2026–2027

PARTNERSHIP OPPORTUNITIES

THECENTERCV.ORG

the center

LGBTQ Community Center of the Desert

About The Center

We are driven by our mission to create vibrant community by supporting LGBTQ+ people along their way.

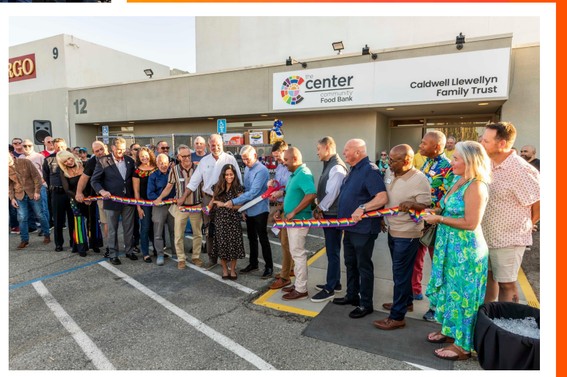
From our McDonald/Wright Building in Palm Springs to The Center Coachella, the Scott Hines Behavioral Health Clinic, and The Community Food Bank, we take pride in being one of America's Most Admired Nonprofits and connecting a diverse community to the resources they need to thrive.











100,000+ Connections

Every single interaction serves a clear purpose:
0% Isolation. 100% Connection.

How We Show Up Every Day

Social Connections
Reducing loneliness through safe, joyful groups, classes, and events.

Affirming Mental Health
LGBTQ+–affirming individual, couples, family, and group therapy.

Connecting People to Resources
Food security, healthcare, housing, legal, employment, and more.

Youth Development
Empowering LGBTQ+ youth to grow confidently as their authentic selves.











PHILANTHROPIC PARTNERSHIPS

Building Community Through Connection, Belonging, and Impact

At The Center, we believe community is built through relationships.

Our Philanthropic Partnership program offers individuals, businesses, local governments, and organizations the opportunity to support the events and experiences that connect, strengthen, and uplift the LGBTQ+ community throughout the Coachella Valley.

Sponsors of **two or more events** annually earn Philanthropic Partner status—distinguishing your support as a premier champion of LGBTQ+ connection, belonging, and community.



PHILANTHROPIC PARTNER RECOGNITION

Organizations and individuals who sponsor **two or more** Center events during the fiscal year receive recognition as a Philanthropic Partner.

Philanthropic Partners receive:

- **Recognition on The Center's website**
- **Recognition in The Center's Annual Report**
- **Recognition at Center Stage**
- **Recognition as a year-round supporter of The Center's mission and community impact**

LUCK BE A LADY

SATURDAY, MARCH 13, 2027, 5PM | PALM SPRINGS CONVENTION CENTER

A Gala Celebration of Lesbians, Philanthropy and Community
Celebrating the leadership, generosity, and community spirit of lesbians and queer women, benefiting The L-Fund at The Center.

ATTENDANCE: 400



THE L-FUND
The L-Fund at the center

Benefit	$15K Presenting	$10K Audio & Visual	$10K Live Ask Paddle	$5K Casino Host	$5K Bar Host	$5K Entertainment	$5K Parking Host	$5K Silent Auction
Seats Included	10	10	10	4	4	4	4	4
Pre/Post Event Communications	X	X	X	X	X	X	X	X
Ballroom Screen Recognition	X	X	X	X	X	X		
Reception Monitor Recognition	X	X	X	X	text listing	text listing		
Priority Table Placement	X	X	X	X				
Program Stage Acknowledgment	X	X	X	X				
Donor Board Recognition (12-month)	X	X	X					
Logo on Step-and-Repeat	X							





[View Full Benefits + Add-ons]

[Commit Early to Luck Be A Lady 2027]

RED DRESS DRESS RED

SATURDAY, MARCH 20, 2027, 8PM | PALM SPRINGS AIR MUSEUM

A Vibrant Celebration of Joy, Visibility & Community
A high-energy night out full of self-expression, inclusion, and belonging that brings the community together in support of The Center's mission.

ATTENDANCE: 3,500



Benefit	$75K Presenting	$20K Cherry	$10K Scarlet	$5K Ruby	$2.5K Rose
Wristbands Included	60	40	30	20	10
Early Entry (7:30pm)	X	X	X	X	X
Logo in Sponsor Video Loop	X	X	X	X	text listing
Pre/Post Event Communications	X	X	X	X	X
Preferred Parking Passes	15	10	8		
Reserved Premium Lounge Seating	X	X	X		
Cocktail Service	X	X	X		
Logo on Step and Repeat	X	X			
Inclusion in Event Press Release	X	X			
Private Bar	X	X			
Reserved Seating				X	





[View Full Benefits + Add-ons]

[Commit Early to RDDR 2027]

CENTER STAGE

FRIDAY, OCTOBER 16, 2026, 5:30PM | PALM SPRINGS AIR MUSEUM

A Gala Celebration of Belonging and Community Impact
An evening celebrating leadership, philanthropy, and the collective impact that strengthen LGBTQ+ communities throughout the Coachella Valley.

