

13. Discussion and possible action to direct the City Manager to purchase a tiered sponsorship package on behalf of the City for Pride Week 2025 and Pride Prom 2025, to be held in June 2025 at Victor Valley College and that the sponsorship for each event not exceed \$5,000

Recommendation:

Any action is at the discretion of Your Honorable City Council.



Item Number: 1

City Council / Board of Directors

Written Communications

Meeting of: March 4, 2025

Submitted By:

Jennifer Thompson, City Clerk

Subject:

Discussion and possible action to direct the City Manager to purchase a tiered sponsorship package on behalf of the City for Pride Week 2025 and Pride Prom 2025, to be held in June 2025 at Victor Valley College and that the sponsorship for each event not exceed \$5,000

Recommendation:

Any action is at the discretion of Your Honorable City Council.

Fiscal Impact:

At this time, there is no fiscal impact associated with this item, however, if approved at the not to exceed amount of \$5,000 for each event, the fiscal impact could be \$10,000. An additional appropriation from the general fund to City Council fund 1001220 will be required.

Background:

At the City Council meeting of February 18, 2025, it was moved by Council Member Irving, with majority approval, to agendize an item for discussion and possible action to direct the City Manager to purchase a tiered sponsorship package on behalf of the City for Pride Week 2025 and Pride Prom 2025, to be held in June 2025 at Victor Valley College and that the sponsorship for each event not exceed \$5,000.

Discussion:

This item is being presented to Council so that Council can further discuss whether or not to direct the City Manager to purchase a tiered sponsorship package on behalf of the City for Pride Week 2025 and Pride Prom 2025, to be held in June 2025 at Victor Valley College and that the sponsorship for each event not exceed \$5,000. Information regarding the sponsorships are attached for your review.

Staff remains available for any questions or comments you might have.

Attachments:

- A. Pride Festival 2025 Sponsorship
- B. Pride Prom Sponsorship

ATTACHMENT A

Will S Smith
Festival Organizer
HD Pride Center
admin@hdpridecenter.org
818-233-9858

Victorville City Council
14343 Civic Drive
Victorville, CA 92392

February 25, 2025

Honorable Leslie Irving and Victorville City Council,

We are excited to invite you to be a part of the inaugural High Desert Pride Festival, a vibrant celebration of diversity, inclusion, and community in the High Desert region. This one-day event, taking place on Saturday, June 28, 2025, is dedicated to providing a welcoming space for LGBTQ+ individuals and allies of all ages to connect, share experiences, and learn from each other. We were honored to have San Bernardino County's Department of Behavioral Health as a sponsor for our 2024 event. This year our plans are to cover the new location, entertainment (live bands and performers), paid staff, event supplies, marketing material, branded merchandise, kid zone, and any permits needed for space.

Your sponsorship will provide an opportunity to engage with a diverse and active High Desert community, strengthen community ties, and demonstrate your commitment to supporting LGBTQ+ rights and mental health awareness. We are particularly interested in the Department of Behavioral Health Department (DBH) tabling at the event or sponsoring an area to engage directly with attendees, offering resources and support throughout the day. We look forward to discussing how you can be part of this groundbreaking event.

Please let us know what additional information we need to submit to receive funds. If you have any additional questions, please let us know.

Sincerely,

Will S Smith
Festival Organizer HD Pride Center
admin@hdpridecenter.org
818-233-9858

Sponsorship Summary

Event: High Desert Pride Festival

Date: Saturday, June 28, 2025

Time: 10:00 AM to 10:00 PM

Location: TBD

Purpose:

The High Desert Pride Festival is an annual event designed to create a safe, inclusive space for LGBTQ+ individuals and allies in the High Desert area. The event brings together various generations to connect, celebrate diversity, and promote understanding and acceptance. It also aims to foster community engagement and support through partnerships with local organizations, including the San Bernardino County Department of Behavioral Health (DBH).

Opportunity for Sponsorship:

We are excited to partner with Victorville City Council to co-sponsor this year's High Desert Pride Festival. As a sponsor, Victorville City Council will have the chance to engage with diverse groups and demonstrate your commitment to supporting the LGBTQ+ and ally community in the High Desert (Adelanto, Apple Valley, Barstow, Hesperia, Oak Hills, Phelan, Victorville, and adjacent communities). Sponsorship provides high visibility, with opportunities for brand recognition through event materials, social media promotion, and a prominent presence at the event itself.

