



## SPONSORSHIP PACKAGE INFORMATION

Thank you for considering becoming a sponsor of Los Angeles Leather Pride 2019!

LA Leather Pride (LALP) is a week-long series of events dedicated to promotion and celebration of the leather and fetish community in the greater Los Angeles area and Southern California. For 2019, LALP will be a joint venture of the Los Angeles Leather Coalition and Ms. Los Angeles Leather, featuring three signature contests: Mr. Los Angeles Leather, Ms. Los Angeles Leather, and LA Bootblack.

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!, the ONE National Gay & Lesbian Archives, SAGE USA, and Project Angel Food. As an all-volunteer 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 as much as possible on to those in need.

The options listed below are examples of what we can offer in exchange for your valuable donations. We are honored by all gifts, no matter the amount, and we are eager to work with you and your organization to reach our mutual goals. We could not do this without your generous support.

Benefits Included	FRIEND - \$250	PARTNER - \$500	SILVER - \$1000	GOLD - \$3000	PLATINUM - \$5000
'Sponsor Spotlight' press release, email and social media	No	No	In Combination with others	Yes	Yes
Linked logo on website & mobile app	No	No	Yes	Yes	Yes
Logo listing in the LALP program/guide	Yes (space permitting)	Yes (space permitting)	Yes	Yes	Yes
Banner placement at official LALP events	No	No	No	Yes (space permitting)	Yes
Listing on donor banner to be displayed at all official events	Yes	Yes	Yes	Yes	Yes
Onstage recognition during contest(s)	No	No	If time permits	Yes	Yes
Complimentary ticket packages, including T-shirt and pin	None	None	1 Standard	1 VIP	2 VIP

## PRODUCT DONATIONS

We recognize that many of the organizations in our community are small businesses and may lend themselves more to donations of branded items rather than cash. If your business would like to contribute merchandise, especially gear or apparel, 'in-kind' sponsorships are available. We are also happy to distribute advertising materials for you at our official events.



In particular, we are seeking the following support:

- Higher value items for our silent auction held during the Contest Weekend.
- Gift certificates to be presented to contest title winners (and/or runner-ups) to help them gear up for their title years or future competitions.
- Gift bags presented to contestants, judges, and other key persons for their participation in LA Leather Pride 2019.
- LA Leather Pride merchandise (t-shirts, pins, etc.) for sale and for distribution to sponsors and VIP package buyers. Merchandise will carry the sponsor's logo when possible.

Sponsors contributing product will receive an appropriate level Sponsor Package similar to those described above. Please contact Sponsorship Director, David Cosio ([david@laleatherpride.com](mailto:david@laleatherpride.com)), Gus Norris, or Scarlett Sin, to arrange a solution that works best for your organization.

## **ELITE SPONSORSHIP PACKAGES**

Higher level corporate sponsorships will be handled on a case-by-case basis, so that we may specifically tailor your benefits to your needs. Example levels include:

- **TITLE SPONSOR** – \$25,000 and up. Sponsor designated as the exclusive TITLE SPONSOR for LA Leather Pride 2019
- **PRESENTING SPONSORS** – \$10,000-\$25,000.
- **MEDIA SPONSORS** – Advertising or article space in support of LALP2019.

Commensurate generous ticket packages and associate benefits will be included, including all benefits of the PLATINUM package above. Please contact David Cosio ([david@laleatherpride.com](mailto:david@laleatherpride.com)), Gus Norris, or Scarlett Sin for details.

### **IMPORTANT REMINDERS:**

Because of the production deadlines for our printed guide, we must ask that all ads and logos be provided prior to **February 15, 2019**.

To be sure of maximum social media and email newsletter saturation, please provide any copy for 'Sponsor Spotlight' messaging as soon as an agreement is reached with our committee.

Thank you again for your consideration of our sponsorship request. We are looking forward to working with you and building a relationship to last for years to come.

Yours in Leather,

Los Angeles Leather Pride 2019 Planning Committee

Gus Norris, Co-Executive Producer, LALC ([gus@laleatherpride.com](mailto:gus@laleatherpride.com))

Scarlett Sin, Co-Executive Producer, Ms. LA Leather ([mslosangelesleather@gmail.com](mailto:mslosangelesleather@gmail.com))