



**2018**

**SPONSORSHIP  
& ADVERTISING  
OPPORTUNITIES**

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

PRIDE FESTIVAL  
PRIDE PARADE & FESTIVAL  
PRIDE BRUNCH

FRIDAY, JUNE 15<sup>TH</sup>  
SATURDAY, JUNE 16<sup>TH</sup>  
SUNDAY, JUNE 17<sup>TH</sup>

# CELEBRATE PRIDE 2018 WITH US!

500,000 ATTENDEES

201 VENDORS

12,000 PARADE PARTICIPANTS

345 PRIDE 5K RUNNERS

500 VOLUNTEERS

3 STAGES, 3 EMCEES, 250 PERFORMERS

560 PRIDE BRUNCH GUESTS

We offer MANY ways for your company to show support for the LGBTQ community at the 2<sup>nd</sup> Largest Pride Event in the Midwest! This is a HUGE opportunity for you to get your business or organization in front of hundreds of thousands of potential customers/supporters!

**BUT DON'T WAIT!** Get the sponsorship that is just right for you!

Review the sponsorships in this booklet then contact us to discuss how you can be part of this unique and exciting weekend!

**We look forward to working with you to make 2018  
the best ever year of PRIDE!**

---

## CLAIM YOUR SPOT FOR THIS EVENT... CALL US TODAY!

**Karla Rothan**

Executive Director

(C) 614.562.0430

(O) 614.930.2261

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

**Michele Fregonas**

Business Office

(O) 614.930.2262

[sponsors@columbuspride.org](mailto:sponsors@columbuspride.org)

# INDEX OF PRIDE 2018 SPONSORSHIP LEVELS

PREMIUM		
DIAMOND	\$20,000	PAGE 5
PLATINUM	\$10,000	PAGE 5
GOLD	\$6,000	PAGE 5
SILVER	\$3,000	PAGE 5
SUPPORTER		
PATRON	\$1,500	PAGE 6
BOOSTER	\$750	PAGE 6
SPECIAL EVENTS		
PRIDE BRUNCH - <b>ONLY 2 LEFT!</b>	\$6,000	PAGE 7
PRIDE 5K RUN/WALK	\$500 TO \$6,000	PAGE 8
PRIDE CYCLING	\$300, \$1,500 & \$3,000	PAGE 9
PRIDE POKER RUN	\$300, \$750 & \$3,000	PAGE 10
FESTIVAL AREAS		
MAIN STAGE	\$20,000	PAGE 11
PRIDE PIAZZA - <b>ONLY 1 LEFT!</b>	\$15,000	PAGE 12
RIVER STAGE & PAVILION - <b>SOLD OUT!</b>	\$10,000	PAGE 13
LEADERSHIP LOUNGE - <b>ALMOST GONE!</b>	\$3000, \$6,000 & \$10,000	PAGE 14
PRIDE DRAG STAGE - <b>SOLD OUT!</b>	\$750 & \$10,000	PAGE 15
RELAXATION STATIONS - <b>ONLY 1 LEFT!</b>	\$1,500 & \$3,000	PAGE 16
FAMILY AREA - <b>SOLD OUT!</b>	\$3,000	PAGE 17
VOLUNTEER TENT	\$3,000	PAGE 18
TRAILBLAZERS TENT	\$3,000	PAGE 19
GO GREEN - <b>SOLD OUT!</b>	\$1,500	PAGE 20
ADVERTISING & INFORMATION		
A-LA-CARTE ADVERTISING	\$300 & \$3,000	PAGE 21
FREQUENTLY ASKED QUESTIONS		PAGE 22
RESTRICTIONS / CONDITIONS / LIMITATIONS		PAGE 22

## EMPLOYMENT NON-DISCRIMINATION PLEDGE

At the state level, Ohio is one of 28 states that lack fully inclusive employment non-discrimination protections for LGBTQ employees. As of August 2017, 19 municipalities have passed trans-inclusive LGBT employment protections. In a state this size, that still leaves thousands of community members unprotected and at the mercy of their employers. We want to change that - and we need your help!

