

**SPONSORSHIP PACKAGE FOR**

**LOS ANGELES LEATHER PRIDE 2023**

**MARCH 19TH-26TH**

**RELEASE!**



**LOSANGELESLEATHERPRIDE.COM**



# Los Angeles Leather Coalition

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The LALC is a 501(c)(4) non-profit organization founded in 1999. Around 30 Community Partner organizations, including clubs, social organizations, bars, and commercial enterprises located throughout the Los Angeles and Southern California region, participate in the activities of the LALC. The annual LA Leather Pride festival and the LALC Community Assistance Resource Service program are two such examples.

## LALC Mission Statement

We are an inclusive coalition of adult leather/fetish organizations committed to promoting growth, empowerment, and diversity through education, events, mutual support, camaraderie, and fun throughout the community.





## LA Leather Pride

LA Leather Pride (LALP) is a week-long series of events dedicated to the promotion and celebration of the leather and fetish community. LALP is presented by the Los Angeles Leather Coalition and leads up to The Mr. Los Angeles Leather Contest, which has been produced since 2000!

Each year, funds raised by LALP are used to make meaningful contributions to our selected charity partners. Our past charity partners have included **Being Alive**, **ONE National Gay & Lesbian Archives**, **SAGE USA**, and **Project Angel Food**. As an all-volunteer board and committee, we depend upon the support of our sponsors to be able to defray the costs of putting on the many events of LA Leather Pride week so that we can pass on as much as possible to those in need.

Thanks to the generous support of our sponsors and guests we were able to make significant contributions to our two designated Charity Partners in 2022: **Being Alive** and **LALC CARES**, as well as setting aside a small reserve for the future.

# RELEASE!

We live in a post-pandemic world that is fraught with anxiety, worries, and fears. While we are now free to move about the world, there is a cloud of uncertainty that looms over us as we wonder what tomorrow will bring.

For these reasons we chose the theme of “Release!” for Los Angeles Leather Pride 2023. Release has two meanings relevant to our community: to enable to escape confinement and to allow something to move, act or flow freely.

This year, we want to give you the space to escape all the stresses of life that cause anxiety, worry, and fear. We want to give you the opportunities to be free to express your kinks, desires, and passion in ways that allow you to be uninhibited with one another.

In our community we often talk about consent in terms of giving or getting permission from another person for the pleasures we seek. But it’s equally important, now more than ever, to give ourselves the permission to be happy, to be vulnerable, and to be loved.

The future is always uncertain, but the now is what you make it. Make the now yours and give yourselves the Release you need to be truly happy.



# Sponsorship & Advertising

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We invite you to come on board as one of our sponsors for Los Angeles Leather Pride 2023. Being a LALP 2023 sponsor presents an excellent opportunity to expand the exposure and visibility of your name, logo and website as well as creating a broader awareness in The Los Angeles Leather, Fetish and LGBTQ+ Communities. You will also be more visible in the eyes of our attendees who travel from all over the globe to attend LALP and its 10 exciting days of events around Los Angeles.

Sponsorship helps you, your product, and your website stand out over and above everyone else. Make a lasting impression with your name and logo advertised for your target audience and market. Increase your visibility and brand name awareness. Sponsorship gets results by providing unique platforms for business development, publicity, and networking. Be a part of it all by becoming a LALP 2023 Sponsor. Get involved early in order to maximize your exposure.

You'll receive prime advertising in The Fight Magazine which is Southern California's monthly LGBTQ+ publication in print and also online at [www.thefightmag.com](http://www.thefightmag.com). The publication is distributed at LGBTQ+ and LGBTQ+ friendly establishments throughout Northern and Southern California including the Los Angeles area, San Diego, Palm Springs, and the Bay Area. Founded in 2011, the publication covers topics of interest to the LGBTQ+ community. As of August 2020, the magazine reported a 120,000-monthly readership throughout Southern California, and over 1 million visitors to the website per month.

# **ELITE SPONSORSHIPS**

We can offer you the highest level of visibility through our Elite Sponsorship program. These sponsorships will be handled on a case-by-case basis, so that we may specifically tailor your benefits to your needs. Elite levels include:

## **TITLE SPONSOR – \$25,000 and up.**

One sponsor will be designated as the exclusive TITLE SPONSOR for LA Leather Pride 2023. This sponsor will receive the highest level of representation online and at events and will receive a number of valuable perks including tickets to all events.

## **PRESENTING SPONSORS – \$10,000 and up.**

Presenting Sponsors will receive a high level of representation as well as a number of perks.

## **MEDIA SPONSORS – Advertising or article space in support of LALP 2023.**

Commensurate generous ticket packages and associated benefits will be included, including all benefits of the PLATINUM package. Please contact us to discuss the options and possibilities. We are eager to work with you.

