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OUR STORY

IN 1969, A SMALL GROUP OF ACTIVISTS began providing services to the LGBTQ+ community in Los Angeles. Then, with just \$35 in the bank, they incorporated and opened their first headquarters on Wilshire Boulevard in October 1971—a small Victorian home that offered shelter to those in need. Decades later, through unwavering support of our community, that single house has flourished into the Los Angeles LGBT Center. Today, the Center spans 10 locations—including a state-of-the-art intergenerational campus, Federally Qualified Health Center, the groundbreaking Trans Wellness Center, and community hubs in Boyle Heights and South Los Angeles. As a partner, you’ll be an integral voice in our ongoing work to build a world where LGBTQ+ people thrive as healthy, equal, and complete members of society, while seamlessly aligning your brand with the Center’s core attributes: leadership, innovation, integrity, diversity, community, and excellence.



View the Center highlight [here](#).

WHO WE SERVE

EACH YEAR, THE LOS ANGELES LGBT CENTER WELCOMES MORE THAN 35,000 CLIENTS OF ALL BACKGROUNDS—from youth under 24 to older adults in their golden years—all seeking care, connection, and community.

The Center is the largest and most experienced provider of LGBTQ+ health and mental health care, offering:

- One of the few Federally Qualified Health Centers in the nation specializing in primary care for LGBTQ+ people, including the Audre Lorde Health Program for all who have identified as women or girls on their journeys, and a dedicated transgender health care program
- HIV and AIDS specialty care, including testing, treatment, and prevention
- Mental health services, including individual and group counseling
- Addiction recovery services
- Pharmacy

We provide a vital social safety net for LGBTQ+ community members through a wide range of comprehensive programs and services—always rooted in inclusion and belonging—including:

- **Housing:** The Center operates the nation's most comprehensive continuum of housing for LGBTQ+ youth and older adults, with emergency, transitional, and permanent supportive options that provide stability and a foundation for brighter futures
- **Youth Services:** Drop-in support for unhoused youth, educational programs, youth development and mentoring, and vocational training
- **Older Adults Services:** Case management, veterans' assistance, and a wide array of social and cultural activities
- **Transgender Services:** Employment support, educational and cultural workshops, cultural competency trainings, legal assistance, and other life-enriching programs
- **Legal Services:** Consultations and referrals, advocacy and legal assistance, support for survivors of hate crimes and intimate partner/ domestic violence, asylum assistance, and transgender-specific legal services



View the Center Zine [here](#).

CENTER RIDE OUT

April 23–25 2027 | centerrideout.lalgbtcenter.org/en

Center Ride Out is a 3-day round-trip cycling event from Los Angeles to Ojai, winding through scenic canyons and down California’s iconic coastline. This ride brings together cyclists of all levels and backgrounds, along with dedicated volunteers, for an unforgettable experience. It’s more than just cycling, Center Ride Out is a celebration of community, joy, and the power of collective action.

Center Ride Out raises vital funds for the Los Angeles LGBT Center, supporting critical services that advance health, safety, and equity for LGBTQ+ people.

300 Cyclists | 120 Volunteers | 250+ Miles over 3 days



View the full sponsorship benefits [here](#).



CELEBRATE WITH US—BECOME A PRODUCT PARTNER!

THE LOS ANGELES LGBT CENTER’S WORK IS POWERED BY MEANINGFUL PARTNERSHIPS AND COLLABORATION with businesses, brands, and organizations committed to uplifting LGBTQ+ communities. By becoming a product partner, you align your brand with the world’s largest LGBTQ+ organization while helping sustain critical services that care for, house, nourish, heal, and celebrate LGBTQ+ people during Pride season and throughout the year.

WHY PARTNER WITH US?

- **Unprecedented Reach:** Support the world’s largest LGBTQ+ organization.
- **Meaningful Impact:** Contribute to the comprehensive services that support more than 35,000 individuals in our community each year.
- **Unique Collaborations:** Engage with our clients, influential supporters, and frontline workers through various branded partnerships and storytelling opportunities.