**TO REVIEW THE PLEDGE, PLEASE VISIT  
[COLUMBUSPRIDE.ORG/PRIDEPLEDGE](http://COLUMBUSPRIDE.ORG/PRIDEPLEDGE)**



# 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 (Excludes In-Kind Sponsorships)	•	•	NONE	NONE
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
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 (must register)</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 (must register)</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 LIMITS

RESERVE ONE OF THESE SPONSORSHIPS TODAY!  
**Karla Rothan** • krothan@stonewallcolumbus.org • 614.930.2261  
 Business Office • sponsors@columbuspride.org • 614.930.2262

# 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 (must register)</b>		
Maximum Space Size	50% DISCOUNT ON 10'x10'	NONE
Maximum Tent Size	NONE	NONE
<b>PARADE BENEFITS (must register)</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

\*SEE PAGE 22 FOR LIMITS



# PRIDE BRUNCH

The Pride Brunch is held on the Sunday of Pride Weekend from 11am-1pm at the Columbus Athenaeum 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.

**ONLY 2 LEFT!**

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

	<b>\$6,000</b>
<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 (must register)</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	10'x10'
<b>PARADE BENEFITS (must register)</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



\*LEADING UP TO FESTIVAL  
\*\*SEE PAGE 22 FOR LIMITS

**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**  
**Karla Rothan • krothan@stonewallcolumbus.org • 614.930.2261**  
**Business Office • sponsors@columbuspride.org • 614.930.2262**

# JAEGER RUN FOR PRIDE 5K

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



	<b>GOLD \$6,000</b>	<b>PATRON \$1,500</b>	<b>BOOSTER \$750</b>	<b>SUPPORTER \$500</b>
<b>PRINT RECOGNITION</b>				
Logo on Run for Pride 5K T-Shirt	TOP LOGO	SMALL LOGO	NAME LISTED	NONE
Complimentary Ad in Official Pride Guide	1/2 PAGE	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 (must register)</b>				
Maximum Space Size	10'x10'	50% OFF 10'x10'	NONE	NONE
Maximum Tent Size	10'x10'	NONE	NONE	NONE
<b>PARADE BENEFITS (must register)</b>				
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1	1
Additional Parade Entry	50% OFF ONE	NONE	NONE	NONE
<b>TICKETS &amp; MERCHANDISE</b>				
Run for Pride Entries	4	2	2	2
VIP Admissions to Exclusive Leadership Lounge**	2	NONE	NONE	NONE
Tickets to the Pride Brunch**	2	2	NONE	NONE
Dog Tags	2	2	2	NONE
Corporate Promotional Item in Run Bag	•	•	•	•

\*\*SEE PAGE 22 FOR LIMITS



# 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.

	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 (must register)</b>			
Maximum Space Size	10'x10'	50% OFF 10'x10'	NONE
Maximum Tent Size	10'x10'	NONE	NONE
<b>PARADE BENEFITS (must register)</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  
\*\*SEE PAGE 22 FOR LIMITS



**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**  
**Karla Rothan** • krothan@stonewallcolumbus.org • 614.930.2261  
 Business Office • sponsors@columbuspride.org • 614.930.2262

# 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 (must register)</b>			
Maximum Space Size	10'x10'	NONE	NONE
Maximum Tent Size	10'x10'	NONE	NONE
<b>PARADE BENEFITS (must register)</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

\*SEE PAGE 22 FOR LIMITS

# 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.**

<b>\$20,000</b>	
<b>PRINT RECOGNITION</b>	
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	•
<b>ONLINE RECOGNITION</b>	
Rotating Featured Sponsor Logo on Pride Website	•
1 Sponsor Spotlight appearance on Facebook, Twitter & Instagram*	•
Logo placement in 1 Pride eNewsletter*	NONE
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Verbal Recognition from Pride Stages	•
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS (must register)</b>	
Maximum Space Size	10'x20'
Maximum Tent Size	10'x20'
<b>PARADE BENEFITS (must register)</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	50% OFF ONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge**	12
Tickets to the Pride Brunch**	10
Dog Tags	10



