



# PRIDE 2017

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

[WWW.COLUMBUSPRIDE.ORG](http://WWW.COLUMBUSPRIDE.ORG)  
[info@columbuspride.org](mailto:info@columbuspride.org)

PRIDE FESTIVAL  
PRIDE PARADE & FESTIVAL  
PRIDE BRUNCH

FRIDAY, JUNE 16<sup>TH</sup>  
SATURDAY, JUNE 17<sup>TH</sup>  
SUNDAY, JUNE 18<sup>TH</sup>

**CONTACT US TODAY TO SECURE YOUR 2017 SPONSORSHIP!**

**Karla Rothan**

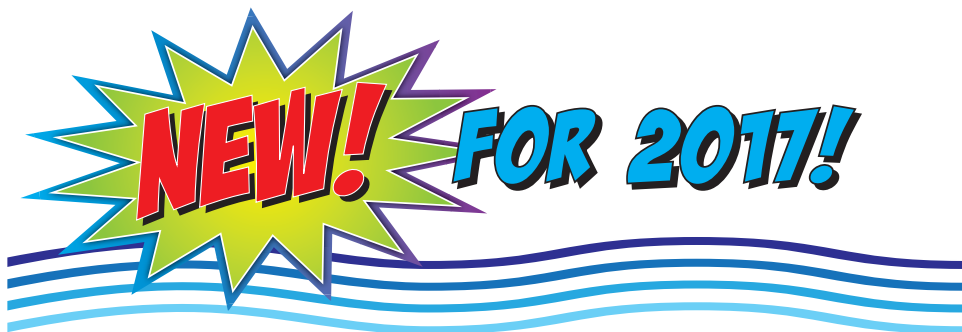
Executive Director  
(O) 614.930.2261  
(C) 614.562.0430

[krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org)

**Siobhan Boyd-Nelson**

Development Manager  
(O) 614.930.2263  
(C) 614.893.1641

[sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org)



## ***BACK TO THE RIVER!***

After 8 tremendous years in Goodale Park, Stonewall Columbus Pride is heading back downtown and celebrating **On the River** in 2017! This year's celebration will take place in Bicentennial and Genoa Parks on the picturesque Scioto Mile! Bicentennial Park was home to our Pride celebrations in the 80's and we are so over the moon to get back to our roots!

## ***NEW PARADE ROUTE!***

This year we will be reversing the Parade route and heading from the Short North neighborhood down High Street and ending downtown. Final details on the official start and end points are being finalized and will be announced soon.

## ***ALL NEW SPONSORSHIP OPPORTUNITIES!***

The Bicentennial and Genoa Park locations on the river allow us to not only increase the number of vendors, parking options, and spaces for our attendees and participants, it also opens some exciting NEW Sponsorship opportunities! Please see the respective page in this booklet for details on each option (shown below).

- **Main Stage** The amphitheater stage in Bicentennial Park! Headlining entertainment performs at this location - if you want a high traffic area to showcase your business, look no further!
- **Pride Piazza** Prime placement on Washington Boulevard near COSI in a high visibility area near the Broad Street festival entrance. Flexible options for the right sponsor!
- **River Stage & Pavilion** Open stage area next to the river with a large relaxation pavilion. Located steps from Washington Boulevard. You know what they say... location, location, location!
- **Expanded Leadership Lounge** Exclusive VIP area located inside COSI with a fresh air mezzanine overlooking the Scioto River. This option provides maximum visibility for the discerning sponsor!
- **Member Lounge** Center on High "Member's Only" hospitality tent featuring catered food and beverages. A great way for you to connect with our members!
- **Expanded Drag Stage** The Drag Stage was a highly popular area at the 2016 festival. For 2017 this area is even bigger and will present more entertainers!

## ***ALL NEW OUTDOOR ADVERTISING OPPORTUNITIES!***

We are excited to offer NEW advertising opportunities that allow sponsors to secure highly visible signage with premium placement locations throughout the festival. These exclusive offerings are sold separately and will sell out quickly! 2017 Pride sponsors get first opportunity to buy these signs. Get yours today before they go on sale to the public!

