

Mission Viejo PRIDE

March 20, 2024

Dear Potential Sponsor

The [Mission Viejo Diversity + Inclusion Task Force](#) and Saddleback College's [Rainbow Collective](#) are pleased to invite you to become an inaugural sponsor/donor for our Mission Viejo Pride Event on Saturday, June 8, 2024, from 11:00 a.m. until 2:00 p.m.

Location:

Potocki Center for the Arts
27301 La Paz Road
Mission Viejo, CA 92692

Please review the [sponsor/donor opportunities](#) offered in partnership with the Wellness & Prevention Center (a 501(c)(3) organization with Tax ID: 47-2443093). You can review the benefits and make payments* through our donation campaign website.

The Mission Viejo Pride event strives to show LGBTQI+ families that our community is safe, welcoming, and values diversity and inclusivity for all. We will showcase resources for families, offer family-friendly activities, and provide live entertainment and food trucks. We see this event as an opportunity for businesses to make substantive inroads with an often underserved community and to show support for the LGBTQI+ community.

Despite the existence of nondiscrimination laws, LGBTQI+ people and other "sexual and gender diverse" people experience structural and interpersonal discrimination that adversely affects their well-being and drives disparate outcomes across crucial areas of life.

The goals of our Task Force include bringing together community members, local government, law enforcement, and stakeholders to:

- Ensure Mission Viejo is a safe and welcoming community for all residents, workers, and visitors
- Proactively communicate diversity and inclusion initiatives citywide
- Lead and promote new and existing community-based programs and activities that cultivate mutual respect and understanding
- Continue supporting a healthier, more competitive, and more diverse business sector
- Uphold and advocate for human and civil rights

Please text or call Ron Yee, Development Coordinator at (949) 636-2866 or e-mail Ron.Yee@woodenswisdom.com for further assistance. Otherwise, we will coordinate with the Wellness & Prevention Center to ensure you receive the necessary tax documents for your donation.



in partnership with



*For in-kind donations or to pay by check, please contact the Development Coordinator listed above.



SPONSORSHIP/VENDOR OPPORTUNITIES

Companies providing cash sponsorships or in-kind donations receive the following benefits:

PRESENTING SPONSOR (\$1,000+) – Limit Two

- Premier booth location (2 canopies, 2 tables, 4 chairs, linens)
- Large company logo on back of volunteer shirt
- Large company logo on event signage
- Company logo on website
- Company logo on marketing materials as “Presented by”
- Company logo on Mission Viejo Television (MVTV) advertisements
- Company logo at entrance and stage
- Verbal recognition at event

TITLE SPONSOR (\$750) – Limit Four

- Prominent booth location (2 canopies, 2 tables, 4 chairs, linens)
- Medium company logo on back of volunteer shirt
- Medium company logo on event signage
- Company logo on website
- Company logo on marketing materials
- Verbal recognition at event

EVENT SPONSOR (\$500)

- Booth opportunity (1 canopy, 1 table, 2 chairs, linen)
- Small company logo on back of volunteer shirt
- Company logo on website
- Company logo on marketing materials
- Verbal recognition at event

SUPPORTING SPONSOR (\$250)

- Booth opportunity (1 canopy, 1 table, 2 chairs, linen)
- Company name listed on back of volunteer shirt
- Company logo on marketing materials

BUSINESS BOOTH (\$125)

- Booth opportunity (1 canopy, 1 table, 2 chairs, linen)

NON-PROFIT BOOTH (\$100)

- Booth opportunity (1 canopy, 1 table, 2 chairs, linen)

To register and make a donation as a sponsor or reserve a booth space, visit <https://bit.ly/MVPride2024>.

For more information please contact:

Sponsorships: Ron Yee at Ron.Yee@woodenswisdom.com or 949-636-2866

Booth Spaces: Shan Yue at shanyue51@icloud.com or 415-602-0885