



LONG BEACH LESBIAN & GAY PRIDE, INC.

Invitation to Sponsor 26th Annual Long Beach Lesbian & Gay Pride Celebration

On behalf of Long Beach Lesbian & Gay Pride, Inc. (L.B.L.G.P., Inc.), please accept this invitation to become a sponsor of the 26th Annual Long Beach Lesbian & Gay Pride Festival & Celebration that will be held on May 16th & 17th, 2009.

Our Pride Event has become one of the most exciting gay pride festivals in the world. The event began 26 years ago as a small gathering in the park and has grown into a nationally and internationally recognized festival, bringing more than 100,000 people into our downtown Long Beach event site each year.

Every year a variety of local and national corporations, merchants and individuals contribute to the success of Pride and can share the credit for over 25 years of successful Pride events. With the support of amazing sponsors and volunteers, Long Beach Pride is one of the world's premier Pride events.

As L.B.L.G.P., Inc.'s primary event, the Parade & Festival acts as an economic engine for the community, annually generating approximately \$10 million of net direct spending to Long Beach and over \$20 million to the regional economy, according to a recent Festival Economic Impact Study Report. Partner with this exceptional event and become a sponsor for our 26th Anniversary. We have a lot of great plans for 2009 and are excited to offer you excellent exposure to our LGBT community.

The LGBT community can be summed up as trendsetters, loyal, affluent and receptive to companies who talk directly to them and support companies who support them. The North American LGBT community had an estimated buying power of \$610 billion just a couple of years ago! This is a tremendous opportunity for you to reach that market and make an impact. Join us and support the LGBT community by Sponsoring Pride 2009.

We welcome the opportunity to discuss how you and your company can be part of this exciting annual pride festival. There are several different sponsorship levels as well as unique marketing opportunities available to support Long Beach Pride. We are available to discuss and custom tailor a sponsorship package to fit your interests.

Please feel free to contact me at (562) 987-9191 to discuss your sponsorship interests. Or simply complete and return the attached **Sponsorship Interest Form**.

Thank you in advance for your support.

Sincerely,

Carl Highshaw
Administrative Director
L.B.L.G.P., Inc.



LONG BEACH LESBIAN & GAY PRIDE, INC.



Mission

Long Beach Lesbian & Gay Pride, Inc. is a non-profit public benefit corporation. The specific purpose of this Pride Organization is to engage in literary, educational and charitable activities and programs. The organization provides services and assistance to the Lesbian and Gay Community, while endeavoring to encourage unity by word and action to all individuals within the Community. L.B.L.G.P., Inc. recognizes the special creation in each person, each with different points of view; and works toward one common goal – to instill pride within the Lesbian and Gay Community.

History

Long Beach Lesbian & Gay Pride, Inc. (LBLGP, Inc.) produced its first annual Pride Festival & Parade in June of 1984. The Board of Directors felt that, with such a large Gay & Lesbian population, there was a need to increase awareness and to promote PRIDE and a greater sense of self-worth within the Community. Additionally, the Board felt it important to facilitate greater cooperation, mutual respect and understanding between the Lesbian & Gay Community and the community of Long Beach.

At first, money to meet the city's stringent fees was in short supply. Yet, after producing only two parades and festivals, LBLGP, Inc. began making outright grants to other nonprofit organizations. Shortly after that, LBLGP, Inc. began donating funds to their volunteer's favorite charities. The amount of this contribution is based on the number of hours volunteers work at the parade and festival. Today, LBLGP, Inc. continues the tradition of giving back a portion of the proceeds, which has become the hallmark of our organization.

Highlights

Long Beach Pride has a strong and proud LGBT community with connections to international communities. LBLGP, Inc. hosted the 2007 Region 1 Consolidated Association of Pride Conference in 2008 and will be hosting the 2010 International Interpride Conference. We continue to have strong partnerships with the Long Beach City Council and other noted organizations to ensure we maintain our momentum as a world class city that openly supports diversity and inclusiveness.

