



PRESENTED BY: THE OFF SUNSET ASSOCIATION

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ABOUT THE FESTIVAL



THE OFF SUNSET FESTIVAL, IS A PLAYFUL SUMMER CELEBRATION AS 10,000+ PARTICIPANTS ENJOY LOS ANGELES'S PERFECT WEATHER WITHIN A HALF MILE STREET FAIR VENUE THAT INCLUDES:

- Live music performances
- Gourmet food trucks
- Frosty beer trailers
- DJ-driven dancing
- Specialty food vendors
- Ice-cold specialty drinks
- Curated art, merchandise, and novelty vendors

WE ARE...



ORGANIZED BY PEOPLE WHO LIVE, WORK, AND PLAY IN THE SILVER LAKE AREA, THE OFF SUNSET ASSOCIATION REFLECTS PEOPLE WHO OWN LOCAL BUSINESSES, FREQUENT THE AREA'S RESTAURANTS AND BARS, AND SUPPORT SILVER LAKE SERVICES AND RETAIL. WITH AFFECTION FOR THIS DIVERSE COMMUNITY, WE CREATED THE OFF SUNSET FESTIVAL TO ENRICH THE NEIGHBORHOOD WHILE CELEBRATING LGBTQ+ COMMUNITY.

WE GIVE...



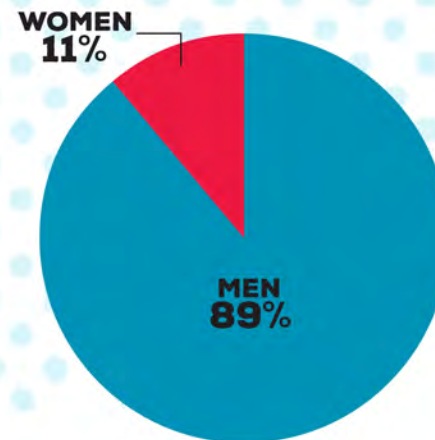
THROUGH THE OFF SUNSET FESTIVAL COMMUNITY GRANTS, A PORTION OF FESTIVAL PROCEEDS ARE GIVEN TO SELECT NONPROFIT ORGANIZATIONS PROVIDING COMMUNITY SERVICES IN SILVER LAKE AND THE SURROUNDING AREA. WITH AN EMPHASIS ON THE COMMUNITY, THESE GRANTS SUPPORT AREA BEAUTIFICATION, YOUTH SERVICES, AND LOCAL CULTURE. GRANT APPLICATIONS ARE AVAILABLE AT WWW.OFFSUNSETFESTIVAL.COM.

OUR AUDIENCE...

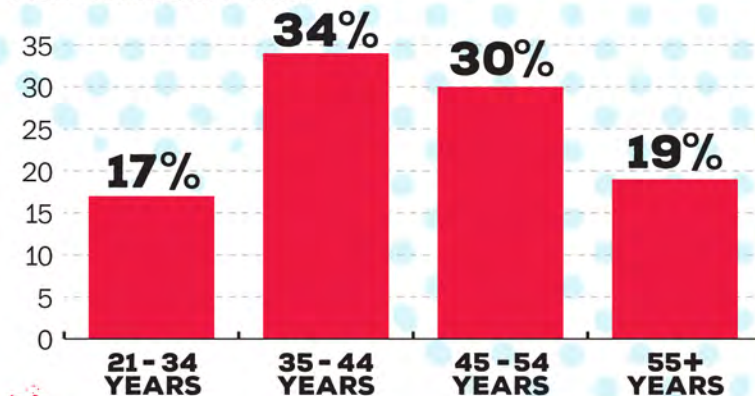
WITH MORE THAN 10,000 LGBTQ+ AND ALLIES IN ATTENDANCE, THE FESTIVAL DRAWS LOYAL PARTICIPANTS FROM LOS ANGELES, VENTURA, AND ORANGE COUNTIES AND HAS AN EXTENDED ATTENDEE REACH THAT INCLUDES PALM SPRINGS, SAN DIEGO, SAN FRANCISCO, AND OUT OF STATE AND INTERNATIONAL VISITORS AS WELL.

WE BOAST A STRONG DIGITAL REACH OF MORE THAN 93K UNIQUE USERS.

OUR ATTENDEES, BASED ON SOCIAL MEDIA ANALYTICS, IS:



AGE DEMOGRAPHICS



SPONSOR AND CONNECT

EXPOSURE POSSIBILITIES INCLUDE MUSIC STAGE BRANDING, WEBSITE VISIBILITY, SOCIAL MEDIA CAMPAIGNS, CATEGORY EXCLUSIVITY, AND ON-SITE PRESENCE AND ACTIVATION. WE'VE CREATED A NUMBER OF PACKAGES THAT WE'RE HAPPY TO FURTHER CUSTOMIZE TO FIT YOUR BRAND'S UNIQUE NEEDS.

PLATINUM SPONSOR –\$40,000

- Category Exclusivity
- Custom activation - prominent placement
- Top billing in all advertising & marketing materials
- Digital campaign featured across all social platforms
- Priority placement throughout website
- Prominent banner placement in key locations
- Use of festival logo in company promotions
- 25 VIP wristbands

SILVER –\$10,000

- One 10' x 20' commercial booth space
- Brand recognition in marketing materials
- Inclusion in ad rotation in the sponsorship sidebar
- Company banner placement on perimeter wall
- Seven VIP wristbands

BRONZE –\$5,000

- One 10' x 20' commercial booth space
- Inclusion in ad rotation in the sponsorship sidebar
- Use of festival logo in company promotions
- Company banner placement on perimeter wall
- Five VIP wristbands

GOLD –\$20,000

- Custom activation
- Brand recognition in marketing materials
- Permanent inclusion sponsorship sidebar
- Logo recognition in marketing materials
- Use of Festival logo in company promotions
- Company banner placement on perimeter wall
- 10 VIP wristbands

COMMUNITY –\$2,500

- One 10' x 10' commercial booth space
- Inclusion in ad rotation in the sponsorship sidebar
- Use of festival logo in company promotions
- Three VIP wristbands

CONTACT US TODAY!!!

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