

**When our voices become waves...we move together.**



**OUT. PROUD.  
UNSTOPPABLE.**

**Pacific PRIDE Festival**  
santa barbara

**2026 SPONSORSHIP OPPORTUNITY**  
**CHASE PALM PARK • SANTA BARBARA • AUG. 22. 2026**



# OUT. PROUD. UNSTOPPABLE.

When our voices become waves...we move together!



Dear Community Partner,

Thank you for your interest in partnering with Pacific Pride Foundation.

Each year, our Pride Festival brings together thousands of community members, families, and visitors in a powerful celebration of visibility, connection, and belonging. It is a space where people are invited to show up fully—out, proud, and supported.

As we look ahead to our 2026 festival, we are excited to continue building meaningful partnerships with organizations and businesses that share a commitment to community, inclusion, and impact. Pride is more than a single day—it is a reflection of the work we do year-round to ensure that LGBTQ+ individuals and families across the Central Coast feel seen, supported, and connected.

This year's theme, Out. Proud. Unstoppable., reflects the momentum of a community that continues to rise, speak, and move forward together. When our voices come together, they create something powerful—something that carries far beyond the festival itself.

Within this packet, you'll find a range of partnership opportunities designed to meet different goals and levels of engagement. Whether you're looking to build brand visibility, connect with new audiences, or support meaningful community work, there is a place for you to be part of this experience.

We invite you to join us in creating a festival that is vibrant, inclusive, and impactful—one that reflects the strength and spirit of our community.

Thank you for your consideration and for the role you play in helping build a more connected and supportive Central Coast.



A stylized, handwritten signature in black ink.

Julio C. Roman, Pacific Pride Foundation,  
Executive Director

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**PACIFIC PRIDE**  
FOUNDATION



## ABOUT PACIFIC PRIDE FOUNDATION



Pacific Pride Foundation has worked to ensure a healthy, visible, and thriving LGBTQ+ community on California's Central Coast for over 50 years!

Through mental health services, harm reduction, youth and senior programs, and year-round community events, PPF provides vital spaces for connection, care, and belonging—meeting people where they are and supporting them in living fully and authentically.

From counseling and wellness services to community-building events like Pride, our work is rooted in the belief that everyone deserves to feel seen, supported, and celebrated.

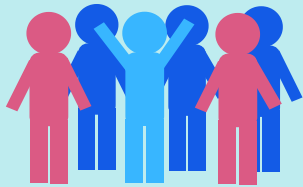
# LEAVE YOUR VOICE. ADD TO THE WAVE!

A vibrant, **all-ages celebration where community, creativity, and connection come together**—inviting everyone to show up, be seen, and be part of something bigger. Pride is more than a moment—it's a movement. Out in who we are. Proud in how we show up. Unstoppable in the momentum we build together.

This year, we bring this vision to life through a unifying concept: **When our voices become waves... we move together.** From music and art to community activations, each moment of the festival builds toward something larger—collective energy that cannot be ignored.



## AUDIENCE SNAPSHOT



2025 ATTENDEES

**3,000**

**30+ VENDORS**

**50+ ORGANIZATIONS**

## MULTI-GENERATIONAL REACH

- Children & Families (2-10 + caregivers)
- Youth & Teens (14-18)
- Young Adults (19-35)
- Adults (35-55)
- Established Community (55-70+)



**75%**  
Local  
Regional Attendees  
**25%**  
Visitors

This balance offers brands the opportunity to engage deeply with the local community while also reaching visitors experiencing Santa Barbara as a destination.



# TIDAL WAVE

## PRESENTING PARTNER OPPORTUNITY

### \$40,000

A premier partnership opportunity designed for brands ready to lead, engage, and create impact.



#### ONSITE BENEFITS:

- **High-frequency stage recognition** across Main & Family stages
- Opportunity for a **scripted brand moment** or featured moment on the main stage
- **Maximum space size: 20x20**
- Turnkey tabling setup included (tent, tables, chairs)
- **Premium, high-visibility placement** within key festival zones for branded installation
- **End-of-day activation stage announcement**
- **Elevated VIP experience** including **backstage access, artist meet & greet, and VIP table at the official after-party**



#### BRAND VISIBILITY:

- **“Presented by” naming integration** or “Official Automotive Partner of Pacific Pride Festival”
- **Prominent logo placement on:**
  - Press wall
  - Main & Family festival stage
  - Volunteer t-shirt
  - Official Pride Guide
  - Festival map
  - Festival Sponsor Banners
  - VIP Swag bag
- Premium placement of **Full-page ad** in event program



