



MARCH 6-8, 2026

2026 SPONSORSHIP DECK

CathedralCityLGBTDays.com



PRIDE BEGINS HERE!

CALIFORNIA'S FIRST PRIDE OF THE YEAR!
MARCH 6-8, 2026

As California's first pride of the year, the 10th Annual Cathedral City LGBT+ Days kicks off pride season by celebrating the history and accomplishments of the LGBT+ community, as well as demonstrating Cathedral City's commitment to equality, diversity, and inclusion.

From its inception, Cathedral City LGBT+ Days has set the tone for Pride events statewide by blending activism, art, and celebration in a welcoming desert setting. The 10th anniversary will shine an even brighter spotlight on this legacy, with surprises and special guests to be announced in the coming months.

The 2026 celebration will feature a high-energy weekend of entertainment, community programming, drag performances, live music, local vendors, the bed race tradition, and special tributes honoring the history and future of the LGBTQ+ community.

**CATHEDRAL CITY COMMUNITY
AMPHITHEATER**
Cathedral City, California





BECOME A SPONSOR

A UNIQUE MARKETING OPPORTUNITY

The 10th Annual Cathedral City LGBT+ Days will kick-off on Tuesday night March 3rd, during Tastes & Sounds of Cathedral City, with a special Drag Show in the Community Amphitheater presented by GED Magazine. Three-days of engagement opportunities and programming throughout the City will follow, starting with the official City Hall lighting and Opening Proclamation on Friday, March 6th. A mix of events will continue throughout the entire weekend, including a vibrant festival with vendors, food and drinks, live big name entertainment, VIP experiences, and the now famous Bed Race and Parade.

The 10th Annual Cathedral City LGBT+ Days provides exceptional exposure and branding opportunities for our sponsors (PRE-EVENT, ON SITE DURING EVENTS, and POST-EVENT) through a wide variety of advertising and media platforms, including, but not limited to: print, digital, radio, television, e-marketing, social media, flyers/posters/street banners, LED Display on Hwy 111, the 10th Annual Cathedral City LGBT+ Days SOUVENIR PRIDE GUIDE, and more. This first pride event of the year in California attracts thousands from around the country.

The LGBTQ+ tourism market is booming, and projected to reach \$634.9 billion by 2033. Cathedral City LGBT+ Days is a prime destination for this growth, offering your brand direct access to a travel-ready audience. With national, regional, and local media partners already secured, Cathedral City LGBT+ Days will reach a large demographic, including the drive markets of Los Angeles, San Francisco, San Diego, and beyond. Sponsors will be included in this robust media campaign. Sponsorship isn't just advertising; it's an investment in equality and community building.

Tailored sponsorship packages are available that provide high visibility across media platforms and on-site activations, ensuring your message resonates with our diverse audience.



CATHEDRAL CITY LGBT+ DAYS

Sponsorship/Branding Opportunities

2026 PRIMARY SPONSORSHIP Benefits	Friend \$500	Bronze \$1,500	Silver \$3,000	Gold \$5,000 (Only 5)	Platinum \$10,000 (Only 2)	Presenting \$15,000 (Only 1!)
Logo placement in press release, invitations, digital marketing, LED screen on Hwy 111 in front of City Hall		●	●	●	●	●
Logo featured/linked on Sponsor page of CathedralCityLGBTDays.com	●	●	●	●	●	●
Tickets to Saturday Festival	2 GA	4 GA	6 GA	1 VIP Table (8 ppl)	2 VIP Tables (16 ppl)	3 VIP Tables (24 ppl)
Sunday Bed Race					1 VIP Table (8 ppl)	1 VIP Table (8 ppl)
Inclusion in events group social media (FB and IG)		●	●	●	●	●
Vendor Festival Space (10x10) for booth/experiential			●	●	●	●
Ad in Pride Guide	Mention	¼ Page	½ Page	½ Page	Full Page	2 Page Spread
Banners at Events				1	2	4
Exclusive social media post/story				●	●	●
VIP bag product/materials placement			●	●	●	●
Logo placement on Step & Repeat					●	●
Post event sharing of Media Assets (photos, video, acquired email data)					●	●
“Presented by” rights for entire weekend in all print, digital, radio, television advertisements						●
Announcement as “Presenting sponsor” on microphone at events; opportunity to address guests via microphone						●
Exclusive Press Release (Pre and Post Event)						●



2026 TARGETED SPONSORSHIP Benefits	STAGE SAT Festival Stage \$5000 (Only 1)	STAGE SUN Bed Race Stage \$5000 (Only 1)	BAR SAT Festival \$2500 + product (beer, wine, spirit) (Only 1)	BAR SUN Bed Race \$2500 + product (beer, wine, spirit) (Only 1)	BANNER FRI-SUN LIGHT POLE on AVE LALO GUERRO for entire weekend \$625	BANNER SUN BED RACE BARRICADE \$350	BED RACE SUN \$1000 (Only 10)
<p>“ _____ Stage” naming rights for specific day/stage event – includes:</p> <ul style="list-style-type: none"> • “ _____ Stage” on two (2) large stage banners and one (1) barricade banner in front of stage • Mention in Pride Guide and promotional assets • Logo featured/linked on Sponsor page of CathedralCityLGBTDays.com • Mention on microphone • One (1) VIP Table (8 ppl) for specific day/stage 	●	●					
<p>Have your brand featured at the bar with banners, signature cocktails and menus, swag give-aways, your brand ambassadors – includes:</p> <ul style="list-style-type: none"> • Two (2) banners • Mention in Pride Guide and promotional assets • Logo featured/linked on Sponsor page of CathedralCityLGBTDays.com • Mention on microphone • Vendor Space (10x10) for booth/experiential activation 			●	●			
<p>Have your company name/logo visible to all throughout all or part of the weekend. (Includes printing of banner.)</p>					●	●	
<p>Sponsorship of the Legendary Bed Race includes:</p> <ul style="list-style-type: none"> • Barricade signage at Finish Line • One (1) VIP Table (8 ppl) on Bed Race route • Pre-race hospitality package • Logo featured/linked on Sponsor page of CathedralCityLGBTDays.com • One (1) Bed Race entry 							●



FEATURED EVENTS

10th Annual Cathedral City LGBT+ Days

Join the fun of the FIRST PRIDE in CALIFORNIA FOR 2026. This year is promising to be bigger and better than ever in celebration of the 10th Anniversary of Cathedral City LGBT+ Days. With a non-stop roster of entertainment, this highly anticipated event will be a weekend to remember.

Be a part of the celebration!



Friday Kickoff

Along with the official Pride Flag raising and City Proclamation, there will be Friday night festivities to kick-off the weekend and build excitement for the weekend Festival and Bed Race.



Saturday Festival

Saturday's festival in the Cathedral City Community Amphitheatre will feature live local and international entertainment, food and drink, intriguing vendors, VIP experiences and much much more!



Sunday Bed Race

The now famous Bed Race and Parade will once again delight spectators. With a special pre-race VIP Champagne Breakfast, along with the 2026 Cathedral City Drag Race competition.



MORE INFORMATION

10th Annual Cathedral City LGBT+ Days

For more information about the 10th Annual Cathedral City LGBT+ Days and Pride Guide, please visit cathedralcitylgbtdays.com or reach out to us via email.



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