# PREMIUM AND STANDARD SPONSORSHIPS

Our Premium Sponsorships are higher visibility sponsorships. Your name, logo and/or brand is showcased with product branding, announcements and shout outs, media and marketing via press releases and social media, ad inclusion, a website presence, and event tickets. Our Standard Sponsorships consist of Partner and Friend Sponsor opportunities for those with smaller budgets.

## PREMIUM SPONSORSHIP PACKAGES

SPONSORSHIP TITLE	VALUE	PRESS RELEASES & SOCIAL MEDIA	ON SITE BANNER/SIGNAGE	AD INCLUSION	TICKET ALLOTMENT
<b><u>PLATINUM</u></b>	<b>\$5,000</b>	Sponsor Spotlight, Logo/Link on Main Website Page & The Sponsorship Page, Press Releases, Social Media, Email Promo Including Logos (Larger Logo size)	Master Sponsor List Banner placement at official LALP Events	Full Page ad in the program guide	Four VIP Ticket Packages Includes Four T-Shirts & Pins
<b><u>GOLD</u></b>	<b>\$3,500</b>	Sponsor Spotlight, Logo/Link on Main Website Page & The Sponsorship Page, Press Releases, Social Media, Email Promo Including Logos (Larger Logo size)	Master Sponsor List Banner placement at official LALP Events	1/2 Page Color Ad in the program guide	Two VIP Ticket Packages Includes Two T-Shirts & Pins
<b><u>SILVER</u></b>	<b>\$1,750</b>	Press releases, Logo/Link on Main Website Page, & The Sponsorship Page, Social media mentions, Email Promo	Master Sponsor List Banner placement at official LALP Events	1/4 Page Color Ad in the program guide	Two Standard Ticket Packages
<b><u>BRONZE</u></b>	<b>\$1,000</b>	Logo/Link on The Sponsorship Page, Social media mentions, Email Promo	Master Sponsor List Banner placement at official LALP Events	1/8 Page Color Ad in the program guide	Two Standard Ticket Packages

## STANDARD SPONSORSHIP PACKAGES

<b><u>PARTNER</u></b>	<b>\$500</b>	Tagged on Social Media, Logo/Link On Website Sponsorship Page	Sponsor List Banner placement at official LALP Events	1/8 Page Color Ad in the program guide	One Standard Contest Ticket
<b><u>FRIEND</u></b>	<b>\$250</b>	Logo/Link On Website Sponsorship Page	Sponsor List Banner placement at official LALP Events	Name Listed	One Standard Contest Ticket

# LALP Program Advertising

The LALP 2023 Program Guide, where your sponsor ad will appear, will be printed within the pages of the March 2023 issue of The Fight Magazine. This issue will be distributed all over Northern and Southern California as well as at all of the LALP 2023 events. LALP has had a long and rewarding relationship with The Fight Magazine and are proud to continue this relationship into 2023.

If you would like upsized or additional advertising, or would prefer advertising in the March 2023 issue of The Fight Magazine without a sponsorship, we can offer special pricing as part of our relationship with The Fight.

Full Page	1/2 Page	1/4 Page	1/8 Page
\$2,500	\$1,750	\$650	\$300





# Marketing Opportunities

We understand the importance of the marketing opportunities sponsorship has to offer. That is why we strive to promote your brand, business, and website in as many ways as possible to drive traffic to your sites and business. We know that sponsorship means much more to you than just having your name posted!

## General Media Engagement

- *Promotion on social media with welcome messages and mentions.*
- *Announcement of sponsors*
- *Tagging to drive followers to sponsor social media*
- *Sponsor “Social Kits”. We furnish LALC logos, photos and links for your use on your social media to show your support.*

## On-Site Engagement

- *Prizes for winners, contestants, or judges of The Mr. LA Leather Contest 2023*
- *Banners and/or signage at events (depending on sponsorship package)*
- *Shout outs from the Mr. LAL stage*

## Post-Event Engagement

- *Social media “thank you” postings*
- *Website presence. Sponsor info remains on website throughout the year*
- *Mentions in post event media releases (depending on sponsorship package)*

# THE LALP TEAM

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Please contact [info@laleatherpride.com](mailto:info@laleatherpride.com) to find out more about how you can become a sponsor. We will be happy to describe all of the benefits you will receive as a sponsor of Los Angeles Leather Pride 2023.

We are committed to making LALP 2023 an even bigger success Than 2022 and we hope you will join us!



## Thank you!

We appreciate your time and consideration and hope you will choose to be a part of Los Angeles Leather Pride 2023 as one of our valued sponsors!

Follow us online:

LALC website  
LALC CARES page  
LALP website  
LALP on Instagram  
LALP on Facebook  
LALP on Twitter

<https://lalc.info/>  
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