

MARCH 3 - 5, 2023



The 7th Annual Cathedral City LGBT Days (March 3-5, 2023) celebrates the lives, history, and accomplishments of the Cathedral City community in making it one of the "most livable" cities in America, and a testament to its equality ranking by the Human Rights Campaign Foundation.

More than 10,000 attendees annually gather over the 3- day event in downtown Cathedral City. Events and celebrations include the infamous Parade of Beds and Bed Race, a gala concert, non-profit resource fair, pool and bar parties hosted by members of the Cathedral City Gay Business Association, special ticketed events and other festivities in and around the historic City Hall.

As California's 1st Pride of the year, the Cathedral City LGBT Days brings together numerous LGBT celebrities, artists, media, community leaders visitors and residents for an unforgettable weekend of entertainment and experiences!

PROGRAMMING/EVENTS

Cathedral City LGBT Days features 3 days of engagement opportunities & programming throughout the City. Proposed schedule for 2023 includes:



FRIDAY MAR 3

Official City Hall lighting & Opening Proclamation, followed by a special performance at the CV Rep Theater and CCGBA Bar Crawl with DJs and drag shows at official partner venues



SATURDAY MAR 4

Mix of events throughout the day, from pool parties to panel/content sessions to the headline Gala Concert at the Amphitheater with multiple live acts and official after-parties



SUNDAY MAR 5

The signature PARADE and BED RACE with teams racing themed beds down Ave Lalo Guerrero, followed by a Champagne Brunch Bash in Town Square Park along with a vendor village, DJs and more!



Prior Event Lineup Examples







Custom events can be created to match sponsor goals and budgets

VENUE MAP

Events & activations will take place in the downtown core adjacent to City Hall, and at local venues throughout the City.





Amphitheater

Saturday Headline Gala Concert

Bed Racing Course

Sunday Parade & Bed Race

City Hall Plaza

Opening Ceremony & Bed Race judging

Mary Pickford Theater / CV Rep

Panels & Special Events

Festival Lawn / Town Square Park

Bed Race Viewing, Vendor Booths & Sunday Champagne Bash

*activities and locations may expand/change based on event and sponsor needs

BRANDING OPPS

Sponsors and advertisers can take advantage of multiple high visibility branding assets throughout the event venue during all three days of events





light pole bannersAve Lalo Guerrero



City Hall façade banners/gobos



branded Bed Race entries



City LED billboard on highway 111



16' Main Stage LED Wall



branded bars & vendor tents 10x10 to 20x60



Main Stage & Civic Center Stage Naming Rights & Branding





websites & social media posts, stories and paid ads



official posters & flyers



banner stands



official apparel & merchandise



perimeter fence branding



barricade wraps



DJ booth wraps



feather flags



step & repeat

...and more!

PRIMARY SPONSORSHIPS

Primary sponsorships give brands a mix of assets & exposure throughout all aspects of LGBT Days

	2
	4

Benefit	RAINBOW \$5K	PRIDE \$10K	FLAG / PRESENTING \$20K
logo placement	ads, website, (e)flyers, posters	prominent / larger size logo + included in all step & repeats	Presented By <logo> lock-up + included in all step & repeats</logo>
Ave Lalo Guerrero banners	2 lightpole banners 1 finish line barricades	4 lightpole banners 2 finish line barricades	8 lightpole banners 4 finish line barricades
stage branding	logo on Main & Civic Center stage skirts	logo on skirts + left & right stage banners	largest logo (+ event lockup) on skirts and top of left & right banners
LED screen time	logo on LED loops on Rte 111	logo loop on Rte 111 + main stage LED screen	logo loop on Rte 111 + main stage LED screen incl video
festival space for booth/experiential	10x10 space - no tent (\$400 value)	10x20 space - includes tent (\$1000 value)	up to 20x20 space – includes tent (\$2500 value)
stage giveaways/raffle	1x Saturday on Main Stage	1x Saturday on Main Stage 1x Sunday on CC Stage	2x Saturday on Main Stage 1x Sunday on CC Stage
event tickets	2x VIP tickets to Friday show 4x tickets to Saturday concert	4x Fri VIP tickets + meet & greet 4x Sat tickets/table + meet & greet 4x Bed Race VIP tickets	8x Fri VIP tickets + meet & greet 8x Sat tickets/table + meet & greet 8x Bed Race VIP tickets
F&B credit	-	comp bev pkg for Sat concert; comp F&B backstage at Bed Race	premium comp bev pkg for Sat concert; comp F&B backstage at Bed Race
social media mentions	1 post mention 1 dedicated story	1 dedicated post 2 dedicated stories	2 dedicated posts 3 dedicated stories
public relations/earned media	mention in press release	press release + dedicated media alert with quotes	release, alert w/ quotes + on-air TV intvw mention
paid media	\$250 paid ad spend (online) to promote brand activation	\$500 paid ad spend/social boost	\$1000 paid ad spend/social boost
post-event media assets	copies of all photos w/ brand	photos + inclusion in sizzle reel	photos + prominent edit in sizzle reel