- **Rich Street Bridge Banner** One 20' x 10' full color banner placed on the Rich Street Bridge over the Scioto River. This is so exclusive that **no event** has done it before!
- **Pride Pole Signage** Illuminated 3' x 6' full color rigid vertical sign. Showcase your business or organization throughout the festival with this affordable option!

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# PREMIUM LEVELS

	DIAMOND \$20,000	PLATINUM \$10,000	GOLD \$6,000	SILVER \$3,000
<b>PRINT RECOGNITION</b>				
Complimentary ad in Official Pride Guide	2 PAGES	1 PAGE	1/2 PAGE	1/4 PAGE
Bridge Banner**	SEE PG 21	SEE PG 21	SEE PG 21	SEE PG 21
Logo on Back of Pride Volunteer Shirt	•	•	•	NONE
Logo on various Print Materials (as space is available)	•	•	•	•
Logo on Festival Entrance Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
<b>ONLINE RECOGNITION</b>				
Rotating Featured Sponsor Logo on Pride Website	•	•	NONE	NONE
Ad placement in 1 Pride eNewsletter*	•	•	NONE	NONE
1 Sponsor Spotlight appearance on Facebook, Twitter & Instagram*	•	•	NONE	NONE
Logo placement in 1 Pride eNewsletter*	NONE	NONE	•	•
Logo & Link on Pride Website Sponsor Page	•	•	•	•
<b>ADDITIONAL RECOGNITION</b>				
Verbal Recognition from Pride Stages	•	•	•	NONE
Authorized use of the Official SWC Pride Logo	•	•	•	•
<b>VENDOR BENEFITS</b>				
Maximum Space Size	10'x20'	10'x20'	10'x10'	10'x10'
Maximum Tent Size	10'x20'	10'x20'	10'x10'	10'x10'
<b>PARADE BENEFITS</b>				
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1	1
Additional Parade Entry	50% OFF ONE	50% OFF ONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>				
VIP Admissions to Exclusive Leadership Lounge***	12	8	4	2
Tickets to the Pride Brunch***	10	8	4	2
Dog Tags	10	8	4	2

\*LEADING UP TO FESTIVAL

\*\* SEE PAGE 22 FOR DETAILS

\*\*\*SEE PAGE 22 FOR LIMITS

RESERVE ONE OF THESE SPONSORSHIPS TODAY!

Karla Rothan • krothan@stonewallcolumbus.org • 614.930.2261

Siobhan Boyd-Nelson • sboyd-nelson@stonewallcolumbus.org • 614.930.2263

# SUPPORTER LEVELS

	PATRON \$1,500	BOOSTER \$750
<b>PRINT RECOGNITION</b>		
Logo on Festival Entrance Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Logo in Official Pride Guide	•	•
<b>ONLINE RECOGNITION</b>		
Logo & Link on Pride Website Sponsor Page	•	•
<b>ADDITIONAL RECOGNITION</b>		
Authorized use of the Official SWC Pride Logo	•	•
<b>VENDOR BENEFITS</b>		
Maximum Space Size	50% DISCOUNT ON 10'x10'	NONE
Maximum Tent Size	NONE	NONE
<b>PARADE BENEFITS</b>		
Complimentary Float Entry (Includes up to 20 walkers)	1	1
Additional Parade Entry	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>		
Tickets to the Pride Brunch*	2	NONE
Dog Tags	2	2

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 Siobhan Boyd-Nelson • sboyd-nelson@stonewallcolumbus.org • 614.930.2263

# PRIDE BRUNCH

The Pride Brunch is held on the Sunday of Pride Weekend from 11am-1pm and is a wonderful way to wrap-up the weekend's festivities by honoring our Grand Marshal, Sponsors, Volunteers and Supporters while enjoying great food, drinks and music.

