



OAKLAND PRIDE

2025 PARADE & FESTIVAL

Celebrating 15 Years of Oakland Pride!



Sunday, September 7th

Parade: 11:00 AM Route: Broadway (14th to 22nd)

Festival: 12:00 PM - 6:00 PM Location: Uptown Oakland - Main Entrance @ 20th & Broadway

CUSTOM SPONSORSHIP LEVELS

PRESENTING STAGE SPONSOR

(Three Available: Main, Latin, Community)

Recognition & Benefits: ♦ Logo on social media & event website ♦ "Presented by" branding on signage & video screens at stage ♦ Parade contingent entry ♦ 10x20 booth space at festival ♦ 20 VIP Passes & 30 GA tickets ♦ "Presented by" recognition across social media, press, event programs, and radio ads ♦ Opportunity to appear on a supporting stage

TITLE AREA SPONSOR

(Health Village, Community Health Village, Chill Zone, Kidz Zone, Custom Activation Area)

Recognition & Benefits: ♦ Logo on main & Latin stage video screens, social media, and event website ♦ 10x20 booth space ♦ Parade contingent entry ♦ 20 VIP Passes (including complimentary bar service) & 30 General Admission tickets ♦ Custom signage within activation area ♦ Custom activation space tailored to sponsor's brand & goals

EXCLUSIVE PARADE SPONSOR

(Two Available -- Category Exclusivity)

Recognition & Benefits: ♦ Interview opportunity during live parade coverage ♦ 3x :05 "Powered by" mentions during live parade coverage ♦ Premium parade placement with company contingent ♦ Logo on main & Latin stage video screens, social media & event website ♦ 20 VIP Passes & 30 GA tickets ♦ Complimentary 10x20 booth space ♦ "Powered by" recognition across social media, press, and event programs

Call for Customization & Pricing

Work with us to create a unique sponsorship experience that aligns with your brand and values.

For Sponsorship Inquiries, Contact:

Jon Crowell – jon@oaklandpride.org or Val Klein – val@oaklandpride.org



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TURNKEY SPONSORSHIP LEVELS

\$25,000 GOLD SPONSOR

- ◆ Tented 10x10 booth
- ◆ Parade contingent entry
- ◆ Logo on event website
- ◆ Social media inclusion
- ◆ Email blast inclusion
- ◆ In-venue signage & stage video screens (Main & Latin)
- ◆ Press releases
- ◆ VIP Passes & 20 GA Tickets

\$10,000 SILVER SPONSOR

- ◆ Tented 10x10 booth
- ◆ Parade contingent entry
- ◆ Logo on event website
- ◆ Social media inclusion
- ◆ Email blast inclusion
- ◆ 4 VIP Passes & 10 GA Tickets

\$5,000 BRONZE SPONSOR

- ◆ Tented 10x10 booth
- ◆ Parade contingent entry
- ◆ Logo on event website
- ◆ Email blast inclusion
- ◆ 2 VIP Passes & 6 GA Tickets

Are you a local small business in Oakland or a neighboring city that is proud to support the LGBTQ community, but might not be able to contribute at these levels? Reach out! We may be able to work out a trade for goods and services—let's support each other and make Oakland Pride even stronger together.

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Oakland Pride is a 501(c)3 non-profit organization.