Request for the Event:

We would like to invite Victorville City Council to set up a table or area at the festival to provide information and resources to attendees. This is a valuable opportunity for VCC to engage directly with the community, offer support, and raise awareness about VCC services.

Target Audience:

The festival targets LGBTQ+ individuals and allies of all ages, including families, youth, and seniors, from the High Desert region (Apple Valley, Victorville, Hesperia, Adelanto, and surrounding neighborhoods). The event is open to the public, ensuring a wide range of attendees and help cover the cost of the event. Any leftover funds, after all costs are covered will be used towards the High Desert Pride Center creation.

Community Stats:

The High Desert region is home to a vibrant and diverse community. By sponsoring this event, Victorville City Council will have a large and active community that values diversity, inclusion, and community support. The festival is expected to attract over 500 to 1,000 attendees throughout the day, providing significant exposure for your organization.

Additional Information:

The event is co-sponsored by the LGBTQ+ History Brunch Committee of St. Hilary's Episcopal Church, a key and one of the few LGBTQ-plus-affirming institutions in the area. Additional partners include the LGBTQ Book Club, the HDPD LGBTQ Caucus, the Rainbow Youth Alliance, Film Bliss Studios, and the Victor Valley College Jose Sarria Pride Center. Together, these organizations aim to create a memorable day of activities, workshops, performances, and community connection.

Contact Information:

To discuss sponsorship opportunities or to confirm your participation at the festival, please contact:

Will S Smith
Festival Organizer
HD Pride Center
admin@hdpridecenter.org
818-233-9858

We look forward to collaborating with you to make this event a success!

Will S Smith
Festival Organizer
HD Pride Center
admin@hdpridecenter.org
818-233-9858

HD Pride Center

February 25, 2025

Partner with HD Pride Festival 2025: Celebrating Diversity and Community

Honorable Leslie Irving and Victorville City Council Members,

We are thrilled to invite you to join us as a sponsor for the HD Pride Festival 2025, a vibrant celebration of diversity, inclusion, and community spirit in High Desert (Victorville, Adelanto, Hesperia, Phelan, Barstow, and Apple Valley). Building on the incredible success of our inaugural 2024 festival, which drew over 450 attendees and fostered vital community connections, we are preparing for an even larger and more impactful event in 2025.

The HD Pride Festival 2025 aims to create a safe, welcoming, and celebratory space for the LGBTQ+ community and its allies. With your support, we can expand our offerings and reach, ensuring a memorable and meaningful experience for everyone.

Our Vision for HD Pride Festival 2025:

- **Expanded Kid Zone:** A dedicated, safe, and fun area for families with children.
- **Enhanced Entertainment:** Diverse and engaging performances showcasing local and regional talent.
- **Festive Decorations:** Creating a vibrant and celebratory atmosphere.
- **Attendee Giveaways:** Providing memorable keepsakes and promotional items.
- **Improved Event Space:** Ensuring accessibility and comfort for all attendees.
- **Interactive Photo Booth:** Capturing joyful moments and memories.
- **Dynamic DJ:** Keeping the energy high and the music flowing.
- **Dedicated Staff & Volunteers:** Ensuring smooth operations and exceptional attendee experience.
- **Essential Support:** Covering food for staff and vendors, and maintaining health and safety partnerships.
- **Continued Health Partnerships:** Building on the 2024 success with St. John's mobile clinics, SB Department of Behavioral Health, Wellness on Wheels, SB Fire Department, and EMT services.

Sponsorship Opportunities:

We have designed six sponsorship tiers to offer a range of opportunities for your organization to partner with us:

1. Rainbow Champion (\$10,000+)

- Prominent logo placement on all event marketing materials (website, social media, banners, flyers).
- Exclusive recognition as a "Rainbow Champion" in press releases and media coverage.
- Opportunity to address the audience from the main stage.
- Large booth space in a prime location.
- Featured article/interview in the event program.
- Logo placement on all attendee giveaways.
- 20 VIP passes to the festival.
- Dedicated social media posts highlighting your sponsorship.