**MAXIMUM OF 3 SPONSORSHIPS AVAILABLE • NO DUPLICATE BUSINESS SEGMENTS**

	\$6,000
<b>PRINT RECOGNITION</b>	
Logo on Official Brunch Signage	•
Logo on Official Pride Printed Materials	•
Logo on Brunch Gift Bags (Stonewall logo on opposite side)	•
Complimentary ad in Official Pride Guide	1/2 PAGE
Logo on Back of Pride Volunteer Shirt	•
Logo on various Print Materials (as space is available)	•
Logo on Festival Entrance Welcome Sign	•
Complimentary ad in Pride Brunch Program	1 FULL PAGE
Logo in Official Pride Guide	•
<b>ONLINE RECOGNITION</b>	
Logo placement in 1 Pride eNewsletter*	NONE
Logo & Link on Pride Brunch Webpage	•
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Placement of Sponsor materials in Brunch Gift Bags	•
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	10'x10'
<b>PARADE BENEFITS</b>	
Complimentary Float Entry (includes up to 20 walkers)	1
Additional Parade Entry	NONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge**	4
Tickets to the Pride Brunch**	10
Dog Tags	4

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# JAEGER RUN FOR PRIDE 5K

Runners and walkers get their fitness on and enjoy a beautiful new route along the Scioto River at this fabulously fit event Friday night during Pride weekend.



	GOLD \$6,000	SILVER \$3,000	PATRON \$1,500	BOOSTER \$750	SUPPORTER \$500
<b>PRINT RECOGNITION</b>					
Logo on Run for Pride 5K T-Shirt	TOP LOGO	LARGE LOGO	SMALL LOGO	NAME LISTED	NONE
Complimentary Ad in Official Pride Guide	1/2 PAGE	1/4 PAGE	NONE	NONE	NONE
Bridge Banner*	SEE PG 21	SEE PG 21	NONE	NONE	NONE
Logo & Link on Run for Pride Website	•	•	•	•	•
Logo on various Print Materials (as space is available)	•	•	•	•	•
Logo on Festival Entrance Welcome Sign	•	•	•	•	NONE
Logo in Official Pride Guide	•	•	•	•	NONE
Logo in Pride Brunch Program	•	•	•	NONE	NONE
<b>ONLINE RECOGNITION</b>					
Logo & Link on Pride Website Sponsor Page	•	•	•	•	•
<b>ADDITIONAL RECOGNITION</b>					
Authorized use of the Official SWC Pride Logo	•	•	•	•	•
<b>VENDOR BENEFITS</b>					
Maximum Space Size	10'x10'	10'x10'	50% OFF 10'x10'	NONE	NONE
Maximum Tent Size	10'x10'	NONE	NONE	NONE	NONE
<b>PARADE BENEFITS</b>					
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1	1	1
Additional Parade Entry	50% OFF ONE	NONE	NONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>					
Run for Pride Entries	4	4	2	2	2
VIP Admissions to Exclusive Leadership Lounge**	2	2	NONE	NONE	NONE
Tickets to the Pride Brunch**	2	2	2	NONE	NONE
Dog Tags	2	2	2	2	NONE
Corporate Promotional Item in Run Bag	•	•	•	•	•

\* SEE PAGE 22 FOR DETAILS

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# PRIDE CYCLING

Become a Pride Cycling Sponsor and be part of a fun, athletic and green event that supports the LGBTQ community while promoting fitness and positive brand recognition for your company! You enjoy visibility during the awesome Ride for Pride and your company is recognized as an important sponsor at the Pride Festival Bike Corral where attendees can drop off bikes to volunteers who park them in a safe and secured area.

