



CATHEDRAL CITY  
**LGBT DAYS**  
CALIFORNIA'S FIRST PRIDE OF THE YEAR

**MARCH 7 -9, 2025**

# OVERVIEW

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The 9<sup>th</sup> Annual **Cathedral City LGBT Days** (March 7-9, 2025) celebrates the lives, history, and accomplishments of the Cathedral City community in making it one of the “most livable” cities in America, and a testament to its equality ranking by the Human Rights Campaign Foundation.

More than 5,000 attendees annually gather over the 3- day event in downtown Cathedral City. Events and celebrations include the infamous Parade of Beds and Bed Race, a gala concert, non-profit resource fair, pool and bar parties hosted by members of the Cathedral City Gay Business Association, special ticketed events and other festivities in and around the historic City Hall.

As California’s 1<sup>st</sup> **Pride of the year**, the Cathedral City LGBT Days brings together numerous LGBT celebrities, artists, media, community leaders visitors and residents for an unforgettable weekend of entertainment and experiences!

# PROGRAMMING/EVENTS



Cathedral City LGBT Days features 3 days of engagement opportunities & programming throughout the City. Proposed schedule for 2025 includes:

## FRIDAY MAR 7

Official City Hall lighting & Opening Proclamation, followed by a special live performance at a local venue

## SATURDAY MAR 8

Mix of events throughout the day, from pool parties to the headline Gala Concert at a local venue with multiple live acts and official after-parties

## SUNDAY MAR 9

The signature **PARADE** and **BED RACE** with teams racing themed beds down Ave Lalo Guerrero, followed by a Tea Dance, Bash in Town Square Park along with a vendor village, DJs and more!



## Prior Event Lineup Examples

Custom events can be created to match sponsor goals and budgets

# VENUE MAP



Events & activations will take place in the downtown core adjacent to City Hall, and at local venues throughout the City.



## **Amphitheater**

Potential Movie Night

## **City Hall Plaza**

Opening Ceremony & Bed Race judging

## **Festival Lawn / Town Square Park**

Bed Race Viewing, Vendor Booths

## **Bed Racing Course**

Sunday Parade & Bed Race

## **Mary Pickford Theater / CV Rep**

Panels & Special Events

*\*activities and locations may expand/  
change based on event and sponsor  
needs*

# BRANDING OPPS



Sponsors and advertisers can take advantage of multiple high visibility branding assets throughout the event venue during all three days of events



light pole banners  
Ave Lalo Guerrero



City Hall façade banners/gobos



branded Bed Race entries



City LED billboard  
on highway 111



branded bars & vendor tents  
10x10 to 20x60



Main Stage & Civic Center Stage  
Naming Rights & Branding



websites & social media  
posts, stories and paid ads



official posters & flyers



banner stands



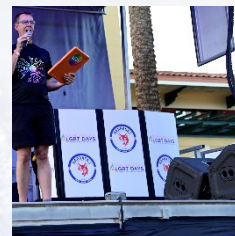
official apparel & merchandise



perimeter fence branding



barricade wraps



DJ booth wraps



feather flags



step & repeat

...and more!

custom branding and experiential installations are available upon request

# PRIMARY SPONSORSHIPS



Primary sponsorships give brands a mix of assets & exposure throughout all aspects of LGBT Days

Benefit	RAINBOW \$5K	PRIDE \$10K	FLAG / PRESENTING \$20K
logo placement	ads, website, (e)flyers, posters	prominent / larger size logo + included in all step & repeats	Presented By <LOGO> lock-up + included in all step & repeats
Ave Lalo Guerrero banners	2 lightpole banners 1 finish line barricades	4 lightpole banners 2 finish line barricades	8 lightpole banners 4 finish line barricades
stage branding	logo on Main & Civic Center stage skirts	logo on skirts + left & right stage banners	largest logo (+ event lockup) on skirts and top of left & right banners
LED screen time	logo on LED loops on Rte 111	logo loop on Rte 111 + main stage LED screen	logo loop on Rte 111 + main stage LED screen incl video
festival space for booth/experiential	10x10 space - no tent (\$400 value)	10x20 space - includes tent (\$1000 value)	up to 20x20 space - includes tent (\$2500 value)
stage giveaways/raffle	1x Saturday on Main Stage	1x Saturday on Main Stage 1x Sunday on CC Stage	2x Saturday on Main Stage 1x Sunday on CC Stage
event tickets	2x VIP tickets to Friday show 4x tickets to Saturday concert	4x Fri VIP tickets + meet & greet 4x Sat tickets/table + meet & greet 4x Bed Race VIP tickets	8x Fri VIP tickets + meet & greet 8x Sat tickets/table + meet & greet 8x Bed Race VIP tickets
F&B credit	-	comp bev pkg for Sat concert; comp F&B backstage at Bed Race	premium comp bev pkg for Sat concert; comp F&B backstage at Bed Race
social media mentions	1 post mention 1 dedicated story	1 dedicated post 2 dedicated stories	2 dedicated posts 3 dedicated stories
public relations/earned media	mention in press release	press release + dedicated media alert with quotes	release, alert w/ quotes + on-air TV intvw mention
paid media	\$250 paid ad spend (online) to promote brand activation	\$500 paid ad spend/social boost	\$1000 paid ad spend/social boost
post-event media assets	copies of all photos w/ brand	photos + inclusion in sizzle reel	photos + prominent edit in sizzle reel

