

THE RESURRECTION OF

# DARK ANGEL SEDUCTION

MARCH 17<sup>TH</sup>-24<sup>TH</sup>

[LosAngelesLeatherPride.com](https://LosAngelesLeatherPride.com)



# LOS ANGELES LEATHER COALITION

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 designated Charity Partners in 2023: **Being Alive**, **LALC CAReS**, and **The Wall Las Memorias Project** as well as setting aside a small reserve for future use.



# SEDUCTION!

*"In 2022, The DARK ANGEL emerged as a guiding force, leading the Los Angeles Leather Community out of the shadows cast by the COVID-19 pandemic, breathing new life into the community. Now, The DARK ANGEL has graced Los Angeles once more, poised to elevate Los Angeles Leather Pride to new heights through the irresistible power of SEDUCTION!"*

The resurgence of The DARK ANGEL will unfold from Sunday, March 17th, through Sunday, March 24th, 2024. Los Angeles Leather Pride 2024 promises an all-embracing and hospitable haven for members of the Los Angeles Leather and BDSM communities to unite, network, and partake in a diverse range of activities and events orchestrated and endorsed by the Community Partners of The Los Angeles Leather Coalition. These offerings encompass enlightening workshops, informative panels, captivating demonstrations, and electrifying performances, all with a steadfast focus on education, empowerment, and the jubilation of the Los Angeles Leather community. Recognizing the significance of social interactions during the week, we will also curate an array of social events, including concerts, parties, and bar gatherings, as well as special events catered to the sober and women's communities.

*The allure of SEDUCTION has been ignited, and The DARK ANGEL has returned to lead the way!"*



GVG for RAAARRR! graphics ©2023

# SPONSORSHIP & ADVERTISING

We invite you to come on board as one of our sponsors for Los Angeles Leather Pride 2024. Being a LALP 2024 sponsor presents an excellent opportunity to expand the exposure and visibility of your name, logo, and website as well as creating a broader awareness of your business 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 participate in its seven 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 by becoming a LALP 2024 Sponsor. Get involved early in order to maximize your exposure.

All sponsors will be listed on the Sponsor Banner displayed at all LALP 2024 events and will receive ad space in the LALP 2024 printed program which will be distributed at all events and available online. Logos and listings will be placed on the LALP website, social media and app.

In addition, Elite, Platinum, and Gold level sponsors will receive prime advertising in the LA Leather Pride 2024 guide inside the March 2024 edition of The Fight Magazine. Such ads will be on a first come first served basis as space permits. The Fight 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 Fight Magazine 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 one million visitors to the website per month.

# ELITE SPONSORSHIP BENEFITS

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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 2024. This sponsor will receive the highest level of representation online and at events, and will receive a number of valuable perks such as:

- \* Top billing on the LALP website Homepage and Sponsors page
- \* Top billing on our printed Sponsors banner displayed at all official LALP events
- \* Press Release and Social Media callouts
- \* Generous ticket admission packages for official LALP Leather Pride events
- \* Additional perks can be arranged with our Marketing team

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

Presenting Sponsors will also receive a high level of representation and included perks.

- \* Top billing on LALP website Homepage and Sponsors page
- \* Top billing on printed Sponsors banner displayed at all official LALP Leather Pride events
- \* Press Release and Social Media callouts
- \* Generous ticket admission packages for official LALP Leather Pride events
- \* Additional perks can be arranged with our Marketing team



