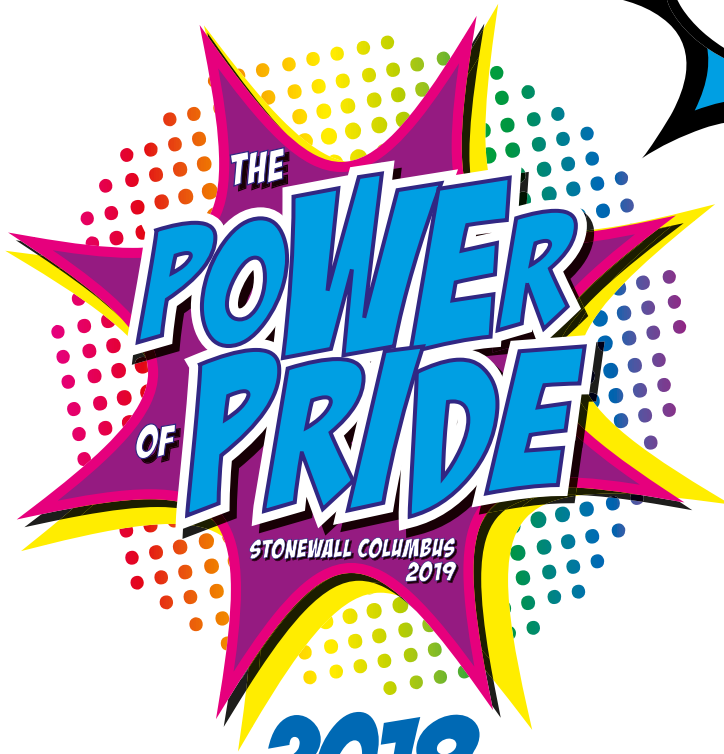


**PRIDE GUIDE
ADS DUE BY
MAY 1ST!**

DETAILS ON
PAGE 21



2019 SPONSORSHIP & ADVERTISING OPPORTUNITIES

COLUMBUSPRIDE.ORG
SPONSORS@COLUMBUSPRIDE.ORG

**PRIDE FESTIVAL
PRIDE PARADE & FESTIVAL
PRIDE BRUNCH**

**FRIDAY, JUNE 14TH
SATURDAY, JUNE 15TH
SUNDAY, JUNE 16TH**

CELEBRATE PRIDE 2019 WITH US!

THE LARGEST PRIDE FESTIVAL FOOTPRINT EVER

OVER 500,000 ATTENDEES

MORE THAN 200 VENDORS

OVER 12,000 PARADE PARTICIPANTS

345+ PRIDE 5K RUNNERS

OVER 350 VOLUNTEERS

2 STAGES FEATURING EMCEE'S & PERFORMERS

500+ PRIDE BRUNCH GUESTS

We offer MANY ways for your company to show support for the LGBTQ community at the 2nd 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 2019
the best ever year of PRIDE!**

