Disney Advertising

SF Pride 2024
San Francisco PRIDE Parade

In 2024, The San Francisco PRIDE Parade walks with love!

ABC7 is committing to pride 365 days a year. To prove that commitment, we are pleased to announce we are proud media partner for San Francisco PRIDE.

Join SF PRIDE and ABC7 in showing your brand’s support and dedication to this flagship celebration of love and equality.

*Subject to SF Pride approval based on official sponsors
ABC7: SF Pride 2024

As we turn the corner to another year, ABC7 has been a proud partner of San Francisco Pride. As a trusted voice in our community, ABC7 understands the importance of elevating and celebrating our LGBTQ community. Every Pride Parade offers an historic moment in the journey to full equality, and we are excited to join you on this critical journey and to be the media partner for the 54th Annual SF Pride Parade.

We look forward to celebrating Pride 2024 with you via these valuable opportunities on ABC7:

- Co-branded promotional spots
- Pre-Parade, LIVE and Post-Parade Guest interviews
- Live Broadcast with encore airing
- On-site sponsor product placement
- Digital distribution of content – online and on ABC7 App
- Advertiser opportunities for valued partnership
- Social campaign
- Addressable takeovers
PRIDE Vignettes

You are invited to help tell the stories of the Bay Area. Let’s take a closer look at the people, places, and issues that matter to the people of our community.

OVERVIEW:

• During the months of June & July, ABC7 will produce and air :30 vignettes, focused on stories of PRIDE
• Each vignette provides you the opportunity for branding and messaging, while aligning your brand as a partner of ABC7 celebration of PRIDE

SPONSORSHIP OPPORTUNITY:

• Each vignette will be distributed and released through an ABC7 broadcast schedule, digital video, and ABC7 social media platforms
• The social media posts will receive focused targeting of key demographic for your brand
• Broadcast :30 taggable vignettes will air in targeted programming
• Addressable video can be geotargeted any desired footprints
STORYTELLERS: PRIDE

30-Minute Special

People use stories to make sense of the world, to tie together our experiences and perceptions. Our stories influence the way we think, feel, act and behave.

Storytelling connects people to purpose...

Overview

• Your brand can be a part of this half-hour Community Program highlighting your cause and partners to air on local broadcast television.

• Minimum of 2x airings. (Sunday 630p)

Addressable Elements

• The community program will be highlighted via social media promotion on IG & FB. (minimum 1M+ followers)

• The program will live on ABC7news.com for duration of campaign flight dates.
SF PRIDE Parade
Base Sponsorship

In-Parade Broadcast Elements:
• 4x :30 brand spots within broadcast
• Branded :05 billboard, identifying your brand as a sponsor of the SF Pride Parade

Promotional Support leading up to the Parade:
• PRIDE :30 Vignettes
  • In the month leading up to the parade, your brand is invited to help tell the stories of the Bay Area. ABC7’s storytellers will produce and run a :30 vignette, focused on a story of PRIDE.
  • Each vignette provides your brand the opportunity for branding and support message, while aligning your brand as a partner of ABC7 celebration of PRIDE.

Promotional Support after the Parade:
• PRIDE :30 Proof of Performance in July
  • During the month of July, ABC7 will produce and air a Proof of Performance spot, highlighting the magic of the parade celebration, and your participation and support

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SF PRIDE Parade
Supporter Sponsorship

In-Parade Broadcast Elements:
• 4x :30 brand spots within broadcast
• Branded :05 billboard, identifying your brand as a sponsor of the SF Pride Parade
• 3x Logo Inclusion/Snipe, logo on screen for a total of 3 minutes
• Premium Parade Route Signage - sponsor advertising featured on the parade route at our highlight location(s) that will be seen within 90-minute Program Special repeatedly, and continuously on our live stream

Promotional Support leading up to the Parade:
• PRIDE :30 Vignette
  • In the month leading up to the parade, your brand is invited to help tell the stories of the Bay Area. ABC7’s storytellers will produce and run a :30 vignette, focused on a story of PRIDE
  • Each vignette provides your brand the opportunity for branding and support message, while aligning your brand as a partner of ABC7 celebration of PRIDE.

Promotional Support after the Parade:
• PRIDE :30 POP in July
  • During the month of July, ABC7 will produce and air a Proof Of Performance spot, highlighting the magic of the parade celebration, and your brand’s participation and support

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SF PRIDE Parade
Partner Sponsorship

**In-Parade Broadcast Elements:**
- 4x :30 brand spots within broadcast
- Branded :05 billboard, identifying your brand as a sponsor of the SF Pride Parade
- 3x Logo Inclusion/Snipe logo on screen for a total of 3 minutes
- **Premium Parade Route Signage** - sponsor advertising featured on the parade route at our highlight location(s) that will be seen within 90-minute Program Special repeatedly, and continuously on our live stream
- Float/Sponsor Featured placement in the parade live broadcast or Group Walk within Parade
- Booth Space at Event
- In-Program Celebration Interview – your company interview in broadcast, or celebration/support message to run during program. 1x during broadcast

**Promotional Support leading up to the Parade:**
- **PRIDE :30 Vignette**
  - In the month leading up to the parade, ABC7’s storytellers will produce and run a :30 vignette, focused on a story of PRIDE
  - Each vignette provides your company the opportunity for branding and support message, while aligning your brand as a partner of ABC7 celebration of PRIDE.

**Promotional Support after the Parade:**
- **PRIDE :30 POP in July**
  - During the month of July, ABC7 will produce and air a Proof Of Performance spot, highlighting the magic of the parade celebration, and your brand’s participation and support

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THANK YOU