Impressions: **11.9M** | Reach: **1.29B** | Engagement: **1.63M** | Press Impressions: **960M**

SPONSORSHIP LEVELS & BENEFITS	\$100,000+	\$50,000+	\$25,000+	\$10,000+	PERCENTAGE OF SALES (NO MINIMUM COMMITMENT)
Special custom package available	X				
Special feature on e-blast	X	X			
Inclusion on Pride e-blast/s	X	2	1		
Social media post/s (grid)	X	1	1		
Inclusion on Center's Pride page	X	X	X	X	
Social media post/s (story)	X	3	2	2	
Campaign Consultation(s)	X	X	X	X	
Social Engagement	X	X	X	X	X
Use of marks	X	X	X	X	X

Invite the Center to be a part of your product development journey.



Ouai × The Los Angeles LGBT Center

By partnering with The Los Angeles LGBT Center, we aim to help this organization on their Ouai to build a better world, a world in which LGBT people can be healthy, equal, and complete members of society. We show our support through ongoing initiatives including monetary donations and the Ouai X The Los Angeles LGBT Center housing product sponsorship.

LA PRIDE PARADE PARTICIPATION

Co-Presenting Partner Opportunity

THE LOS ANGELES LGBT CENTER IS SEEKING A PARTNER TO CO-PRESENT our float or double-decker bus in the 2027 LA Pride Parade, one of the largest and most visible Pride celebrations in the world.

LA Pride is a globally recognized moment of visibility, and joy, drawing hundreds of thousands of spectators in person and millions more through media, social, and digital amplification. For the Center, parade participation is both a celebration and a statement: a public affirmation of LGBTQ+ resilience, creativity, and community care.

This partnership opportunity invites a brand to stand alongside the Center in a highly visible and culturally resonant moment.

SPONSORSHIP FEE: \$75,000

CORE PARTNER BENEFITS:

Co-Presenting Recognition

- Premium Logo placement on parade float or double-decker bus and select visual elements (co-branded with the Center)
- Collaborate on co-branded Center’s official Pride merch (i.e, t-shirt, tote bags)

Visibility & Content

- Inclusion in the Center’s LA Pride promotional communications related to parade participation
- Social media recognition before and after the parade, with opportunities for shared content
- Organic photo and video moments suitable for brand recaps, Pride storytelling, and internal or external communications
- Opportunity to highlight LGBTQ+ designers, creatives, or employees connected to the brand
- Participation of brand representatives or models on the float/bus (subject to capacity)
- Invitation for all brand employees to march in the parade
- Inclusion in media interviews and highlights

Prior to the parade, the Center will host a pre-parade brunch for partners. Co-presenting partners will receive a select number of tickets to invite its team members or community to the brunch. Attendees receive complimentary parking at the Center, enjoy brunch together, and then walk as a group to the parade staging area to begin the march.

View highlights [here](#).



TRANS PRIDE LA

June 2027 | Anita May Rosenstein Campus | #TransPrideLA

TRANS PRIDE LA IS THE COUNTRY'S LONGEST-RUNNING PRIDE CELEBRATION dedicated to the vibrant transgender, gender nonconforming, intersex, and nonbinary (TGI/ENBY+) communities. Hosted by the Center's Trans* Lounge and Trans Wellness Center, this free festival brings the community together for a day of celebration, connection, and trans joy. Guests can enjoy live entertainment, workshops, community resources, local vendors, food, art, and more, all while uplifting Los Angeles' trans and gender-expansive communities.