	SILVER \$3,000	PATRON \$1,500	CONTRIBUTOR \$300
<b>PRINT RECOGNITION</b>			
Complimentary ad in Official Pride Guide	1/4 PAGE	NONE	NONE
Logo at Bike Corral at Pride Festival	•	•	NONE
Logo on Ride for Pride Flyer and Hotcard	•	•	•
Logo on Festival Entrance Welcome Sign	•	•	NONE
Logo in Pride Brunch Program	•	•	NONE
Logo in Official Pride Guide	•	•	NONE
<b>ONLINE RECOGNITION</b>			
Logo & Link on Pride Website Sponsor Page	•	•	•
Logo & Link on Ride for Pride Webpage	•	•	•
Facebook Event for Ride for Pride	•	•	•
Logo only placement in 1 Pride eNewsletter*	•	NONE	NONE
<b>ADDITIONAL RECOGNITION</b>			
Authorized use of the Official SWC Pride Logo	•	•	•
<b>VENDOR BENEFITS</b>			
Maximum Space Size	10'x10'	50% OFF 10'x10'	NONE
Maximum Tent Size	10'x10'	NONE	NONE
<b>PARADE BENEFITS</b>			
Complimentary Float Entry (Includes up to 20 walkers)	1	1	NONE
Additional Parade Entry	NONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>			
VIP Admissions to Exclusive Leadership Lounge**	2	NONE	NONE
Tickets to the Pride Brunch**	2	2	NONE
Dog Tags	2	2	NONE

\*LEADING UP TO FESTIVAL  
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# PRIDE POKER RUN

Let everyone know you support the LGBTQ community and all those who enjoy the open road on a motorcycle! Great visibility for your business at a fun and unique event! Event includes ride, food and raffle.

	SILVER \$3,000	BOOSTER \$750	CONTRIBUTOR \$300
<b>PRINT RECOGNITION</b>			
Complimentary ad in the Official Pride Guide	1/4 PAGE	NONE	NONE
Logo on Poker Run Flyer and Hotcard	•	•	•
Logo on Festival Entrance Welcome Sign	•	•	NONE
Logo in Pride Brunch Program	•	•	NONE
Logo in Official Pride Guide	•	•	NONE
<b>ONLINE RECOGNITION</b>			
Logo & Link on Pride Website Sponsor Page	•	•	•
Logo & Link on Poker Run Webpage	•	•	•
Facebook Event for Poker Run	•	•	•
<b>ADDITIONAL RECOGNITION</b>			
Authorized use of the Official SWC Pride Logo	•	•	•
<b>VENDOR BENEFITS</b>			
Maximum Space Size	10'x10'	NONE	NONE
Maximum Tent Size	10'x10'	NONE	NONE
<b>PARADE BENEFITS</b>			
Complimentary Float Entry (Includes up to 20 walkers)	1	1	NONE
Additional Parade Entry	NONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>			
VIP Admissions to Exclusive Leadership Lounge*	2	NONE	NONE
Tickets to the Pride Brunch*	2	NONE	NONE
Dog Tags	2	2	NONE

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# MAIN STAGE

Sponsor the hottest area at the festival! The Main Stage hosts the headlining performers all day Friday and Saturday during the festival. This massive amphitheater is ideal for the sponsor that wants their organization 'front and center' with maximum visibility! **This is an exclusive sponsorship.**



DIAMOND  
\$20,000

## PRINT RECOGNITION

Complimentary ad in Official Pride Guide	2 PAGES
Logo Signage at Main Stage area	•
Logo on Back of Pride Volunteer Shirt	•
Logo on various Print Materials (as space is available)	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•

## ONLINE RECOGNITION

Rotating Featured Sponsor Logo on Pride Website	•
Ad placement in 1 Pride eNewsletter*	•
1 Sponsor Spotlight appearance on Facebook, Twitter & Instagram*	•
Logo placement in 1 Pride eNewsletter*	NONE
Logo & Link on Pride Website Sponsor Page	•

## ADDITIONAL RECOGNITION

Verbal Recognition from Pride Stages	•
Authorized use of the Official SWC Pride Logo	•

## VENDOR BENEFITS

Maximum Space Size	10'x20'
Maximum Tent Size	10'x20'

## PARADE BENEFITS

Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	50% OFF ONE

## TICKETS & MERCHANDISE

VIP Admissions to Exclusive Leadership Lounge**	12
Tickets to the Pride Brunch**	10
Dog Tags	10