Pride Features

Over the past several years, the Long Beach Lesbian & Gay Pride Festival & Parade has become the 3rd largest in the nation, now attracting over 100,000 participants over the two-day celebration. More than 200 marching groups and floats have comprised the parade entries since 1995, representing various religious, human services, governmental and social organizations. The Festival Celebration includes 7 large dance areas, including a main stage which has featured musical artists such as Grammy Award Winner Jennifer Hudson.

Location

Long Beach is a striking and vibrant city where land meets water. It's a winning combination – part beach town, part big city, Long Beach offers the perfect combination of charm and accessibility. Our downtown Marina Green festival site creates an ideal situation for our festival attendees to engage in a wide range of entertainment options as well as gather information from our Corporate Sponsors and other festival vendors.



LONG BEACH LESBIAN & GAY PRIDE, INC.



REASONS TO SPONSOR PRIDE

We've been around

26 Years ago Pride started with a small parade and picnic in a local Long Beach Park. Since then, it has grown into Long Beach's 2nd largest event as well as one of the United States' oldest continuously running festivals. Pride has grown into a highly recognized, top-ranked festival and celebration.

We're a huge connection to the community

There is no other event in the city that brings together the city and community for one purpose alone, to celebrate Pride. In two-days, Pride attracts over 100,000 people at the Parade and Festival and we can put you in front of this community.

Look at the statistics about Long Beach Pride

- 56% male, 44% female attendees
- Median age is 35 years old
- 76% of attendees are from outside the City of Long Beach
- Overall, attendees spend a median of 9 hours at the Celebration
- Attendees contribute over \$10 million to Long Beach's economy annually and \$19.4 million to the regional economy

Your return on investment

A survey conducted by the International Events Group, Inc. revealed that 78% of companies agree that participating in festivals have a measurable impact on sales and provide the most conducive environment for marketing. Long Beach Pride can provide this occasion for you.

Visibility to LGBT community

Long Beach is recognized as a leader in Pride outreach. Our connections with community groups, pride organizations and LGBT communities throughout the world provide an excellent opportunity to be seen and noticed.

You'll be exposed to generations

We are seeing a greater number of families, both mainstream and non-traditional participate in Pride celebrations. To accommodate this, the festival site now contains areas specifically designed to entertain families, young adults and kids.

Thousands of dollars in media coverage

The media coverage for Long Beach Pride is worth thousands of dollars in local, national and international exposure. In 2008 we had television coverage, newspaper and magazine advertisements and articles, radio broadcast, website hits and equaling impressions in the hundreds of thousands. Partner with us to be visible in both gay and mainstream media.

You can be a Pride VIP

Certain sponsorship levels include VIP passes for a VIP Breakfast along the parade route, access to VIP designated area at the festival, and VIP seating for main stage headline entertainers.

We'll work with you

Let us know if you have a particular demographic or other objective that you are searching to reach through sponsorship. We will do our best to tailor the program to maximize your exposure. We'll be delighted to work with you to give you what you want.



LONG BEACH LESBIAN & GAY PRIDE, INC.

Previous Year Impressions 2008 Measured & Non Measured Media

2008 Purchased Magazines Advertisements

Adelante – 80,000 Readers
Curve Magazine – 67,000 Readers
Diva's Magazine – 60,000 Readers
District Magazine – 35,000 *Readers
Jane & Jane - 33,000 *Readers
Frontiers Magazine – 47,000 Readers
Gorgeous Magazine - 20,000 *Readers
Edge Publications - 35,000 *Readers
IN Magazine - 47,000 *Readers
Indulge Magazine – 50,000 *Readers
InterPride Magazine – 80,000 *Readers
Outword Magazine – 10,000 Readers
Orange County & Long Beach Blade Magazine – 40,000 Readers
Talk Magazine – 20,000 *Readers
Long Beach Magazine – 80,000 Readers

2008 Featured Print Articles

Press Telegram - 249,000 Readers
Random Lengthens – 63,000 Readers
Signal Hill Tribune- 24,000 Readers
Long Beach Post – 58,000 *Readers

2008 Internally Generated Impressions

Organization Website – 300,000
Myspace & Facebook – 100,000
Pride Outreach Brochures – 25,000
Pride Merchandise – 30,000
Official Pride Guide – 75,000
Event Posters – 1,500