Attendance: **1,500** | Impressions: **1.38M** | Engagement: **74.6K** | Press Impressions: **100M**

SPONSORSHIP LEVELS & BENEFITS	PRESENTING \$25,000	OFFICIAL \$10,000	SUPPORTING \$5,000
MARKETING			
Recognition as Presenting Sponsor in all event collateral	X		
Opportunity to contribute quote in official press release/s	X		
Logo inclusion in full-page print event advertisements	X		
Dedicated social media post (i.e., reflecting on a stage moment, impact of support, etc.)	X		
Logo inclusion on email blast to Center constituents	X	X	
Recognition in official press release/s	X	X	
Listed recognition on Center's Blog story covering the event	X	X	X
Hyperlinked logo on event website	X	X	X
AT EVENT			
Opportunity to feature a commercial reel or static ad	X		
Verbal recognition during the event	X	X	
Opportunity to host on-site activation	X	X	
Static logo inclusion in digital presentation	X	X	X



QUEERCEAÑERA

September 2027 | Anita May Rosenstein Campus

IN COMMEMORATION OF LATINX HERITAGE MONTH, Queerceanera—or Queerce, for short—is the Los Angeles LGBT Center’s signature celebration of queer Latine culture and community. The annual event brings together community leaders, artists, advocates, and supporters for an unforgettable evening honoring the history, resilience, and contributions of LGBTQ+ Latine communities while raising critical funds to support the Center’s programs and services.

Attendance: **550** | Impressions: **1.22M** | Engagement: **119K** | Press Impressions: **62.3M**

SPONSORSHIP LEVELS & BENEFITS	PRESENTING \$25,000	OFFICIAL \$10,000	SUPPORTING \$5,000
MARKETING			
Recognition as Presenting Sponsor in all event collateral	X		
Opportunity to contribute quote in official press release/s	X		
Dedicated social media post (i.e., reflecting on a stage moment, impact of support, etc.)	X		
Logo inclusion on email blast to Center constituents	X	X	
Recognition in official press release/s	X	X	
Listed recognition on Center’s Blog story covering the event	X	X	X
Recognition on event/ticketing website	X	X	X
AT EVENT			
Opportunity for a dedicated on-stage moment for remarks (60 sec)	X		
Logo inclusion via gobo projection at event	X		
Opportunity to feature a commercial reel or static ad	X		
Reserved seating during the program	X	X	
Opportunity to host on-site activation	X	X	
Verbal recognition during the event	X	X	X
Static logo inclusion in digital presentation	X	X	X
ADDITIONAL BENEFITS			
Logo inclusion on Center’s website with hyperlink	X		

View highlights [here](#).



MODELS OF PRIDE

October 2027 | Anita May Rosenstein Campus

MODELS OF PRIDE IS THE LARGEST FREE SUMMIT FOR LGBTQ+ YOUTH ages 24 and younger, as well as their allies, parents, and professionals. For more than three decades, Models of Pride has created opportunities for connection, learning, and joy through interactive activities, educational workshops, community resources, entertainment, lounges, resource and college fairs, food, and more. Dedicated programming for parents and professionals offers additional workshops, discussions, and resources.

Attendance: **750+** | Impressions: **427K** | Engagement: **31.3K** | Press Impressions: **97.6M**



View highlights [here](#).

SPONSORSHIP LEVELS & BENEFITS	PRESENTING \$50,000	SENIOR \$25,000	JUNIOR \$15,000	SOPHOMORE \$10,000	FRESHMAN \$5,000
MARKETING					
Recognition as Presenting Sponsor in all event collateral	X				
Opportunity to contribute quote in official press release/s	X				
Logo inclusion in full-page print event advertisements	X				
Dedicated social media post (i.e., reflecting on a stage moment, impact of support, etc.)	X	X			
Logo inclusion on email blast to youth attendees	X	X	X	X	
Recognition in official press release/s	X	X	X	X	
Listed recognition on Center's Blog story covering the event	X	X	X	X	X
Hyperlinked logo on event website	X	X	X	X	X
AT EVENT					
Opportunity for a dedicated on-stage moment for remarks (60 sec)	X				
Exclusive logo on lanyards for staff and attendees	X				
Logo inclusion on all event branded swag for attendees	X				
Logo inclusion on main stage	X				
Verbal recognition during the event	X	X			
Opportunity to provide branded items to attendees	X	X			
Opportunity for on-stage activation	X	X			
Opportunity to feature a commercial reel or static ad	X	X	X	X	
Opportunity to host on-site activation	X	X	X	X	
Opportunity to participate in the Resource Lounge	X	X	X	X	X
ADDITIONAL BENEFITS					
Logo inclusion on Center's website with hyperlink	X	X	X	X	