\*LEADING UP TO FESTIVAL  
\*\*SEE PAGE 22 FOR LIMITS

**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**  
**Karla Rothan** • [krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org) • 614.930.2261  
 Business Office • [sponsors@columbuspride.org](mailto:sponsors@columbuspride.org) • 614.930.2262

**ONLY 1 LEFT!**

# 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! These are 60' x 60' areas which are perfect for organizations in need of a large footprint.

**MAXIMUM OF 2 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS**



\$15,000	
<b>PRINT RECOGNITION</b>	
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	•
<b>ONLINE RECOGNITION</b>	
Logo placement in 1 Pride eNewsletter*	•
Logo & Link on Pride Website Sponsor Page	•
<b>ADDITIONAL RECOGNITION</b>	
Verbal recognition from Pride Stages	•
Authorized use of the Official SWC Pride Logo	•
<b>VENDOR BENEFITS (must register)</b>	
Maximum Space Size	10'x20'
Maximum Tent Size	10'x20'
<b>PARADE BENEFITS (must register)</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	50% OFF ONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge**	8
Tickets to the Pride Brunch**	8
Dog Tags	8

\*LEADING UP TO FESTIVAL  
\*\*SEE PAGE 22 FOR LIMITS

# 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.**

	<b>\$10,000</b>
<b>PRINT RECOGNITION</b>	
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	
<b>ONLINE RECOGNITION</b>	
Rotating Featured Sponsor Logo on Pride Website	
1 Sponsor Spotlight appearance on Facebook, Twitter & Instagram*	
Logo placement in 1 Pride eNewsletter*	
Logo & Link on Pride Website Sponsor Page	
<b>ADDITIONAL RECOGNITION</b>	
Verbal Recognition from Pride Stages	
Authorized use of the Official SWC Pride Logo	
<b>VENDOR BENEFITS (must register)</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	10'x10'
<b>PARADE BENEFITS (must register)</b>	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	50% OFF ONE
<b>TICKETS &amp; MERCHANDISE</b>	
VIP Admissions to Exclusive Leadership Lounge**	8
Tickets to the Pride Brunch**	8
Dog Tags	8

SOLD OUT!



\*LEADING UP TO FESTIVAL  
\*\*SEE PAGE 22 FOR LIMITS

**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**  
**Karla Rothan** • krothan@stonewallcolumbus.org • 614.930.2261  
 Business Office • sponsors@columbuspride.org • 614.930.2262

# LEADERSHIP LOUNGE

This year our Exclusive VIP area will be located inside the Cultural Arts Center on West Main and boasts a fabulous view that overlooks the Bicentennial Park Main Stage. 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



	PLATINUM \$10,000	GOLD \$6,000	SILVER \$3,000
<b>PRINT RECOGNITION</b>			
Complimentary ad in Official Pride Guide	1 PAGE	1/2 PAGE	1/4 PAGE
Sponsor Logo Signage	•	•	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 (Must register)</b>			
Maximum Space Size	10'x20'	10'x10'	10'x10'
Maximum Tent Size	10'x20'	10'x10'	NONE
<b>PARADE BENEFITS (Must register)</b>			
Complimentary Float Entry (Includes up to 20 walkers)	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

SOLD OUT!