#### PRE-EVENT INCLUSION:

- Named in **ALL press releases**
- Featured in festival month newsletter
- **Featured social media posts (3)**
- Logo on homepage & sponsor section of website
- **Co-branded content capture (photo + video)** for sponsor use
- Inclusion in official **festival recap video**

#### EXTENDED ENGAGEMENT OPPORTUNITY

- Brand integration across **Sunset at the Canary rooftop series** (April–September)
- Opportunity for **ongoing visibility and engagement beyond festival day**
- Product placement, tabling, or **experiential presence across multiple events**

# SPONSORSHIP OPPORTUNITIES

## **SURGE WAVE SPONSOR** AMPLIFY YOUR PRESENCE **\$25,000**

### **ONSITE BENEFITS:**

- 20x20 booth space in high-traffic area
- Verbal recognition from stage (select moments)
- Opportunity for interactive booth experience
- Premium placement within key festival zones

### **BRAND VISIBILITY:**

- “Premier Partner” recognition
- Prominent logo placement on:
  - Main & Family Stages
  - Press wall
  - Festival map + Pride Guide
  - Website sponsor section
- Half-page ad in event program

### **PRE-EVENT INCLUSION:**

- Inclusion in press releases (grouped tier mention)
- Featured in festival month newsletter
- Dedicated social media mention (1 post)

### **VIP FESTIVAL EXPERIENCE & HOSPITALITY**

- Meet and Greet backstage access for up to 6 guests
- Reserved VIP table at official after-party (6 guests)



# SPONSORSHIP OPPORTUNITIES

## **BREAKING WAVE SPONSOR MAJOR PARTNER \$15,000**

### **ONSITE BENEFITS:**

- 10x20 booth space
- Verbal recognition (grouped sponsor mentions)
- Strong placement in active festival areas

### **BRAND VISIBILITY:**

- Logo placement on:
  - Festival map + Pride Guide
  - Website sponsor section
  - Select signage
- Quarter-page ad in event program

### **PRE-EVENT INCLUSION:**

- Inclusion in sponsor listings (newsletter + website)
- Social media inclusion (grouped post)

### **VIP FESTIVAL EXPERIENCE & HOSPITALITY**

- Meet and Greet backstage access for up to 4 guests
- Reserved VIP table at official after-party (4 guests)



# SPONSORSHIP OPPORTUNITIES

## **RISING WAVE SPONSOR SHOW UP IN COMMUNITY \$10,000**

### **ONSITE BENEFITS:**

- 10x10 booth space
- Strong placement in active festival areas

### **BRAND VISIBILITY:**

- Logo placement on:
  - Festival map
  - Website sponsor section
  - Name recognition in Pride Guide

### **PRE-EVENT INCLUSION:**

- Inclusion in sponsor listings (website + select materials)

### **VIP FESTIVAL EXPERIENCE & HOSPITALITY**

- VIP Beer Garden experience for up to 2 guests
- Access to official after-party (4 guests)



# SPONSORSHIP OPPORTUNITIES

## CURRENT WAVE SPONSOR SUPPORT THE EXPERIENCE \$5,000

### ONSITE BENEFITS:

- 10x10 booth space (placement in prime festival areas)

### BRAND VISIBILITY:

- Logo/name listed on:
  - Website sponsor section
  - Pride Guide

### PRE-EVENT INCLUSION:

- Inclusion in sponsor listing (digital materials)

### VIP FESTIVAL EXPERIENCE & HOSPITALITY

- VIP Beer Lounge access for up to 3 guests
- Access to official after-party (3 guests)



# SPONSORSHIP OPPORTUNITIES

## **SPLASH SPONSOR** BE PART OF THE WAVE **\$2,500**

### **ONSITE BENEFITS:**

- 10x10 booth space (standard placement)

### **BRAND VISIBILITY:**

- Name listed on:
  - Website sponsor section
  - Pride Guide

### **PRE-EVENT INCLUSION:**

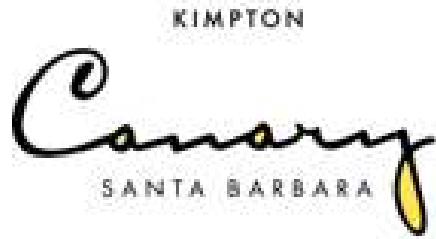
- Inclusion in sponsor listing

### **VIP FESTIVAL EXPERIENCE & HOSPITALITY**

- Beer Lounge access for up to 2 guests
- Access to official after-party (2 guests)



# TRUSTED BY LEADING BRANDS & COMMUNITY PARTNERS



**We'd love to explore this partnership with you.**



**OUT. PROUD.  
UNSTOPPABLE.**

**Pacific PRIDE Festival**  
santa barbara

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**PACIFIC PRIDE**  
FOUNDATION