



KNOW OTHERTM FESTIVAL

Sponsorship Opportunities



Festival Overview

Know Other Festival is a 4-day, 3-night camping experience welcoming a community of 800 attendees for a transformative experience of wellness workshops, performances, and special events designed to inspire and uplift.

The festival creates an opportunity to connect with a diverse community of LGBTQ+ women, trans and non-binary individuals exploring healing and self-expression in Jacumba Hot Springs, CA. May 8-11, 2025.

Market Insights

Our audience represents a rapidly growing demographic of socially conscious consumers who actively support brands aligned with wellness, healing, and community connection.

- By 2034, women will control two-thirds of all consumer wealth in the US becoming the beneficiaries of the largest transfer of wealth in our history-- between \$12 to \$40 trillion.
- Millennial women (ages 28-34) represent \$170 million in spending power.
- Transgender people often display strong brand loyalty despite facing significant economic and social challenges.
- Gender expansive individuals seek brands that understand, represent and support their unique needs.
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source: girlpowermarketing.com/statistics-purchasing-power-women
brandeis.edu/writing-program/write-now/2019-2

Demographics & Attendee Profile

AGES



GENDER:



LOCATION



EMAIL STATS



LGBTQ+ women, trans, and non-binary people, face consistent threats to their safety, rights and acceptance. Wellbeing spaces are not only beneficial—they are essential.



Experience Matters

Our volunteer-led leadership team averages **20 years of experience** in community-building, event planning, and advocacy. Our collective expertise and passion drives our mission.

Shared Vision and Community Values

Embracing a partnership with Know Other Festival based in mutual growth and sustainability will capture an audience united by a commitment to shared values.

Scalable and Impactful Engagement

Join a festival poised for sustainable growth projecting **attendance increase of 35% over the next five years**. Our partners will grow with our expanding community, benefiting from increasing visibility and engagement each year.

Scalable growth deepens impact, ensuring that your partnership yields long-term results as we create a thriving, inclusive space for all.

Marketing and Promotion

Know Other Festival partners contribute to a meaningful event while benefitting from increased brand visibility, customer loyalty, and positive social impact.

ALIGN YOUR BRAND WITH KNOW OTHER FESTIVAL TO:

- Reach a Targeted Audience- Connect directly with a highly engaged audience of LGBTQ+ consumers who value wellness, sustainability, and healing.
- Enhance Brand Reputation: Demonstrate your commitment to diversity and inclusion by supporting a festival that celebrates individuality and self-expression.
- Drive Brand Awareness: Leverage our targeted marketing and promotional opportunities to increase brand visibility and reach new customers.
- Generate Valuable Partnerships: Network with other values-aligned organizations.
- Create Memorable Experiences: Offer unique experiences and activations that will leave a lasting impact on attendees.



Sponsorship Opportunities

Visionary
\$50,000+

- Premium on site festival recognition
- Dedicated social media post and email
- 2 page spread on digital fest guide
- Exclusive access to festival tickets and accommodations
- Featured logo link on website
- Speaking opportunities
- Custom activation and vendor booth

The Visionary Sponsor level represents the pinnacle of partnership at Know Other Festival. With a commitment of \$50,000+, this level is for brands that share our bold vision for a more inclusive, connected, and vibrant queer community. As a Visionary Sponsor, you will receive premium visibility and recognition while championing wellness, inclusion, and transformative experience.

Preferred Benefits

- Dedicated social media post and email
- Premium on site festival recognition
- Custom spread on digital fest guide
- Exclusive access to festival tickets and priority accommodations
- Featured linked logo on website
- Custom activation and vendor booth

EQUALITY
\$25,000



UNITY
\$15,000



Sponsorship Levels

HARMONY

\$5,000



COMMUNITY

\$2,500



Priority Options

- Mentions on social media and email
- Add on digital fest guide
- Festival tickets (camping included)
- Featured linked logo on website
- The opportunity to have a workshop or activation

Discovery

\$1,500

- Mentions on social media, email and digital fest guide
- One festival ticket (camping included)
- Opportunity to have a workshop or activation

The Discovery sponsorship is perfect for organizations looking to explore a partnership with Know Other Festival while immersing your brand in a vibrant community focused on wellness, inclusivity, and connection. This level is designed for partners ready to take their first step into gaining visibility in an established, mindful queer community.



Social Media Mention



Thank You email



Digital fest guide inclusion



Festival tickets



Linked logo on website



Vendor booth



Activation

Sponsorship Levels

Underwriting Opportunities

Talent \$10,000

- Premium on site festival recognition
- Dedicated social media post and email
- 1 page Recognition on the festival guide
- Exclusive access to festival tickets and camping passes
- Featured linked logo on website

Empower the next generation of queer facilitators and musicians by sponsoring our talent program at Know Other Festival. Your support will provide these incredible individuals with a platform to share their expertise, perform, and inspire our community. By uplifting queer voices, you are helping to cultivate a space where diverse perspectives thrive and careers are elevated, making a lasting impact on the future of queer talent.

Art \$10,000

- Premium on site festival recognition
- Dedicated social media post and email
- 1 page Recognition on the festival guide
- Exclusive access to festival tickets and camping passes
- Featured linked logo on website

Celebrate the creativity and vision of queer artists by underwriting their art installations at Know Other Festival. Your contribution will directly fund the materials and resources needed for these artists to bring their installations to life, creating immersive, thought-provoking experiences for our attendees. By supporting queer artistry, you're fostering a dynamic, inclusive environment where innovation and self-expression flourish. Be a part of shaping the future of queer art and its vital role in our community.



Social Influence Foundation

The Know Other Festival is proud to be fiscally sponsored by the Social Influence Foundation, a 501(c)(3) nonprofit organization dedicated to providing advocacy and essential human services to LGBTQ+ individuals, fostering empowerment and positive change in their lives.

The Social Influence Foundation strives to lead an inclusive community impact campaign through a series of annual events. By expanding its reach and exploring innovative ways to engage the LGBTQIA+ community, the foundation reaffirms its commitment to authentic and accurate visibility. Through diverse social gatherings that appeal to all ages, the foundation continues to build, ensuring support for those who need it most.

socialinfluencefoundation.org



Let's create something special together.

The space we create together at Know Other Festival is vital to the wellbeing of LGBTQ+ women, nonbinary and trans identities. Becoming a Know Other Festival partner is an investment in thriving wellness community. Join us in shaping the future of LGBTQ+ wellbeing and empowerment.



Let's Connect



sam@knowotherfestival.com



[1:1 exploration call](#)



www.knowotherfestival.com



[Follow our journey.](#)



**KNOW OTHER
FESTIVAL**

Thank you for your support.