2. Gold Ally (\$5,000 - \$9,999)

- Prominent logo placement on event website, social media, and banners.
- Recognition as a "Gold Ally" in event program and announcements.
- Large booth space.
- Logo placement on select attendee giveaways.
- 15 VIP passes to the festival.
- Social media recognition.

3. Silver Supporter (\$2,500 - \$4,999)

- Logo placement on event website and banners.
- Recognition as a "Silver Supporter" in event program.
- Standard booth space.
- 10 VIP passes to the festival.
- Social media mention.

4. Bronze Partner (\$1,000 - \$2,499)

- Logo placement on event website.
- Recognition as a "Bronze Partner" in event program.
- Standard booth space.
- 5 VIP passes to the festival.

5. Community Contributor (\$500 - \$999)

- Name listing on event website and program.
- Standard booth space.
- 2 VIP passes to the festival.

6. Friend of Pride (Up to \$499)

- Name listing on event website.

- 1 VIP pass to the festival.

Why Sponsor HD Pride Festival 2025?

- **Demonstrate your commitment to diversity and inclusion.**
- **Reach a diverse and engaged audience.**
- **Enhance your brand visibility and community reputation.**
- **Support a vital community event.**
- **Network with other businesses and organizations.**
- **Support the expansion of important health and safety services.**

We are confident that your partnership will be a valuable investment in our community and a powerful statement of your organization's commitment to equality and acceptance.

We would be delighted to discuss these sponsorship opportunities further and tailor a package to meet your specific needs. Please contact Will Smith at 818-233-9858 or admin@hdpridecenter.org to schedule a meeting.

Thank you for considering our request. We look forward to partnering with you to make HD Pride Festival 2025 a resounding success.

Sincerely,

Will S Smith
Festival Organizer
HD Pride Center
admin@hdpridecenter.org
818-233-9858

ATTACHMENT B

Presenting Organizations:
High Desert Pride Center
111 Hope Foundation
Jose Sarria Pride Center at Victor Valley College

February 25, 2025

Victorville City Council
14343 Civic Drive
Victorville, CA 92392

RE: Sponsorship Opportunity for an Intergenerational LGBTQ+ Prom “A Night Under the Rainbow”

Honorable Leslie Irving and Victorville City Council Members,

We are thrilled to invite you to partner with us for an extraordinary event: an intergenerational LGBTQ+ Prom. This inclusive celebration will bring together members of the LGBTQ+ community and their allies across generations for an evening of dancing, music, community, and joy. Our goal is to create a safe and affirming space where everyone can celebrate their authentic selves.

This special event is scheduled for May 3rd, 2025 from 6 pm to 11 pm at VVC Educational Event Center. We anticipate welcoming 400 attendees, including LGBTQ+ individuals of all ages, their families, and friends. This prom is a vital opportunity to foster intergenerational connection, celebrate diversity, and build a stronger, more inclusive community.

To make this event a resounding success, we are seeking generous sponsors like you. Your support will directly contribute to covering the costs associated with venue rental, entertainment, decorations, food, security, and other essential elements.

We have designed the following sponsorship tiers to recognize and appreciate your contribution:

Sponsorship Tiers:

- **Rainbow Champion (\$7,500):**
 - Prominent placement of your logo on a dedicated banner at the main entrance.
 - Full-page advertisement in the event program.
 - Recognition in all event-related press releases and social media posts.
 - Verbal acknowledgment during the event.
- **Pride Advocate (\$5,000):**
 - Prominent placement of your logo on a shared banner at the main entrance.
 - Half-page advertisement in the event program.
 - Recognition in event-related social media posts.

- Verbal acknowledgment during the event.
- **Ally Supporter (\$3,000):**
 - Placement of your logo on a shared banner at the main entrance.
 - Quarter-page advertisement in the event program.
 - Recognition in select event-related social media posts.
- **Community Partner (\$1,500):**
 - Listing of your name/logo in the event program.
- **Friend of the Prom (\$750):**
 - Listing of your name/logo in the event program.

