

APRIL 27, 2019



SFGMC.ORG

# CRESCENDO 2019

PARTNER PROGRAM AND ADVERTISING MEDIA KIT

SFGMC'S SIGNATURE GALA, CRESCENDO, IS A FUNDRAISING EVENT AND CELEBRATION TO HONOR EXTRAORDINARY INDIVIDUALS AND CORPORATIONS WHO TIRELESSLY CHAMPION AND PROMOTE LGBTQ

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MORE THAN 500 GUESTS JOIN IN THE FUN FOR A SPECTACULAR BLEND OF CELEBRITIES, DAZZLING MUSICAL GUESTS, DINNER, COCKTAILS, DANCING, AND MUST-HAVE AUCTION ITEMS. CRESCENDO GENERATES MORE MEDIA AND AUDIENCE ENGAGEMENT THAN ANY OF OUR EVENTS EACH YEAR.



PLEASE USE THE FOLLOWING SPECIFICATIONS FOR  
CREATING PROGRAM ADVERTISEMENTS AND LOGO  
DISPLAYS FOR CRESCENDO.

## LOGOS

VECTOR FILES IN  
EPS OR AI

## VIDEO

FORMAT: MP4  
LENGTH: 00:30 MAX  
SCREEN: FULLWHITE -  
AV STUMPFL

## ADS

1920 W X 1080 H  
JPG OR PDF

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ADVERTISING DEADLINE: APRIL 12, 2019  
ARTWORK DEADLINE: APRIL 17, 2019

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## ADVERTISING RATES

**\$1500**

VIDEO  
ADVERTISEMENT

**\$750**

SINGLE SCREEN  
ADVERTISEMENT

**\$400**

HALF SCREEN  
ADVERTISEMENT

**\$250**

LOGO  
ONLY

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PLEASE SEND ALL CREATIVE PROGRAM FILES TO JOSEF AUKEE AT  
JOSEF.AUKEE@SFGMC.ORG OR VIA DROPBOX.  
QUESTIONS? 415-792-2056

DESIGN ALL THE WAY TO THE EDGE, NO BLEED



FORMAT JPG OR PNG (RGB)



TEXT SAFE DISPLAY AREA 1536X865 PIXELS

AD SIZE 1920X1080 PIXELS