



2017 OVERBOARD LBC SPONSORSHIP PACKET

Event - May 20, 2017

<http://www.overboardlbc.com>



Considered to be one of the most sought after Long Beach Pride events, there is a following of dance music fans from all over the world that will be looking to board the infamous Queen Mary ship on Saturday, May 20TH, 2017 for the annual Overboard LBC party.

Producing a quality electronic music event isn't about having an array of lights, any ordinary stack of speakers or even having a special at the bar; it all starts, and ends, with the music. The music sets the crowd, it sets the scene, and most importantly it sets the mood. When you put the music format as the number one priority, the 900+ attendees see the value and uniqueness of this event.

We invite you to be a part of this event as a sponsor and proudly share your brand/company/passion.

This year's event so far includes:

- **The Boulet Brothers – from the hit TV show Dragula**
- **Alexander Rodriguez - On The Rocks Radio Host**
- **Andrew Christian models**
Topher Dimaggio
Arad Winwin
Jesse Charles
- **MC Markie Magdaleno – Long Beach Community Ally**
- **Global DJs**
Tel Aviv/Miami based DJ Oren Nirzi
Ibiza's DJ Tony Mazza
Hollywood's very own DJ Shane Stiel
- **Midnight Fashion Show & Giveaways by Andrew Christian**
Underwea
- **Hookah bar by SoCal Hookahs**
- **And more...All on top of one of the most historic and well known ships in the world, the Queen Mary in Downtown Long Beach.**



Event Date, Time, Estimated Attendance

- Date: Saturday, May 20th, 2017 during Long Beach LGBT Pride
- Time:
Approximately 5 hours starting at 9 PM
- Estimated Attendance:
We estimate an approximate 700-900 guests with an age range of 21 to early 40s.

This is the perfect opportunity for you and your brand to be exposed to the local LGBTQ Community and their affiliates. With the local LGBT Community being one of the largest and friendliest in America and being dubbed the new “dream market”, Long Beach Pride’s Overboard at the Queen Mary is sure to be a marketing and branding opportunity you will want to take advantage of.

REASONS TO SPONSOR OVERBOARD LBC

We’re here to stay...

Overboard LBC started 3 years ago. Since then, we have grown into Long Beach’s Pride’s largest music festival taking place on the top deck of the Queen Mary Ship and are considered a highly recognized, top-ranked festival and celebration.

Who will see your brand?

There is no other event in the Los Angeles Basin that brings together Long Beach, and the surrounding communities for one purpose alone, to celebrate Pride. In just two days, Long Beach attracts nearly 80,000 people to our city and Overboard LBC. Now is the time to put your business / organization in front of this community.

Long Beach Pride Statistics

- 56% male, 44% female attendees
- Median age is 35 years old
- 76% of attendees are from outside the City of Long Beach
- Overall, attendees spend a median of 9 hours at the Celebration
- Attendees contribute over \$10 million to Long Beach’s economy annually and \$19.4 million to the regional economy



Your return on investment

A survey conducted by the International Events Group, Inc. revealed that 78% of companies agree that participating in festivals have a measurable impact on sales and provide the most conducive environment for marketing. Overboard LBC can provide this occasion for you.

Visibility to LGBT communities

Overboard is recognized as a leader in Pride outreach. Our connections with community groups, charities, pride organizations, magazines and LGBT communities throughout the world provide an excellent opportunity to be seen and noticed.

Thousands of dollars in media coverage

The media coverage for Overboard Long Beach is worth thousands of dollars in local, national and international exposure. In 2016 we had television coverage, newspaper and magazine advertisements and articles, radio broadcast, and website hits equaling hundreds of thousands of advertising dollars. Partner with us to be visible in both LGBT and mainstream media today.

We'll work with you

Let us know if you have a particular demographic or other Return On Investment objective that you are attempting to reach through sponsoring Overboard LBC. We look forward to working with your company / organization to maximize your exposure.

Location

Long Beach is a striking and vibrant city where land meets water. It's a winning combination-part beach town, part big city, Long Beach offers the perfect combination of charm and accessibility.

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2016 Year Impressions Measured & Non Measured Media

Featured Print Articles/Radio Spots

Huffington Post
On The Rocks Radio with Alexander Rodriguez (700K listeners)
GED Magazine
Frontiers Magazine
Long Beach Post
SD Pix Magazine

Internally Generated Impressions (4.3 million in 2016)

Organization Website
Instagram & Facebook
Twitter
Charity/Fundraising Partnerships
Overboard LBC Merchandise
Event Posters at Multiple Venue Partnerships
Flyers Distribution to 80,000 Attendees
Constant Contact



SPONSORSHIP LEVELS

	BRONZE \$250	SILVER \$400	GOLD \$650	PLATINUM \$850
COMPANY LOGO ON BACK OF FLYERS ***	*	*	*	*
2 TICKETS TO THE EVENT	*	*	*	*
PRESS RELEASE MENTION ON THE EVENT		*	*	*
BANNER MADE & DISPLAYED AT THE EVENT IN THE MAIN STAGE		*	*	*
LOGO INCLUDED IN STEP AND REPEAT			*	*
PRODUCT PLACEMENT AT THE EVENT			*	*
COMPANY LOGO WILL BE INCLUDED ON WEBSITE			*	*
COMPANY LOGO WILL BE INCLUDED IN MAGAZINE ADS, SOCIAL MEDIA CHANNELS, DIGITAL INVITATIONS, PRE- AND POSTCOMMUNICATIONS				*
EDITORIAL STORY ABOUT YOUR BUSINESS ON OUR WEBSITE				*

*** DISTRIBUTION TO LOCAL BUSINESSES IN THE LOS ANGELES AND ORANGE COUNTY AREAS, LONG BEACH PRIDE PRE-PARTIES, AND THE 80,000 NATIONWIDE AND GLOBAL GUESTS THAT WILL BE IN TOWN DURING LONG BEACH PRIDE.



Overboard LBC 2017 Sponsorship Opportunities

_____ **Bronze**

_____ **Silver**

_____ **Gold**

_____ **Platinum**

Company Name _____

Contact Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____

Email contact _____

Website _____

Facebook _____ **Twitter** _____ **Instagram** _____

Thank you for your support of Overboard LBC.

NOTE: To ensure inclusion with promotional opportunities, please email this completed form and a logo to Markie Magdaleno at markie@overboardLBC.com by April 21st, 2017.

You may also send it as a photo to the same e-mail or to Markie's cell at 714-315-6136. You will be contacted after receipt and an invoice will be emailed to you via PayPal.

Logo specifications: Email your logo as an eps, pdf, jpeg (300 dpi or higher) to Joe Pizano at joe@overboardLBC.com