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# PRIDE PIAZZA

Our Pride Piazza is a highly visible/high profile area located near the Washington Boulevard entrance to the Festival. The Patio offers prime placement, high visibility and limitless options for the right sponsor! This is a 60' x 60' area which would be perfect for an organization in need of a large footprint. **This is an exclusive sponsorship.**



\$15,000	
PRINT RECOGNITION	
Complimentary ad in Official Pride Guide	1 PAGE
Logo Signage at Pride Piazza	•
Logo on Festival Entrance Welcome Sign	•
Logo on various Print Materials (as space is available)	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
ONLINE RECOGNITION	
Ad placement in 1 Pride eNewsletter*	•
Logo placement in 1 Pride eNewsletter*	•
Logo & Link on Pride Website Sponsor Page	•
ADDITIONAL RECOGNITION	
Verbal recognition from Pride Stages	•
Authorized use of the Official SWC Pride Logo	•
VENDOR BENEFITS	
Maximum Space Size	10'x20'
Maximum Tent Size	10'x20'
PARADE BENEFITS	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	50% OFF ONE
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge**	8
Tickets to the Pride Brunch**	8
Dog Tags	8

\*LEADING UP TO FESTIVAL  
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# RIVER STAGE & PAVILION

One of the largest areas at the festival. This sponsorship includes the riverfront stage, steps and large Relaxation Station located steps from Washington Boulevard. This picturesque sponsor area will give the right sponsor lots of room and high visibility near one of the festival entrance locations. **This is an exclusive sponsorship.**



PLATINUM  
\$10,000

PRINT RECOGNITION	
Complimentary ad in Official Pride Guide	1 PAGE
Logo Signage at River Stage and Pavilion	•
Logo on Back of Pride Volunteer Shirt	•
Logo on various Print Materials (as space is available)	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
ONLINE RECOGNITION	
Rotating Featured Sponsor Logo on Pride Website	•
Ad placement in 1 Pride eNewsletter*	•
1 Sponsor Spotlight appearance on Facebook, Twitter & Instagram*	•
Logo placement in 1 Pride eNewsletter*	NONE
Logo & Link on Pride Website Sponsor Page	•
ADDITIONAL RECOGNITION	
Verbal Recognition from Pride Stages	•
Authorized use of the Official SWC Pride Logo	•
VENDOR BENEFITS	
Maximum Space Size	10'x10'
Maximum Tent Size	10'x10'
PARADE BENEFITS	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	50% OFF ONE
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge**	8
Tickets to the Pride Brunch**	8
Dog Tags	8

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# LEADERSHIP LOUNGE

This Exclusive VIP area is located inside COSI and boasts a fabulous fresh air mezzanine that overlooks the Scioto River. VIP's can take a break from the crowds to enjoy a full bar, food, air conditioning and restroom facilities. The lounge is open at specified hours during the Pride Festival to Leadership Lounge VIP's only and provides maximum visibility for the discerning sponsor!

- MAXIMUM OF 2 SPONSORSHIPS AVAILABLE PER LEVEL
- NO DUPLICATE BUSINESS SEGMENTS

	\$10,000	\$6,000	\$3,000
<b>PRINT RECOGNITION</b>			
Complimentary ad in Official Pride Guide	1 PAGE	1/2 PAGE	1/4 PAGE
Sponsor Logo Banner on COSI Exterior Wall	15'x10'	10'x10'	NONE
Name and Logo at Exclusive Leadership Lounge	•	•	•
Logo on Festival Entrance Welcome Sign	•	•	•
Logo in Pride Brunch Program	•	•	•
Logo in Official Pride Guide	•	•	•
<b>ONLINE RECOGNITION</b>			
Logo & Link on Pride Website Sponsor Page	•	•	•
<b>ADDITIONAL RECOGNITION</b>			
Sponsor Table Permitted in Leadership Lounge	•	•	•
Authorized use of the Official SWC Pride Logo	•	•	•
<b>VENDOR BENEFITS</b>			
Maximum Space Size	10'x20'	10'x10'	10'x10'
Maximum Tent Size	10'x20'	10'x10'	NONE
<b>PARADE BENEFITS</b>			
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1
Additional Parade Entry	50% OFF ONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>			
VIP Admissions to Exclusive Leadership Lounge*	8	4	2
Tickets to the Pride Brunch*	8	4	2
Dog Tags	8	4	2

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# PRIDE DRAG STAGE

Support regional Kings, Queens and DJ's at our newly expanded Pride Drag Stage! Promote your business at this outrageous and fun-filled venue! This area is home to a stage that is 35' wide and 24' deep as well as a dance area that spans 2500sq. ft.