In addition to the tiered benefits, all sponsors will have their logo displayed on an EZ-Up tent at the event entrance, creating a visually impactful presence and showcasing your commitment to inclusivity.

We believe this intergenerational LGBTQ+ Prom will be a truly memorable and impactful event, and we would be honored to have you as a sponsor. Your support will help us create a magical night for our community.

Please find enclosed a sponsorship agreement form for your review. We would be delighted to discuss these opportunities further and answer any questions you may have. Please contact Will S Smith(818-233-9858 admin@hdpridecenter.org) or Caitlin Jones(909-265-1716 111hopefoundation.cj@gmail.com) to arrange a conversation.

Thank you for your consideration. We look forward to partnering with you to make this event a resounding success.

Sincerely,

Will S Smith
HD Pride Center

Caitlin Jones
111 Hope Foundation

LGBTQ+ Intergenerational Prom: A Celebration of Pride

Proposed by: HD Pride Center, 111 Hope Foundation & Jose Sarria Pride Center at VVC

Event Goal: To create a joyful and inclusive prom experience for the LGBTQ+ community of all ages, fostering intergenerational connection and celebrating the rich history and vibrant presence of our community.

Theme: "A Night Under the Rainbow"

Date: May 3rd, 2025

Time: 6:00 PM - 11:00 PM

Location: VVC Educational Event Center

12395 Mojave Fish Hatchery Rd

Victorville, CA 92395

Target Audience: LGBTQ+ individuals of all ages, including youth, adults, and elders, along with their allies.

Event Activities:

- **Dancing:** A DJ or live band playing a mix of music genres appealing to different generations. Consider line dances or other interactive dance activities to encourage participation.
- **Buffet:** A delicious and diverse buffet with options for various dietary needs (vegetarian, vegan, gluten-free, etc.). Consider partnering with local caterers who are LGBTQ+ affirming.
- **Photo Booth:** A fun and interactive photo booth with props and backdrops representing different aspects of LGBTQ+ identity and history. This will provide attendees with lasting memories of the event.
- **Quiet Area:** Provide a designated quiet space for attendees who may need a break from the music and activity. This is especially important for neurodivergent individuals or those who may find large gatherings overwhelming.
- **Intergenerational Activities:** Incorporate activities that encourage interaction between different age groups, such as storytelling, or sharing experiences.
- **Resource Tables:** Offer information about HD Pride Center, 111 Hope Foundation and Jose Sarria Pride Center at VVC, as well as other relevant LGBTQ+ resources in the community.

Funding & Donations:

- **Admission:** The event will be free to attend or up to \$15 per ticket(suggested donation), ensuring accessibility for all members of the LGBTQ+ community.
- **Donation Opportunities:** Clearly communicate opportunities for attendees to donate to future events hosted by HD Pride Center, 111 Hope Foundation and Jose Sarria Pride Center at VVC. Provide various methods for donation, including cash collection, online platforms, and QR codes.
- **Sponsorships:** Seek sponsorships from local businesses and organizations that are supportive of the LGBTQ+ community.

Promotion & Outreach:

- Utilize social media platforms, community newsletters, local newspapers, and radio to

promote the event.

- Partner with other LGBTQ+ organizations and community groups to reach a wider audience.
- Create visually appealing flyers and posters.
- Emphasize the intergenerational aspect of the event in all promotional materials.

Volunteers:

- Recruit volunteers to assist with event setup, registration, activities, and cleanup.
- Provide volunteer training to ensure a welcoming and inclusive environment for all attendees.

Evaluation:

- Gather feedback from attendees through surveys or comment cards to assess the success of the event and identify areas for improvement.

Partnerships:

- Explore partnerships with local businesses, restaurants, and organizations to secure donations, sponsorships, or in-kind contributions.

Budget: expenses, including venue rental, food, decorations, entertainment, marketing, and supplies.

This proposal serves as a starting point for planning the LGBTQ+ Intergenerational Prom. Collaboration between HD Pride Center, 111 Hope Foundation, and Jose Sarria Pride Center at VVC will be crucial in bringing this vision to life and creating a truly memorable and meaningful event for the community.

Please contact

Will S Smith

818-233-9858

admin@hdpridecenter.org