* = LBLGP, Inc. Researched Estimated Reader Impressions

L.B.L.G.P., Inc. 2009 Corporate Sponsorship Opportunities

<p>PRESENTING SPONSOR (\$75,000)</p> <ul style="list-style-type: none"> • Logo flash on Parade telecast every 15 minutes • Presenting Sponsor on all advertising and promotional material • Back cover or inside cover of Annual Souvenir Guide • 20x20 tent (free standing) • 10 Reserved VIP seats in front of main stage • On Commemorative Poster • Presenting Sponsor on all advertising and promotional material • Full Page Color Ad in Souvenir Guide • Stage Sponsor • Parade Entry • Banner link on website • 6 banner's on site • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 		<p>STONEWALL SPONSOR (\$50,000)</p> <ul style="list-style-type: none"> • 20x20 tent (free standing, Main Stage Area) • On Commemorative Poster • Stonewall Sponsor on all advertising and promotional material • Full Page Color Ad in Souvenir Guide • Parade Entry • Banner link on website • 6 banner's on site • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	
		<p>RAINBOW SPONSOR (\$25,000)</p> <ul style="list-style-type: none"> • 20x20 tent (free standing) • Rainbow Sponsor on all advertising and promotional material • Full Page Black and White Ad in Annual Souvenir Guide • Parade Entry • 6 banner's on site • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	
<p>SILVER SPONSOR (\$20,000)</p> <ul style="list-style-type: none"> • 10x20 tent (free standing) • Co-Sponsor pride party events • 1/2 Page Ad in Annual souvenir Guide • Corporate Name listed in Annual souvenir Guide • Parade Entry • 4 banner's onsite • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 		<p>BRONZE SPONSOR (\$15,000)</p> <ul style="list-style-type: none"> • 10x20 tent (in with other vendors) • 1/4 Page Ad in Annual souvenir Guide • Corporate Name listed in Annual souvenir Guide • Parade Entry • 4 banner's onsite • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	
<p>PARTNER SPONSOR (\$10,000)</p> <ul style="list-style-type: none"> • Corner 10x10 tent (in with other vendors) • Corporate Name listed in Annual souvenir Guide • Parade Entry • 4 banner's onsite • 6 Passes to VIP Breakfast • 6 Festival passes with access to VIP Area 	<p>FRIEND SPONSOR (\$5,000)</p> <ul style="list-style-type: none"> • 10x10 (in with other vendors) • 2 Banner's onsite • 2 Passes to VIP Breakfast • 4 Festival passes with access to VIP Area 	<p>COMMUNITY SPONSOR (\$2,500)</p> <ul style="list-style-type: none"> • 2 Banners • 2 Passes to VIP Breakfast • 2 Festival passes with access to VIP Area 	



LONG BEACH LESBIAN & GAY PRIDE, INC.

Sponsorship Interest Form

If you are interested in becoming a sponsor, please complete this form and fax it to 562-987-0127 or e-mail it to chighshaw@lbpride.org.

Company Name:	Telephone:
Contact Name:	Fax:
Mailing Address (City, State, & Zip Code):	E-mail:

Please check the Sponsorship Level you are interested in.		
<input type="checkbox"/>	Presenting Sponsor	\$ 75,000
<input type="checkbox"/>	Stonewall Sponsor	\$ 50,000
<input type="checkbox"/>	Rainbow Sponsor	\$ 25,000
<input type="checkbox"/>	Silver Sponsor	\$ 20,000
<input type="checkbox"/>	Bronze Sponsor	\$ 15,000
<input type="checkbox"/>	Partner Sponsor	\$ 10,000
<input type="checkbox"/>	Friend Sponsor	\$ 5,000
<input type="checkbox"/>	Community Sponsor	\$ 2,500

<p align="center">Payment Terms</p> <p>Full payment to LBLGP., Inc. must occur by April 30, 2009. Other alternative payment schedules must be mutually agreed upon.</p> <p>Please note that the LBLGP, Inc. works with various publication and design deadline dates. Solidifying a sponsorship agreement early is highly advised.</p>

If you are interested in sponsorship but have something different in mind or would like to discuss possibilities, please describe your interest below. A representative will contact you to discuss your interests: _____

What dollar range are you interested in? \$ _____

For more information, contact Carl Highshaw, Administrative Director at (562) 987-9191.