	PRESENTING \$10,000	BOOSTER \$750
<b>PRINT RECOGNITION</b>		
Complimentary ad in Official Pride Guide	1 PAGE	•
Logo on the Back of Pride Volunteer Shirt	•	NONE
Logo on various Print Materials (as space is available)		•
Logo on Festival Entrance Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Logo in Official Pride Guide	•	•
<b>ONLINE RECOGNITION</b>		
Logo & Link on Pride Website Sponsor Page	•	•
Ad placement in 1 Pride eNewsletter*	•	NONE
Logo Placement in 1 Pride eNewsletter*	•	NONE
<b>ADDITIONAL RECOGNITION</b>		
Verbal Recognition from Pride Stages	•	NONE
Authorized use of the Official SWC Pride Logo	•	•
<b>VENDOR BENEFITS</b>		
Maximum Space Size	10'x20'	NONE
Maximum Tent Size	10'x20'	NONE
<b>PARADE BENEFITS</b>		
Complimentary Float Entry (Includes up to 20 walkers)	1	1
Additional Parade Entry	50% OFF ONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>		
VIP Admissions to Exclusive Leadership Lounge**	8	NONE
Tickets to the Pride Brunch*	8	NONE
Dog Tags	8	2

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# RELAXATION STATIONS

Relaxation Stations are tented areas supplied with tables and chairs so that Festival attendees may eat, rest or socialize with their friends and family in a cool, shaded area. Stations occupy a 10' x 40' space with a tent that measures 10' x 30'.

**MAXIMUM OF 2 SHARED SPONSORSHIPS PER STATION**

	\$3,000 CIVIC & MAIN EXCLUSIVE	\$3,000 MAIN ST AT STAGE EXCLUSIVE	\$1,500 CIVIC & MAIN SHARED	\$1,500 MAIN ST AT STAGE SHARED
<b>PRINT RECOGNITION</b>				
Complimentary ad in Official Pride Guide	1/4 PAGE	1/4 PAGE	NONE	NONE
Logo and Name at Relaxation Station	•	•	•	•
Logo on Festival Entrance Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
<b>ONLINE RECOGNITION</b>				
Logo & Link on Pride Website Sponsor Page	•	•	•	•
<b>ADDITIONAL RECOGNITION</b>				
Authorized use of the Official SWC Pride Logo	•	•	•	•
Sponsor Materials Permitted in Sponsored Station	•	•	•	•
<b>PARADE BENEFITS</b>				
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1	1
Additional Parade Entry	NONE	NONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>				
VIP Admissions to Exclusive Leadership Lounge*	2	2	2	2
Tickets to the Pride Brunch*	2	2	2	2
Dog Tags	2	2	2	2

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**Siobhan Boyd-Nelson** • [sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org) • 614.930.2263

# FAMILY AREA

This area is reserved for our LGBTQ families and friends. It provides a fun place for kids to enjoy music, games, magic shows, face painting and general play.

**MAXIMUM OF 3 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS**

	<b>\$3,000</b>
<b>PRINT RECOGNITION</b>	
Complimentary ad in Official Pride Guide	1/4 PAGE
Logo and Name at Family Area	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
<b>ONLINE RECOGNITION</b>	
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	NONE
<b>PARADE BENEFITS</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

\*SEE PAGE 22 FOR LIMITS

**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**

**Karla Rothan** • krothan@stonewallcolumbus.org • 614.930.2261

**Siobhan Boyd-Nelson** • sboyd-nelson@stonewallcolumbus.org • 614.930.2263



# VOLUNTEER TENT

This tent serves as a haven for volunteers before and after their shifts and during breaks. They may sit in the shade and enjoy complimentary food and refreshments while enjoying the shaded tent space. This check-in point is conveniently located at the intersection of Main Street and Washington Boulevard.