*additional custom activations are available based on sponsor goals/budget*

# TARGETED SPONSORSHIPS



These targeted activity-specific opportunities provide affordable points of entry for virtually any brand

## Friday Night Event Sponsor

**\$1000 3 available**

Sponsor the Friday night performance event at a local venue! Includes activation table in the lobby, gift bag placement for VIPs, brand promotion in event ads, 4 VIP tickets with talent meet & greet and inclusion in the press release

## Stage Naming Rights

**\$7500 Main Stage**

Put your brand front & center with “<BRAND> Stage” naming rights, visible to thousands of attendees at the Saturday concert and Sunday Bed Race.

**Main Stage** package includes 20 VIP tickets to Sunday's Main Stage Event, with 10 meet & greets, 2 VIP tables/preferred seating and premium comp beverage pkg

## Main Stage Giveaway

**\$250 per giveaway**

Have the emcee give away your products from the event stages with a big promo announcement. A great way to put your brand into eager hands and get visibility!

## Light Pole or Feather Banner

**\$500 + sign cost**

Put your logo on an Ave Lalo Guerrero light pole for all three days, or in various locations all weekend with a 13' feather banner.

## Finish Line Barricade Banner

**\$250 + sign cost 6 available**

Put your logo on a barricade sign at the Bed Race Finish Line, to be caught on camera and visible to all attendees on Sunday

## Bed Race Sponsor

**\$750 10 available**

Sponsor the legendary Bed Race with barricade signage at the finish line, a reserved front row table with 6 VIP tickets and pre-race hospitality package + logo included in event promotions

*Includes 1 comp Bed Race entry*

## Bar Sponsor

**\$2500 + product (beer, wine, spirit)**

Have your brand featured exclusively in category at the Friday CV Rep event, Saturday concert and Sunday Bed Race bars. Create a signature drink, send your brand ambassadors, give away swag and brand the bars. Includes 10x10 activation space on Sat & Sun

## Official Merchandise Sponsor

**\$TBD**

Supply and co-brand officially licensed LGBT Days merch for giveaway and/or on sale to all attendees

*Additional custom activations are available based on sponsor goals/budget*

all sponsorships \$1000+ include website logo placement and inclusion in the event Press Release

# MEDIA & PROMOTION



All sponsors are included in the regional media & promotion campaign overseen by our retained media/PR team. Tactics and assets for the 2025 campaign include:



select 2025 sponsors may be featured in brand coverage on our media partner channels & coverage including radio, TV & streaming



a robust social media campaign will be launched for the return of LGBT+ Days across all major social channels

the campaign will also engage major regional influencers & LGBT icons with a total social reach > 5mm

all sponsors will be included in targeted posts/stories and have exclusive content opportunities



our engaged Communications Department will conduct an extensive regional and national campaign to publicize LGBT+ Days across major media outlets

sponsors will be included in press releases, media alerts and ongoing story placements

each brand's PR team will have full access to event media and collaboration with our PR team



a full digital media campaign will be conducted to promote the event and sponsors, using:

- 200K regional emails partner databases
- paid digital/social campaign
- Cat City digital assets
- sponsor/partner channels

all sponsors will be included in various campaign elements



NBC Palm Springs Interview



digital paid media promos  
*click to play*







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**FOR MORE INFORMATION  
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