TARGETED SPONSORSHIPS

These targeted activity-specific opportunities provide affordable points of entry for virtually any brand



Friday Night CV Rep Event Sponsor

\$1000 3 available

Sponsor the Friday night performance event at the CV Rep! Includes activation table in the lobby, gift bag placement for VIPs, brand promotion in event ads, 4 VIP tickets with talent meet & greet and inclusion in the press release

Stage Naming Rights \$7500 Main Stage \$3500 Civic Center Stage

Put your brand front & center with "<BRAND> Stage" naming rights, visible to thousands of attendees at the Saturday concert and Sunday Bed Race.

Main Stage package includes 20 VIP tickets to Gala Concert, with 10 meet & greets, 2 VIP tables/preferred seating and premium comp beverage pkg

CC Stage package includes 2 reserved tables at Bed Race Finish Line and 12 VIP tickets for Bed Race and hospitality package

DJ Booth wrap \$1500

Wrap the DJ booth on both the Main Stage and CC Stage with your branding visible to thousands and captured in performance photo, video & social. Includes 1 Main Stage Giveaway pkg

Main Stage Giveaway \$250 per giveaway

Have the emcee give away your products from the event stages with a big promo announcement. A great way to put your brand into eager hands and get visibility!

Light Pole or **Feather Banner** \$500 + sign cost

Put your logo on an Ave Lalo Guerrero light pole for all three days, or in various locations all weekend with a 13' feather banner.

Finish Line Barricade Banner \$250 + sign cost 6 available

Put your logo on a barricade sign at the Bed Race Finish Line, to be caught on camera and visible to all attendees on Sunday

Bed Race Sponsor

\$750 10 available

Sponsor the legendary Bed Race with barricade signage at the finish line, a reserved front row table with 6 VIP tickets and pre-race hospitality package + logo included in event promotions Includes 1 comp Bed Race entry

Champagne Brunch Sponsor \$500 5 available

Co-sponsor the Champagne Brunch Bash following the Bed Race. Signage package on site, logo included in event promo, gift bag opp to all Brunch attendees and reserved Bed Race finish line viewing seats for 4 with hospitality package

\$1000 to combine both of the above

Curated Panel Sponsor \$1000 6 available

Co-sponsor (and help curate) one of the weekend panel sessions focused on key LGBTQ+ issues

Bar Sponsor

Sun

\$2500 + product (beer, wine, spirit)
Have your brand featured
exclusively in category at the
Friday CV Rep event, Saturday
concert and Sunday Bed Race bars.
Create a signature drink, send your
brand ambassadors, give away
swag and brand the bars. Includes
10x10 activation space on Sat &

CCGBA Bar Crawl Sponsor \$TBD

Have your brand featured at all participating CCGBA bars on Friday. Be part of the LGBT Days cocktail contest, send your promo team, give away swag and sample your products. Cost & onsite benefits will vary by bar / total bars participating

Official Merchandise Sponsor \$TBD

Supply and co-brand officially licensed LGBT Days merch for giveaway and/or on sale to all attendees

Additional custom activations are available based on sponsor goals/budget

MEDIA & PROMOTION

All sponsors are included in the regional media & promotion campaign overseen by our retained media/PR team. Tactics and assets for the 2023 campaign include:



select 2021 sponsors may be featured in brand coverage on our media partner channels & coverage including radio, TV & streaming



a robust social media campaign will be launched for the return of LGBT Days across all major social channels

the campaign will also engage major regional influencers & LGBT icons with a total social reach > 5mm

all sponsors will be included in targeted posts/stories and have exclusive content opportunities



our engaged PR firm will conduct an extensive regional and national campaign to publicize LGBT Days across major media outlets

sponsors will be included in press releases, media alerts and ongoing story placements

each brand's PR team will have full access to event media and collaboration with our PR team



a full digital media campaign will be conducted to promote the event and sponsors, using:

> 200K regional emails partner databases paid digital/social campaign Cat City digital assets sponsor/partner channels

all sponsors will be included in various campaign elements



NBC Palm Springs Interview







digital paid media promos











FOR MORE INFORMATION PLEASE CONTACT

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