**MAXIMUM OF 4 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS**

	<b>\$3,000</b>
<b>PRINT RECOGNITION</b>	
Complimentary ad in Official Pride Guide	1/4 PAGE
Logo and Name at Volunteer Area	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
<b>ONLINE RECOGNITION</b>	
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	NONE
<b>PARADE BENEFITS</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

\*SEE PAGE 22 FOR LIMITS

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**Karla Rothan** • [krathan@stonewallcolumbus.org](mailto:krathan@stonewallcolumbus.org) • 614.930.2261  
**Siobhan Boyd-Nelson** • [sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org) • 614.930.2263

# MEMBER LOUNGE

Our NEW Membership Lounge is an exclusive covered space offering complimentary food and non-alcoholic beverages. This area is open at specified hours during the Pride Festival to Stonewall Columbus Center on High Members at the Student to Advocate Member Levels.



<b>\$3,000</b>	
<b>PRINT RECOGNITION</b>	
Complimentary ad in Official Pride Guide	1/4 PAGE
Signage, Name and Logo at Exclusive Membership VIP Lounge	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
<b>ONLINE RECOGNITION</b>	
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Sponsor Table and Promotional Materials Permitted in Lounge Area	•
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	NONE
<b>PARADE BENEFITS</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

\*SEE PAGE 22 FOR LIMITS

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Karla Rothan • [krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org) • 614.930.2261

Siobhan Boyd-Nelson • [sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org) • 614.930.2263

# TRAILBLAZER TENT

This tent is reserved for Stonewall Columbus' Central Ohio Group for LGBTQ Adults 50+. It is located at the main entrance and provides prime sponsor visibility. The area boasts plenty of shade and seating so our 50+ friends can enjoy the festival and keep cool and socialize!

**MAXIMUM OF 3 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS**

	<b>\$3,000</b>
<b>PRINT RECOGNITION</b>	
Complimentary ad in Official Pride Guide	1/4 PAGE
Logo and Name at Trailblazer Tent	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
<b>ONLINE RECOGNITION</b>	
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS</b>	
Sponsor presence and materials inside the Trailblazer Tent	•
<b>PARADE BENEFITS</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

\*SEE PAGE 22 FOR LIMITS

**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**

**Karla Rothan** • [krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org) • 614.930.2261  
**Siobhan Boyd-Nelson** • [sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org) • 614.930.2263

# GO GREEN

Our "Go Green" Sponsor encourages festival-goers to dispose of their trash in an Earth-friendly manner and helps to offset the costs of trash recycling at both the Pride Parade and the Pride Festival.

**MAXIMUM OF 3 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS**

	<b>\$1,500</b>
<b>PRINT RECOGNITION</b>	
Logo and name on 'Go Green' signs at specified trash & recycling stations throughout the festival area as well as a Large Special Recycling Entrance Sign	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
<b>ONLINE RECOGNITION</b>	
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS</b>	
Maximum Space Size	50% DISCOUNT ON 10'x10'
Maximum Tent Size	NONE
<b>PARADE BENEFITS</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

\*SEE PAGE 22 FOR LIMITS

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**Siobhan Boyd-Nelson** • sboyd-nelson@stonewallcolumbus.org • 614.930.2263



## ADVERTISING OPPORTUNITIES

We are excited to offer **NEW** advertising opportunities that allow sponsors to secure highly visible signage with premium placement locations throughout the festival. These exclusive offerings are sold separately and will sell out quickly!

2017 Pride sponsors get first opportunity to buy these signs, so get yours today before they go on sale to the public!

### **RICH STREET BRIDGE BANNER**

One 20' x 10' full color banner placed on the Rich Street Bridge over the Scioto River. This is so exclusive that **no event** has done it before!