\*SEE PAGE 22 FOR LIMITS

# 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	<b>SOLD OUT!</b>	<b>SOLD OUT!</b>
Logo in Official Pride Guide		
<b>ONLINE RECOGNITION</b>		
Logo & Link on Pride Website Sponsor Page	<b>SOLD OUT!</b>	<b>SOLD OUT!</b>
Logo Placement in 1 Pride eNewsletter*		
<b>ADDITIONAL RECOGNITION</b>		
Verbal Recognition from Pride Stages	•	NONE
Authorized use of the Official SWC Pride Logo	•	NONE
<b>VENDOR BENEFITS (must register)</b>		
Maximum Space Size	10x20	NONE
Maximum Tent Size	10x20	NONE
<b>PARADE BENEFITS (must register)</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

\*LEADING UP TO FESTIVAL  
\*\*SEE PAGE 22 FOR LIMITS



**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**  
**Karla Rothan** • [krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org) • 614.930.2261  
 Business Office • [sponsors@columbuspride.org](mailto:sponsors@columbuspride.org) • 614.930.2262

# 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 RICH & WASHINGTON EXCLUSIVE	\$1,500 CIVIC & MAIN SHARED	\$1,500 RICH & WASHINGTON SHARED
PRINT RECOGNITION				
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	•	•	•	•
ONLINE RECOGNITION				
Logo & Link on Pride Website Sponsor Page	•	•	•	•
ADDITIONAL RECOGNITION				
Authorized use of the Official SWC Pride Logo	•	•	•	•
Sponsor Materials Permitted in Sponsored Station	•	•	•	•
PARADE BENEFITS (must register)				
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1	1
Additional Parade Entry	NONE	NONE	NONE	NONE
TICKETS & MERCHANDISE				
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

SOLD OUT!

\*SEE PAGE 22 FOR LIMITS



# 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. This area is produced in partnership with the Family Pride Network.

MAXIMUM OF 3 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS

\$3,000	
PRINT RECOGNITION	
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	
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	
ADDITIONAL RECOGNITION	
Authorized use of the Official SWC Pride Logo	
VENDOR BENEFITS (must register)	
Maximum Space Size	
Maximum Tent Size	
PARADE BENEFITS (must register)	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

SOLD OUT!



**RESERVE ONE OF THESE SPONSORSHIPS TODAY!**  
 Karla Rothan • krothan@stonewallcolumbus.org • 614.930.2261  
 Business Office • sponsors@columbuspride.org • 614.930.2262

# 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 (must register)</b>	
Maximum Space Size	10'x10'
Maximum Tent Size	NONE
<b>PARADE BENEFITS (must register)</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



# 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

\$3,000	
PRINT RECOGNITION	
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	•
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	•
ADDITIONAL RECOGNITION	
Authorized use of the Official SWC Pride Logo	•
VENDOR BENEFITS (must register)	
Sponsor presence and materials inside the Trailblazer Tent	•
PARADE BENEFITS (must register)	
Complimentary Float Entry (Includes up to 20 walkers)	1
Additional Parade Entry	NONE
TICKETS & MERCHANDISE	
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  
 Business Office • sponsors@columbuspride.org • 614.930.2262

# 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		SOLD OUT!
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 (must register)</b>		
Maximum Space Size		50% DISCOUNT ON TENTS
Maximum Tent Size		NONE
<b>PARADE BENEFITS (must register)</b>		
Complimentary Float Entry (Includes up to 20 walkers)		
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  
 Business Office • [sponsors@columbuspride.org](mailto:sponsors@columbuspride.org) • 614.930.2262

# ADVERTISING OPPORTUNITIES

We are excited to offer advertising opportunities that allow businesses to secure highly visible signage with premium placement locations throughout the festival. These exclusive offerings are sold separately and are in LIMITED supply!



## RICH STREET BRIDGE BANNER

**\$3000**

One 20' x 10' full color banner placed on the Rich Street Bridge over the Scioto River. This is so exclusive that only Stonewall Columbus Pride has done it before! A LIMITED number of banners are available... GET YOURS TODAY!

## PRIDE POLE SIGNAGE

**\$300 each**

Pole 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 for any reason.
- There are a LIMITED number of spaces available. Signs and banners are reserved on a first-come first-served basis.