INTERGENERATIONAL THANKSGIVING

November 2027 | Anita May Rosenstein Campus

OUR INTERGENERATIONAL THANKSGIVING CELEBRATION brings together LGBTQ+ youth (ages 18–24) and older adults (ages 50+) for a warm, joyous meal with friends and chosen family. Guests gather across generations to enjoy live music, performances, and a full-course buffet prepared by students of the Center’s renowned Culinary Arts program.

Attendance: **350** | Impressions: **83.7K** | Engagement: **69K** | Press Impressions: **83.7K**

SPONSORSHIP LEVELS & BENEFITS	PRESENTING \$25,000	OFFICIAL \$10,000	SUPPORTING \$5,000
MARKETING			
Recognition as Presenting Sponsor in all event collateral	X		
Dedicated social media post (i.e., reflecting on a stage moment, impact of support, etc.)	X		
Listed recognition on Center’s Blog story covering the event	X	X	X
AT EVENT			
Opportunity for a dedicated on-stage moment for remarks (60 sec)	X		
Opportunity to feature a commercial reel or static ad	X		
Opportunity to host on-site activation	X	X	
Verbal recognition during the event	X	X	X
Static logo inclusion in digital presentation	X	X	X
ADDITIONAL BENEFITS			
Logo inclusion on Center’s website with hyperlink	X	X	

View highlights [here](#).



ADDITIONAL OPPORTUNITIES



SENIOR SWEETHEART DANCE

IN CELEBRATION OF LOVE IN ALL ITS FORMS, the Senior Sweetheart Dance aims to highlight community and connection in commemoration of Valentine’s Day. An event where our legendary LGBTQ+ older adults can celebrate the day in authenticity with dancing, laughter, and cupid’s signature red, proving that love is as ageless as it is boundless.

February 2027 | Anita May Rosenstein Campus



SENIOR PROM

SINCE 1988, THE CENTER’S SENIOR PROM has fostered a safe and inclusive environment for older LGBTQ+ adults to celebrate in community. For many guests, including trailblazers from earlier generations of the LGBTQ+ movement, the event offers an opportunity to experience prom openly with their partners, friends, and chosen family. This magical and nostalgic night includes food, drinks, live entertainment, giveaways, revelry, and more.

June 2027 | Anita May Rosenstein Campus

View highlights [here](#).



SENIOR HOLIDAY PARTY

THE CENTER’S ANNUAL SENIOR HOLIDAY PARTY brings LGBTQ+ older adults together to celebrate the season with friends, staff, and chosen family. This intimate gathering is filled with holiday cheer, sweet treats, and opportunities to connect in community.

December 2027 | Anita May Rosenstein Campus



YOUTH PROM

THE CENTER’S YOUTH PROM is an inclusive celebration where LGBTQ+ youth (ages 18–24) can come together for an affirming high school prom experience. The event offers a meaningful opportunity to reimagine this milestone with an evening of dancing, a live DJ, photobooths, raffles, and delicious appetizers—creating unforgettable memories in an environment where they can be authentically themselves.

June 2027 | Anita May Rosenstein Campus

View highlights [here](#).



YOUTH HOLIDAY CELEBRATION

EACH HOLIDAY SEASON, the Center collaborates with community partners to support LGBTQ+ youth (ages 18–24) through holiday drives, with particular focus on youth experiencing housing instability. The season culminates in a festive gathering where youth can celebrate with friends and chosen community while enjoying entertainment, food, raffles, giveaways, and more.

December 2027 | Anita May Rosenstein Campus

View highlights [here](#).



