

# LOS ANGELES LEATHER PRIDE 2025 SPONSORSHIP PACKAGE

# UNITE!

IT'S TIME TO COME TOGETHER!



**SUNDAY, MARCH 23RD-  
SUNDAY MARCH 30TH 2025**

# LOS ANGELES LEATHER COALITION

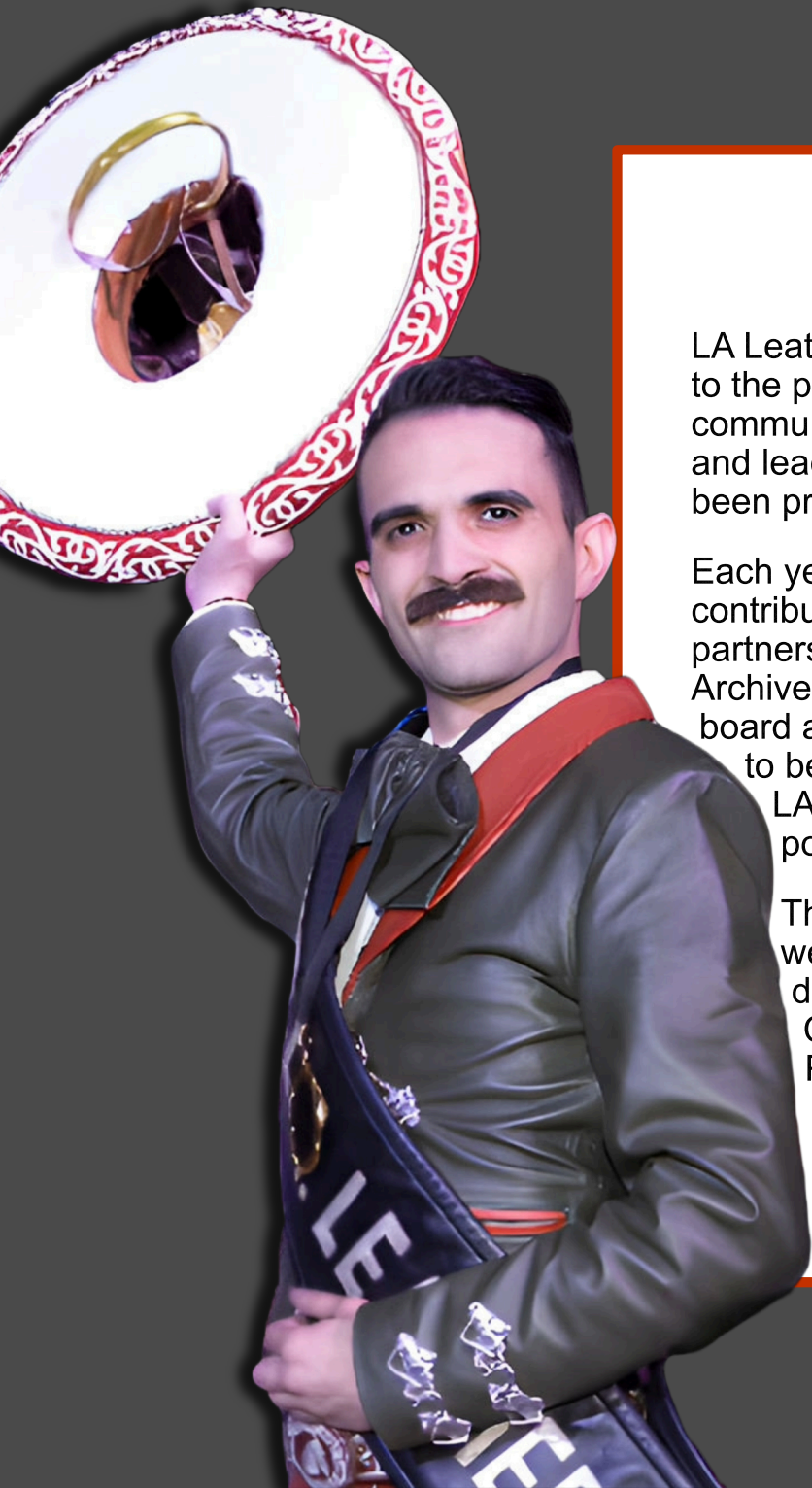
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The LALC is a 501(c)(4) non-profit organization founded in 1999. Around 30 Community Partner organizations, including clubs, social organizations, bars, and commercial enterprises located throughout the Los Angeles and Southern California region, participate 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 designated Charity Partners in 2024: Los Angeles LGBT Center Senior Department and The Wall Las Memorias Project, and set aside a small reserve for future use.

# SPONSORSHIP & ADVERTISING

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We would love for you to come on board as one of our sponsors for Los Angeles Leather Pride 2025. Being a LALP 2025 sponsor presents an excellent opportunity to expand the exposure and visibility of your name, logo, and website as well as create a broader awareness of your business in the Los Angeles leather, fetish, and greater LGBTQ+ communities. You will also be in front of the eyes of our attendees who travel from all over the globe to attend LA Leather Pride and participate in its seven exciting days of events around the Los Angeles area.

Sponsorship helps you, your product, and your website stand out. Make a lasting impression with your name and logo displayed in front of everyone attending our events. 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 sponsor. Get involved early in order to maximize your exposure.

All sponsors will be listed on our sponsor banner displayed at all official LALP 2025 events and depending on level of sponsorship will receive ad space in the LALP 2025 printed program which is distributed at all events and is also available online. Logos and listings will be placed on the LALP website and social media platforms.

