

SAN FRANCISCO PRIDE

SF Pride Partner Marketing Kit

Newsletter Inclusions

All Partner logos are included with each newsletter, but we can also showcase your company within the newsletter itself. This year, owing to the effects of the pandemic and other factors, we are de-emphasizing the traditional Pride Weekend in favor of our Annual Calendar of Events.

- Image specifications:
 - ideal image ratio is 1.91:1 to 4:5
 - JPG or PNG Files only
 - Keep text limited to 125 characters, less than 20% text composition

Example: [Click Here](#)

Social Media

Facebook

- Consider creating an event and having SF Pride share that, or possibly co-host
- Cover Photos
 - 851px x 315px preferred, minimum 400px by 150px
 - JPG format with RGB color, less than 100KB
 - Displayed 820px x 312px on desktop, 640px x 360px on mobile
- Post images
 - 720px, 960px, or 2048px wide
 - JPG Format, RGB Color, less than 15 MB

Instagram

- Images should be:
 - Square, landscape, or vertical, all images will be cropped square in feed
 - Ideal size is 1080px x 1080px, 1:1 aspect ratio
 - For landscape use 1080px by 566px, with an aspect ratio of 1.91:1

Twitter

- Images:
 - Displayed at a 16:9 ratio of 600px x 335px and can be clicked and expanded up to 1200px x 675px.
 - No larger than 5MB
 - JPG, PNG, or GIF only

SAN FRANCISCO PRIDE

[LinkedIn](#)

- Images:
 - Company logo size and spotlight for ads: 100 x 100 pixels
 - Spotlight ads custom background image: 300 x 250 pixels
 - Sponsored content images: 1200 x 627 pixels (1.91:1 aspect ratio)

[Pride 365 Programming](#)

[Inside Pride](#)

- Bumper ads-non-skippable video ads
 - Up to 6 seconds
- Overlay ads-Image or text that can appear on the lower 20% of video (Desktop Only)
 - 468px x 60px or 728px x 90px

[The Queerness Podcast](#)

- Stinger/ad inclusion-brief ad read by podcast host
 - Up to 5 seconds
 - Submit copy via Partner submission link

[Press Inclusion](#)

- SF Pride maintains a database of up-to-date releases and media announcements. We invite our sponsors to produce releases of their own, explaining why they choose to sponsor San Francisco Pride and any other pertinent announcements they may have. That way, we can help direct our supporters' messaging directly to media partners, both in the Bay Area and among national LGBTQ+ sites and publications.



A Helpful Example

Below is a study conducted by Stanford University. They were extremely specific with the desired text, links, which images they wanted (from a folder labeled "Assets 1-14"), and which hashtags they wanted used for each of the two Facebook and two Instagram posts, and the two tweets. This was deliberate, as the individual assets depicted members of various communities under the overall LGBTQ+ rainbow (i.e., lesbians, youth, people of color).

SF Pride doesn't require this level of thoroughness or preparation! We are here to help craft your message. We are merely sharing in case it is useful to you.

Facebook:

Post #1:

Don't let opponents of LGBTQ equality make us invisible.

Your story can help improve the health and well-being of our community.

<https://pridestudy.org> #PrideInHealth

[Assets: 1-7](#)

Post #2:

There is strength in numbers. When you join @ThePRIDEStudy, our data becomes stronger to make LGBTQ+ communities healthier.

This Pride Month, add YOUR story and help improve the well-being of LGBTQ+ people:

<https://pridestudy.org> #PrideInHealth

[Assets: 8-14](#)

SAN FRANCISCO PRIDE

Twitter:

Post #1:

Don't let opponents of #LGBTQ equality make us invisible. This #PrideMonth, join @ThePRIDEStudy.

Your story can help improve the health and well-being of our community.

<https://pridestudy.org> #PrideInHealth #YourStoryYourHealth

[Assets: 1, 4, 8, 9](#)

Instagram:

Post #1:

The more LGBTQ+ people who join @ThePRIDEStudy, the more we can learn about our LGBTQ+ health across the country.

This #PrideMonth, celebrate inclusion + visibility + representation – join today!

<http://pridestudy.org>

#LGBTQ #PrideMonth #PrideInHealth #YourStoryYourHealth #LGBTQHealth #Pride
#Health #LGBTQcommunity

[Assets 1-7](#)

Questions? Feel free to reach out to our Communications Manager: Peter-Astrid Kane (they/them) at peter.kane@sfpride.org!