by Sunday, May 26, 2024.

Please Make checks payable to: Star Vista-Pride Initiative

Please write "Pride Initiative" in the memo section of the check

Mail Checks/ Payment to:

San Mateo County Pride Initiative

c/o Dana Johnson

3182 Campus Drive #343

San Mateo, CA. 94403

Your check will be submitted to our fiscal sponsor, San Mateo County Pride Center, a program of Star Vista, a tax-exempt 501(c)(3) organization. Donations are tax-deductible under IRS guidelines. You will receive a sponsorship letter with the tax information, including Tax Id number, for your records.

LOGO ART AND ADVERTISING

Please list the person at your organization who will supply logo art and/or advertising materials.

Main Contact:

Phone:

Email:

Thank you!