# PREMIUM & STANDARD SPONSORSHIP BENEFITS

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	LALP WEBSITE, PRESS RELEASES, & SOCIAL MEDIA	ON SITE BANNER/SIGNAGE	AD INCLUSION IN THE FIGHT	AD INCLUSION IN THE FULL PROGRAM	TICKET ALLOTMENT
<b><u>PLATINUM</u></b>	<b>\$5,000</b>	Sponsor Spotlight, Logo/Link on the Website Home & Sponsorship Pages, Press Releases, Social Media, Email Promo Including Logos (Larger Logo size)	Master Sponsor List Banner placement at official LALP Events	Full Page Color Ad in The Fight Mag's guide + Logo on Sponsors Page	Full Page Color Ad	Four VIP Ticket Packages – Includes Four T-Shirts & Pins
<b><u>GOLD</u></b>	<b>\$3,500</b>	Sponsor Spotlight, Logo/Link on the Website Home & Sponsorship Pages, 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 Fight Mag's guide + Logo on Sponsors Page	1/2 Page Color Ad	Two VIP Ticket Packages – Includes Two T-Shirts & Pins
<b><u>SILVER</u></b>	<b>\$1,750</b>	Press releases, Logo/Link on Website Home & Sponsorship Pages, Social media mentions, Email Promo	Master Sponsor List Banner placement at official LALP Events	Logo on Sponsors Page	1/4 Page Color Ad	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	Logo on Sponsors Page	1/8 Page Color Ad	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	Logo on Sponsors Page	1/8 Page Color Ad	Two Standard Contest Tickets
<b><u>FRIEND</u></b>	<b>\$250</b>	Logo/Link on Website Sponsorship Page	Sponsor List Banner placement at official LALP Events	Name Listed on Sponsors Page	Name Listed	One Standard Contest Ticket

# MEDIA PARTNER BENEFITS



LA Leather Pride welcomes participation from Media Partners and other non-profit leather event producers. Many of our past and recurring Media Partners are featured above. Please consider joining them for 2024.

Media Partners will be featured in our promotional material, the LALP website, social media, and our printed event banners. Additional benefits such as ticket packages may also be provided depending on the level of promotion by Media Partners. Our marketing team will reach out to participating Media Partners to ensure we are offering benefits equal to the level of promotion we are receiving for LA Leather Pride 2024.



## LALP PROGRAM & GUIDE ADVERTISING

As mentioned previously, there will be both a printed program at all LALP 2024 events and the LALP 2024 Guide which is included as an insert within the pages of the March 2024 issue of The Fight Magazine. All sponsors will be featured in the printed program and have the opportunity to place an ad. Elite, Platinum and Gold level sponsors will also have the opportunity to have an ad in the March 2024 issue of The Fight Magazine. This issue will be distributed all over Northern and Southern California as well as at all of the LALP 2024 events. LALP has had a long and rewarding relationship with The Fight Magazine and we are proud to continue this relationship into 2024.

If you would like upsized or additional advertising in the March 2024 Issue of The Fight Magazine, or would prefer advertising in that issue without a sponsorship, we can offer discounted pricing (see below) as part of our relationship with The Fight.



Full Page	½ Page	¼ 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



Mistress Cyan  
LALP Chair  
[Secretary@laleatherpride.com](mailto:Secretary@laleatherpride.com)



Adam Monda  
LALP Co-Chair  
[Adam@laleatherpride.com](mailto:Adam@laleatherpride.com)



Jon Wright  
LALP Sponsorship Chair  
[jon.wright@me.com](mailto:jon.wright@me.com)



Kip O'Connor  
LALP Marketing Chair  
[dkip53@gmail.com](mailto:dkip53@gmail.com)



Robert Green  
LALC Board Chair  
[Robert@laleatherpride.com](mailto:Robert@laleatherpride.com)

Please contact our Sponsorship Team at [info@laleatherpride.com](mailto:info@laleatherpride.com) to find out more about how you can support our cause. We will be happy to talk with you about all the benefits you will receive as a sponsor of Los Angeles Leather Pride 2024.

We're committed to making LALP 2024 a success and we sincerely hope you'll join us!





Thank you!

We appreciate your time and consideration, and we hope you'll decide to be a part of Los Angeles Leather Pride 2024 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/>  
<https://lalc.info/lalc-cares/>  
<https://www.losangelesleatherpride.com/>  
<https://www.instagram.com/laleatherpride/>  
<https://www.facebook.com/laleatherpride>  
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