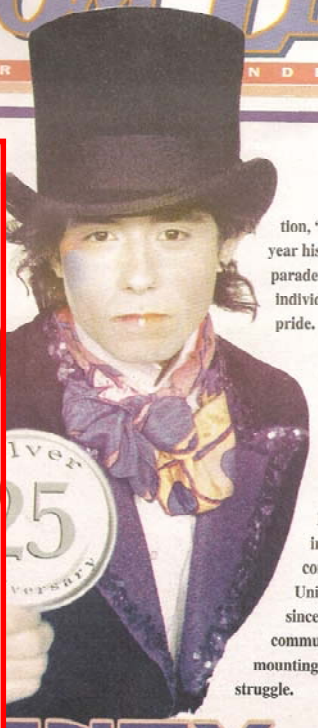
**Return this form ASAP to:
FAX: (562) 987-0127 or chighshaw@lbpride.org**

TODAY'S WEATHER
Mostly sunny
 L.B.: high 70 / low 60
 Inland: high 73 / low 58
 Air Quality:
 L.B.: good
 Inland: moderate
 DETAILS A26

Gay Pride
 Rainbow flag flies over annual Long Beach festival
WEEKEND

Serving the Seven Cities of the Los Angeles Harbor Area
RANDOM LENGTHS
 HARBOR INDEPENDENT NEWS
 May 16 - 29, 2007

NEWS ART MOVIES MORE FOR GREATER LONG BEACH FREE
 MAY 14 2007 • VOL. 2 ISSUE 6 • BATTLING THE FLOWERS IN OUR GARDEN SINCE 2007 • FREE EVERY WEDNESDAY



To understand gay pride, you could get ten different lesbian or gay individuals in a room and pose the question, "What is Pride?" Or you could look at the 25-year history of the Long Beach Lesbian and Gay Pride parade and festival—because, as with any group, individual pride is inextricably linked with group pride.

The story is not just one of growth—though it is that, since the parade and festival have grown enormously over the past two-and-a-half decades, and are now second only to the Grand Prix in terms of annual attendance and revenue for the city. No, the story is one of a community finding its identity in struggle. It's a story very different in form, but surprisingly similar in essence to that of many ethnic communities in America, or even the Longshore Union that has put its mark on the Harbor Area since 1934. But in this case—as in many other communities across America—the simple act of mounting a parade has been a crucial part of that struggle.

continued on p. 10

CENTY-FIVE OF PRIDE

GAY PRIDE FEST TURNS 25
 ■ Party gets hot, hot, hot. A1
 ■ Parade starts at 10:30 a.m.
 ■ Celebration photos. A2
 ■ Check the route. A2

SUNDAY Press-Telegram

Front Page News

OUR INCOMPLETE GUIDE TO THE LONG BEACH PRIDE FEST

Festival dances day

L.B.: Gay, lesbian celebration delivers diversity to match city; party continues into the night.
 By Tracy Manzer

Staff writer

LONG BEACH — You are first greeted by the thumping rhythmic beats of syncretic dance music that announce the arrival of the 25th Annual Long Beach Lesbian & Gay Pride Festival.

After the music pulls participants like a magnet to the party on Shoreline Drive, they find an explosion of color, smells and sounds as rainbow-hued decorations mix with a vast selection of food and drink and

INSIDE
 The complete entertainment schedule / A5

about every kind of music — at least the kind fit for dancing — imaginable. While Long Beach is home to many different celebrations and festivals each year, the Pride event always delivers a highly charged party atmosphere.

"It's a little mellow right now because the weather isn't that great, but that doesn't mean it's any less fun," said Richi Vasquez, who with his friends watched 80



HE'S GOT A LOT OF DUB IN HIS MUSIC
 CHRIS ZIEGLER TALKS WITH JOSH ONE

Record
 beat for
 Pride
 festival

■ Attendance falls as temperatures rise, but gay crowds are likely to today's parade.

ally Priente

LONG BEACH — Ms. Lida, the record-breaking 95-year-old, will be on Sunday's parade.

\$1 (plus tax)