



www.valleypridestreetfestival.com

Corporate Sponsorship Opportunities

The **2nd Annual Valley Pride Street Festival (2026)** presents a strategic opportunity for corporations to align their brand with one of the San Fernando Valley's emerging LGBTQ+ community celebrations. Designed to celebrate diversity, culture, and inclusion, the festival offers partners a high-impact platform to engage directly with a vibrant and influential audience while demonstrating a clear commitment to equity, visibility, and community investment.

The 2026 event is projected to welcome **6,000+ adults (21+)** for a high-energy celebration of music, entertainment, culture, and community connection. As the **second annual festival**, Valley Pride is building on the momentum of its inaugural year while expanding its reach, programming, and audience engagement across the San Fernando Valley.

Through thoughtfully structured sponsorship tiers, partners receive **premium brand placement, integrated marketing exposure, on-site activation opportunities, and category exclusivity**, all designed to maximize visibility and deliver measurable marketing value.

The **San Fernando Valley is home to approximately 1.8–2 million residents**, representing one of the largest population centers in Southern California. Within this region, an estimated **150,000–180,000 LGBTQ+ individuals** live, work, and participate in the Valley's thriving cultural and economic ecosystem. This diverse and engaged audience actively supports organizations and brands that demonstrate an authentic commitment to LGBTQ+ inclusion and community partnership.

Corporate sponsors benefit from a comprehensive marketing platform that extends beyond the event itself. Opportunities include **main stage branding, experiential activations, digital and social media promotion, targeted marketing campaigns, and direct community engagement**, creating lasting brand impressions and meaningful consumer connections.



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By partnering with the **2nd Annual Valley Pride Street Festival**, organizations position themselves not only as supporters of a major cultural celebration, but as leaders in fostering diversity, inclusion, and community impact throughout the San Fernando Valley and the greater Los Angeles region.

LEVEL 1 – The Pride – \$600+

- One 10' x 10' commercial booth space
- Your Logo in the Sponsorship Page
- Brand recognition in marketing materials
- Use of festival logo in company promotions
- Includes 2 Festival Wristbands

LEVEL 2 – The Burbank Blvd – \$1200+

- One 10' x 10' commercial booth space
- Your Logo in the Sponsorship Page
- Brand recognition in marketing materials
- Use of festival logo in company promotions
- Company banner placement on perimeter wall (Inside)
- Includes 3 Festival Wristbands



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LEVEL 3 – The NoHo – \$2000.+

- One 10' x 20' commercial booth space
- Your Logo in the Sponsorship Page
- Brand recognition in marketing materials
- Use of festival logo in company promotions
- Company banner placement on inside perimeter wall
- Includes 4 Festival Wristbands

LEVEL 4 – The Valley – \$5000.00

- One 10' x 20' commercial booth space
- Your Logo in the Sponsorship Pages
- Brand recognition in marketing materials
- Use of festival logo in company promotions
- Company banner placement on both entrances of outside perimeter wall
- Includes 6 Festival Wristbands

LEVEL 5 - The Stage - \$4000.00

- Main stage backdrop
- Logo recognition in marketing materials
- Brand recognition in marketing materials



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- Use of festival logo in company promotions
- Includes 4 Festival Wristbands

Level 6 The Beverage \$5000.00

- Your product exclusive in use at all bars at VPSF
- Your Logo in the Sponsorship Page
- Brand recognition in marketing materials
- Use of Festival logo in company promotions
- Company banner placement on perimeter wall (Both Entrances)
- Includes 4 Festival Wristbands

Media Packages -

Level 1 - 2 Half page ads

- Your Logo rotation in the sponsorship Page
- Use of festival logo in company promotions
- 2 Festival wristbands



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Level 2 - 3 Full page ads

- Your Logo rotation in the sponsorship Page
- Use of festival logo in company promotions
- Three Festival wristbands
- One 10' x 20' commercial booth space (U must bring your own pop up)

If you have any questions please feel free to contact Terry Lloyd at sponsorship@valleypridestreetfestival.com or Terryllloyd@kw.com