# FREQUENTLY ASKED QUESTIONS

## WHO PRODUCES PRIDE?

Stonewall Columbus, Central Ohio's LGBTQ+ community center, has produced the Pride celebration for 37 years. What began as a march to the Statehouse in 1981, is now a weekend of celebration and activism that acts as a platform for LGBTQ+ and ally people and organizations. Pride weekend is Stonewall's largest fundraiser, comprising nearly one quarter of the organization's annual budget. In addition to staff, a Pride Committee of 15, PIT Crew of 20 and 500 volunteers combine forces to produce the 2nd largest Pride celebration in the Midwest.

## WHAT IS THE DIFFERENCE BETWEEN A SPONSOR AND A VENDOR?

Both sponsors and vendors are important contributors to the Pride Parade and Festival. Vendors pay a fee to exhibit and/or sell goods at the festival. Vendors are limited to their booth and may not distribute items throughout the festival grounds. Depending on level, sponsors have the opportunity for greater exposure throughout the parade and festival, including physical signage, t-shirts, and digital media. Sponsors may choose to utilize a booth, but it is not required.

## IF PARADE AND VENDOR REGISTRATION ARE INCLUDED IN MY SPONSORSHIP, DO I HAVE TO REGISTER THEM SEPARATELY?

Yes! While many sponsors utilize their parade and vendor benefits, a sizeable number do not. Separate registration for the parade and vendor booths ensures that these spots are reserved for those sponsors who want them and at the same time it allows us to accept more public participants for unused sponsor spots. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.

## WHAT IS THE DEADLINE TO SEND MY COMPANY LOGO AND PRIDE GUIDE AD?

Great question! Logos are due when you send us your signed contract. This allows us to add your company to the Columbus Pride website when you sign on. Pride Guide ad art is due **no later than May 1st**. Once we receive your signed contract, you will receive ad specs that detail size, etc. If you have specific questions, please email Kathy Crowe, our Marketing and Communications director at [kcrowe@stonewallcolumbus.org](mailto:kcrowe@stonewallcolumbus.org)

## DO SPONSORS & VENDORS GET TABLES/CHAIRS FOR THEIR BOOTH?

Tables and chairs are not available at ANY sponsor level nor to any vendor for rent.

## HOW DO YOU DETERMINE MY PLACE IN THE PARADE?

With over 200 entries each year, the parade is a feat of logistical genius. The parade coordinator and chairpersons consider many factors when determining the line-up, including, but not limited to: size of each group, presence of a car or float, music, and type of organization. Parade placement is usually not finalized until a few days before the parade and will be communicated to your parade liaison via email. While special placement requests can be submitted, we can never guarantee they will be honored.

## HOW DO I GET MY BRUNCH TICKETS/VIP WRISTBANDS & DOGTAGS?

In May, your sponsorship liaison will receive a sponsorship benefits package. The package will include your dog tags & VIP wristbands. Please distribute them as you wish. You will also receive a card with your brunch reservation code. Please take a moment to register all of your brunch guests online using that code. Physical tickets will not be distributed.

## 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.
- 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.
- All organizations and businesses with paid employees will be asked to sign an Employment Non-Discrimination Pledge. See [COLUMBUSPRIDE.ORG/PRIDEPLEDGE](http://COLUMBUSPRIDE.ORG/PRIDEPLEDGE) for more information!





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

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



## **CONTACT US TODAY!**

**Karla Rothan**

Executive Director  
(C) 614.562.0430  
(O) 614.930.2261

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

**Michele Fregonas**

Business Office  
(O) 614.930.2262  
[sponsors@columbuspride.org](mailto:sponsors@columbuspride.org)

**Stonewall Columbus**

170 W 5th Avenue  
Columbus, OH 43201

**PH 614.299.7764**

[www.columbuspride.org](http://www.columbuspride.org)