In addition, Elite, Platinum, and Gold level sponsors will receive prime advertising in the LA Leather Pride 2025 guide inside the March 2025 edition of The Fight Magazine. These ads will be on a first come first served basis as space permits. The Fight Magazine is Southern California's monthly LGBTQ+ publication in print and 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 2022, the magazine reported a 120,000-monthly readership throughout Southern California and over one million visitors to the website per month.

# MARKETING OPPORTUNITIES

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

| General Media Engagement  | On-Site Engagement  | Post-Event Engagement   |
|---|---|---|
| Promotion on social media with welcome messages and mentions  | Prizes for the contestants, judges, or winners of the 2025 Mr. LA Leather Contest | Social media postings to thank sponsors for their support of LALP 2025            |
| Announcement of sponsors  | Banners and/or signage at events (depends on sponsorship level)                   | Extended website presence. Sponsor information stays on the LALP website all year |
| Tagging to drive social media followers directly to our sponsors  | Shoutouts from the Mr. LA Leather stage   | Mentions in post event media releases (depends on sponsorship level)              |
| Sponsor Social Media kits. We furnish LALC logos, photos, and links for your use on your own social media accounts to show your support |   |   |

# 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 we may specifically tailor your benefits to best represent your company. Elite levels include:

## **TITLE SPONSOR - \$25,000 and above**

Our Title Sponsor will receive the highest level of representation online and at all official LALP events. They will receive a number of valuable perks such as:

- Premier billing on the LALP website's homepage and Sponsors page
- Premier billing on our printed Sponsors banner that is displayed at all official LALP events
- A press release and social media callouts
- Generous ticket packages for all official LALP events
- Additional perks can be discussed with our marketing team

## **PRESENTING SPONSORS - \$10,000 and above**

Presenting Sponsors will receive the following perks:

- Top billing on the LALP website's homepage and Sponsors page
- Top billing on our printed Sponsors banner that is displayed at all official LALP events
- A press release and social media callouts
- Generous ticket packages for all official LALP events
- Additional perks can be discussed with our marketing team

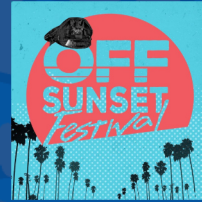
# PREMIUM & STANDARD SPONSORSHIP BENEFITS

Premium Sponsors also receive high visibility across our platforms. Your name and logo and/or brand will be showcased on our website and printed sponsors banner. Product branding and announcements through press releases and callouts on our social media accounts are offered. You will also receive ticket packages for various official LALP events depending on sponsorship level. Standard Sponsors (consisting of Partner and Friend sponsors) are a good fit for those with smaller budgets. You will receive a number of the same benefits that vary depending the level of sponsorship you choose.

| 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

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LA Leather Pride welcomes media companies and other non-profit businesses and groups to participate as Media Sponsors. Many of our past and recurring Media Partners are featured above. Please get in touch with us if you are Interested in joining us in this capacity for 2025.

Media Partners are featured in our promotional materials, the LALP website, social media, and on our printed sponsors banner that is present at all official LALP events during Leather Pride Week. Additional benefits such as ticket packages may also be provided to each Media Sponsor depending on the level of promotion we receive from each one. Our marketing team will reach out to participating Media Partners to ensure we are offering benefits equal to the level of promotion received for LALP 2025.



# LALP PROGRAM & GUIDE ADVERTISING

The Fight Magazine, as in years past, will have a section inside their March 2025 issue dedicated to LA Leather Pride. LALP will also have a separate printed leather guide. All sponsors will be listed in both The Fight's leather guide section and our own LALP printed guide. Elite, Platinum, and Gold sponsors are entitled to an ad in both publications. Ad size will be determined by level of sponsorship.

The March 2025 issue of The Fight Magazine will be distributed all over Northern and Southern California as well as at all LALP 2025 official events. LALP has had a years-long relationship with The Fight Magazine and are excited to continue this relationship into the future.

If you would like upsized or additional advertising in the March 2025 issue of The Fight Magazine, or would prefer advertising in this issue without a sponsorship, we can offer discounted pricing (shown below) as part of our relationship with The Fight.



| <u>FULL PAGE</u> | <u>1/2 PAGE</u> | <u>1/4 PAGE</u> | <u>1/8 PAGE</u> |
|------------------|-----------------|-----------------|-----------------|
| \$2,250          | \$1,750         | \$650           | \$300           |

# THE LALP TEAM

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Mistress Cyan  
LALP Chair

[secretary@laleatherpride.com](mailto:secretary@laleatherpride.com)



Gabriel Green  
LALP Co-Chair

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Jon Wright  
Sponsorship Director

[jon.wright@me.com](mailto:jon.wright@me.com)



Doug Milliken  
Treasurer

[milliken.doug@gmail.com](mailto:milliken.doug@gmail.com)



Chris Velasquez  
Marketing Director

[cvelasquez6820@gmail.com](mailto:cvelasquez6820@gmail.com)

Contact Jon Wright ([jon.wright@me.com](mailto:jon.wright@me.com)), or another member of our team to find out more about how you can join LA Leather Pride in 2025 as a sponsor. We would love to talk with you about benefits sponsors receive such as featured logos and website linking on the LALP website and social media, brand placement at all LALP events, and ticket packages.

We're committed to putting on a great series of events for our leather and fetish community for LALP 2025 and we sincerely hope you will 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 2025 as one of our valued sponsors!

Follow us online:

LALC website - <https://lalc.info/>

LALC CARES page - <https://lalc.info/lalc-cares/>

LALP website - <https://losangelesleatherpride.com/>

LALP on Instagram - <https://www.instagram.com/laleatherpride/>

LALP on Facebook - <https://www.facebook.com/laleatherpride/>

LALP on X/Twitter - <https://x.com/laleatherpride/>