<b>FREE</b>	WITH DIAMOND LEVEL SIGNED SPONSORSHIP CONTRACT BY 4/15/2017
<b>FREE</b>	WITH PLATINUM LEVEL SIGNED SPONSORSHIP CONTRACT BY 4/15/2017
<b>\$2,500</b>	WITH GOLD LEVEL SIGNED SPONSORSHIP CONTRACT BY 4/15/2017
<b>\$3,500</b>	WITH SILVER LEVEL SIGNED SPONSORSHIP CONTRACT BY 4/15/2017
<b>\$5,000</b>	WITH OR WITHOUT SPONSORSHIP LEVEL AFTER 4/15/2017 OR UNTIL ALL SPACES ARE SOLD*

**\$300  
each**

### **PRIDE POLE SIGNAGE**

Illuminated 3' x 6' full color rigid vertical sign. Showcase your business or organization throughout the festival with this affordable option! Signs are printed on one side of the coroplast and will be mounted vertically on light poles throughout the festival area. Signs will be hung two signs per pole. If you would like your organization to show on both sides, two signs must be purchased.

#### **PLEASE NOTE:**

- No special requests for positioning of signage will be accepted. Sign and banner locations placement is solely at the discretion of Stonewall Columbus.
- Stonewall Columbus reserves the right to refuse any artwork.
- Banners are not included with any In-Kind sponsorship at any level. Banners must be purchased.
- There are a limited number of spaces available. Signs and banners are reserved on a first-come first-served basis.

\*Festival 'Area Sponsors' listed here are not eligible for the Bridge Banner benefit: Main Stage, Pride Piazza, River Stage & Pavilion, Leadership Lounge, and Drag Stage area sponsors.

# SPONSORSHIP RESTRICTIONS, CONDITIONS AND LIMITATIONS

- Stonewall Columbus has the right to accept or refuse sponsorship depending on the commitments already in place or if the sponsorship offer does not meet the needs of the organization.
- If a sponsorship is split between two separate organizations, the total benefits for that level will be split between the two sponsors. **NOTE:** Split sponsorship applications & payments **MUST** be submitted simultaneously.
- Sponsors who want a Booth or who would like to participate in the Parade **MUST** complete the separate Vendor and/or Parade registration process. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.
- No Benefit substitutions permitted.
- Tables and chairs are no longer available at **ANY** sponsor level nor to any vendor for rent.
- The maximum number of complimentary Pride Brunch tickets which may be received for all types donations is limited to a total of 10 and the maximum number of complimentary VIP Leadership Lounge admissions which may be received for all types donations is limited to a total of 12.



## INTERESTED IN BECOMING A 2017 **PRIDE** SPONSOR? CALL US TODAY!

### **Karla Rothan**

Executive Director

(O) 614.930.2261

(C) 614.562.0430

[krathan@stonewallcolumbus.org](mailto:krathan@stonewallcolumbus.org)

### **Siobhan Boyd-Nelson**

Development Manager

(O) 614.930.2263

(C) 614.893.1641

[sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org)

### **Mail:**

Stonewall Columbus

1160 N. High Street

Columbus, OH 43201

**QUESTIONS? eMail us at** [info@columbuspride.org](mailto:info@columbuspride.org)



# ***DON'T WAIT!***



# ***LOCK IN YOUR SPONSORSHIP NOW!***

## **CONTACT US TODAY!**

**Karla Rothan**

Executive Director

(O) 614.930.2261

(C) 614.562.0430

[krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org)

**Siobhan Boyd-Nelson**

Development Manager

(O) 614.930.2263

(C) 614.893.1641

[sboyd-nelson@stonewallcolumbus.org](mailto:sboyd-nelson@stonewallcolumbus.org)

**Stonewall Columbus**

1160 N. High Street  
Columbus, OH 43201

**PH 614.299.7764**

**[www.stonewallcolumbus.org](http://www.stonewallcolumbus.org)**