TRANS* LOUNGE HOLIDAY CELEBRATION

TRANS* LOUNGE’S ANNUAL CELEBRATION brings the transgender, gender nonconforming, intersex, nonbinary, and gender-expansive community (TGI/ENBY+) community together for an evening of chosen family and holiday cheer. Guests enjoy a delicious meal, holiday sing-alongs, story time, tree trimming, giveaways, and more.

December 2027 | Anita May Rosenstein Campus

View highlights [here](#).

PARTNER ENGAGEMENT

The Center's work is made possible by our community of partners, including businesses, brands, and organizations committed to advancing our mission. Beyond financial support, we offer meaningful opportunities for partners and their teams to experience our work firsthand, engage with our community, and make an impact.

ENGAGEMENT OPPORTUNITIES:

TAKE A TOUR

Experience the Center's work firsthand through personalized tours highlighting the vital programs your partnership helps to sustain.

VOLUNTEER WITH THE CENTER

From ongoing programs to special events, your team can engage in meaningful, hands-on work to support the LGBTQ+ community.

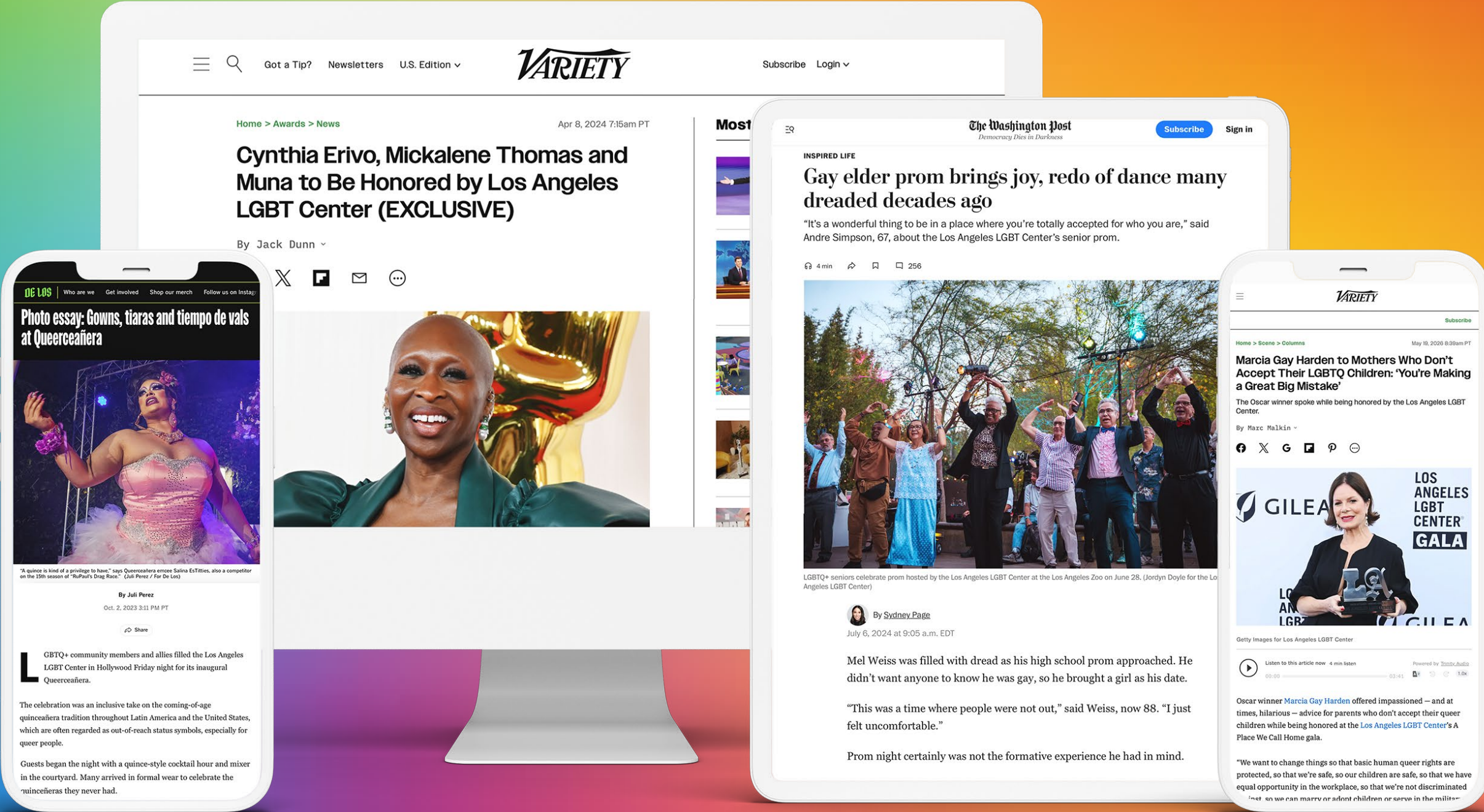
- Skill-Based Opportunities [HERE](#)
- Ongoing Opportunities [HERE](#)
- Event-Based Opportunities [HERE](#)