ATTENDANCE: 650



Benefit	$75K Presenting	$50K Visionary	$25K Leadership	$15K Champion	$7.5K Partner	$3.5K Table Host
Seats Included	40	30	20	20	10	10
Ballroom Screen Recognition	X	X	X	X	X	X
Pre/Post Event Communications	X	X	X	X	X	X
Reception Monitor Recognition	X	X	X	X		
Priority Table Placement	X	X	X			
Program Stage Acknowledgment	X	X	X			
Leadership Circle Recognition	X	X	X			
Donor Board Recognition (12-month)	X	X	X			
Logo on Step-and-Repeat	X	X				



Thank you for an incredible Center Stage 2026

COMMUNITY & STEWARDSHIP GATHERINGS

the center
LGBTQ Community Center of the Desert

OCOTILLO CLUB RECEPTIONS

SEPTEMBER 2026 AND FEBRUARY 2027

A Celebration of Connection and Community
Hosted gatherings honoring The Center's sustaining donors and celebrating the relationships that strengthen our mission.

ATTENDANCE: 450



HOST SPONSORSHIP $25K

Benefits Include:

- Welcome Comments
- Custom Valet Tags with Message from Host
- Mention of Host in Event Invitations
- Signage at Check-In Table and Bar
- Post Event Message from Host



JAZZ BRUNCH

thanking our major donors

SATURDAY, APRIL 10, 2027, 11:30AM-1PM | LOCATION TBA

A Celebration of Gratitude & Community
An annual gathering celebrating the generosity, relationships, and shared commitment that strengthen The Center and the community we serve.

ATTENDANCE: 500

HOST SPONSORSHIP $40K

Benefits Include:

- Welcome Comments
- Custom Valet Tags with Message from Host
- Mention of Host in Event Invitations
- Signage at Check-In Table and Bar
- Post Event Message from Host





MEDIA STORIES

Red Dress 2025 raises funds for LGBT Center of the Desert

More than 3,600 supporters dressed red for the March 16 event at the Palm Springs Air Museum.

PEOPLE **Steven Stolman**



Center Stage 2025 raises funds for LGBTQ center

The funds raised will help members of our community, including more and more young people who need help, education, food and, most of all, love.

PEOPLE **Carole Stephen-Smith**



Palm Springs Life

The L-Fund's Luck Be a Lady Gala Raises Record-Breaking Funds

Event garners more than $250000 to support cis-, trans-, and queer-identifying lesbians in the Coachella Valley.





How Red Dress Dress Red Came to Be

admin · March 4, 2026 · Features, NOW, Palm Springs

Powered by Community, Built with Love How Red Dress Dress Red Became the Coachella Valley's Most Joyful Night Out By Barrett Newkirk On one magical night each year, Coachella Valley turns red. Not just a... READ MORE...

PEOPLE

The Center builds community during 'exciting' Red Dress event

Barrett Newkirk Special to The Desert Sun
May 1, 2026, 2:19 a.m. PT

Red Dress Dress Red, The LGBTQ Community Center's annual celebration of individuality, community and joy, returned to the Palm Springs Air Museum March 21 with more than 3,500 attendees donning red as they danced and mingled in support of The Center's LGBTQ+ programming and services throughout the Coachella Valley.

The unusually warm evening didn't kill the enthusiasm for local DJs Modgirl and Galaxy. Each owned their time behind the turntables while entertainment including winged performers on raised stages and four-legged stilt walkers on the ground delighted partygoers on the crowded



The L-Fund's "Luck Be a Lady" Gala Celebrates Community and a Transformative Future

#Hwoodtimes **The Hollywood Times** - May 9, 2026

By Hollywood Times Staffer Palm Springs, CA (The Hollywood Times) 5/9/26 - The ballroom at the Renaissance Palm Springs Hotel was filled with celebration, generosity,...

KESQ

Palm Springs event highlights importance of LGBTQ+ community connection

THERMAL, Calif. (KESQ) - At a time when many LGBTQ people say they are feeling isolated or uncertain, a community event in Palm Springs...

Jan 31, 2026



SOCIAL MEDIA REACH

INSTAGRAM

Total Following: 9,013
2025 Impressions: 988,901
2025 Reach: 100,052

FACEBOOK

Total Following: 10,816
2025 Impressions: 709,800
2025 Reach: 307,406

19,749
Total Following

1.7M
Total Impressions

407,458
Total Yearly Reach





INSTAGRAM
@thecentercv
@thecentercoachella
@lfundpalmsprings
@rddrps

FACEBOOK
@thecentercv

ONLINE REACH

THECENTERCV.ORG

Annual Page Views: 265,523

EMAIL MARKETING

Total Subscribers: 9,204
Average Open Rate: 47%
Average Click Rate: 5%

CONTACT OUR TEAM



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