CUSTOMIZABLE ENGAGEMENT

We offer customizable volunteer experiences tailored specifically for our partners' teams. These include Pride Month activations, holiday engagements, and special service days.



THE CENTER
IN THE MEDIA



SOCIAL MEDIA REACH

INSTAGRAM

Total Following: **101K**
2026 Impressions: **15.4M**
2026 Reach: **6.8M**

FACEBOOK

Total Following: **121.5K**
2026 Impressions: **9.2M**
2026 Reach: **4.2M**

THE CENTER’S OVERALL SOCIAL REACH

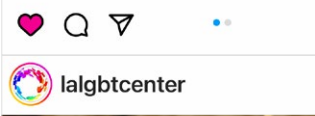
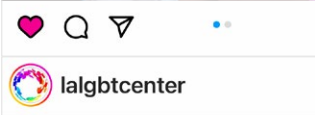
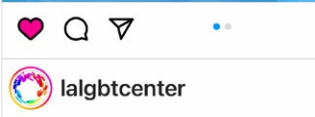
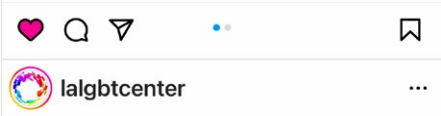
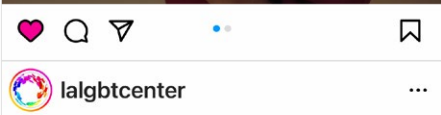
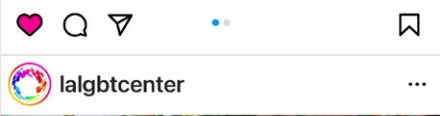
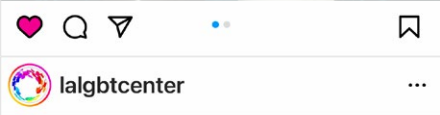
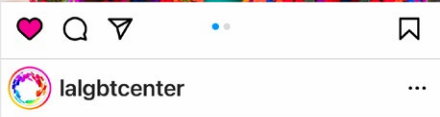
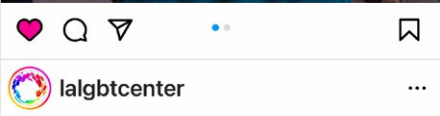
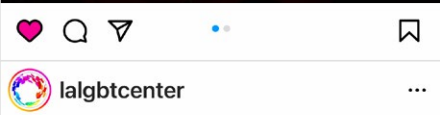
217,500	25M	11M
Total Following Across Social	Total Impressions	Total Reach

THE CENTER’S ONLINE REACH

2026 Average Monthly Pageviews: **515K**

FOLLOW THE CENTER

Instagram **@lalgbtcenter**
Facebook **facebook.com/lalgbtcenter**



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