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

Michele Fregonas
(O) 614.930.2262
sponsors@columbuspride.org

Jeanne Heald
(O) 614.930.2263
sponsors@columbuspride.org

INDEX OF PRIDE 2019 SPONSORSHIP LEVELS

PREMIUM		
DIAMOND / PARADE PATH	\$30,000	PAGE 5
PLATINUM	\$15,000	PAGE 5
GOLD	\$7,500	PAGE 5
SILVER	\$5,000	PAGE 5
BRONZE	\$2,500	PAGE 5
SUPPORTER	\$1,000	PAGE 5
SPECIAL EVENTS		
PRIDE BRUNCH	\$7,500	PAGE 7
JAEGER RUN FOR PRIDE - 5K RUN/WALK	\$750, \$1,500, \$3000 & \$6,000	PAGE 8
PRIDE CYCLING	\$500 & \$1,500	PAGE 9
PRIDE POKER RUN	\$500 & \$1,500	PAGE 10
FESTIVAL AREAS		
PRIDE STAGE	\$5,000, \$7,500 & \$15,000	PAGE 11
PRIDE PIAZZA SOLD OUT!	\$15,000	PAGE 12
RIVER STAGE	\$15,000 & \$25,000	PAGE 13
RAINBOW ROOM	\$5,000, \$7,500 & \$15,000	PAGE 14
RELAXATION STATIONS	\$2,500 & \$5,000	PAGE 15
FAMILY AREA	\$2,500 & \$5,000	PAGE 16
VOLUNTEER CREW	\$750, \$1,500 & \$5,000	PAGE 17
TRAILBLAZERS TENT	\$2,500	PAGE 18
GO GREEN	\$2,500	PAGE 19
ADVERTISING & INFORMATION		
A-LA-CARTE ADVERTISING	\$300 & \$2,000	PAGE 20
FREQUENTLY ASKED QUESTIONS		PAGE 21
RESTRICTIONS / CONDITIONS / LIMITATIONS		PAGE 21

NEW! FOR 2019!

PARADE PATH SIGNAGE OPPORTUNITY

This exclusive Diamond Sponsor benefit provides unprecedented visibility with branded signage lining the Parade Route. If you're looking for a high visibility sponsorship - this one's for you!

SEE PAGE 6 FOR DETAILS!

NEW BRUNCH LOCATION

Pride Brunch is moving! This year Brunch will be held at the Columbus Convention Center! Another sponsorship opportunity that boasts maximum exposure.

SEE PAGE 7 FOR DETAILS!

TRAILBLAZER TRAM

New for 2019! Saturday afternoon the Trailblazer Tram will run on a loop transporting the Trailblazers from parking to the Parade to the Trailblazer Tent.

SEE PAGE 18 FOR DETAILS!

EXCLUSIVE SPONSORS ONLY VIP RECEPTION

We want to say 'Thank You' to our incredible sponsors so we're throwing an EXCLUSIVE Sponsors Only VIP Reception on Friday Evening in the Rainbow Room!

SEE PAGE 14 FOR DETAILS!

...AND MORE!



PREMIUM LEVELS

	DIAMOND \$30,000	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	SUPPORTER \$1,000
PRINT RECOGNITION						
Complimentary ad in Official Pride Guide	2 PAGES	1 PAGE	1/2 PAGE	1/4 PAGE	None	None
Bridge Banner (Excludes In-Kind Sponsorships)	✓	✓	None	None	None	None
Logo on Back of Pride Volunteer Shirt	✓	✓	✓	None	None	None
NEW! PARADE PATH SIGNAGE EXCLUSIVE @ Diamond Level (SEE PG 6)	EXCLUSIVE	None	None	None	None	None
Logo on various Print Materials (as space is available)	✓	✓	✓	✓	None	None
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	✓	✓	None	None	None	None
Ad placement in 1 Pride eNewsletter*	✓	✓	None	None	None	None
Logo placement in 1 Pride eNewsletter*	None	None	✓	None	None	None
Logo & Link on Pride Website Sponsor Page	✓	✓	✓	✓	✓	✓
ADDITIONAL RECOGNITION						
Verbal Recognition from Pride Stages	✓	✓	✓	None	None	None
Authorized use of the Official SWC Pride Logo	✓	✓	✓	✓	✓	✓
VENDOR BENEFITS (must register)						
Maximum Space Size	10'x20'	10'x20'	10'x10'	10'x10'	10'x10'	None
Maximum Tent Size	10'x20'	10'x20'	10'x10'	10'x10'	None	None
PARADE BENEFITS (must register)						
Float/Vehicle Entry and unlimited # of walkers	2	1	None	None	None	None
Float/Vehicle Entry and up to 500 walkers	None	None	1	None	None	None
Float/Vehicle Entry and up to 250 walkers	None	None	None	1	None	None
Float/Vehicle Entry and up to 100 walkers	None	None	None	None	1	None
Basic Parade Entry - Includes a max. of 50 walkers	None	None	None	None	None	1
TICKETS & MERCHANDISE						
VIP Admissions to Exclusive Rainbow Room**	10	8	4	2	None	
Tickets to the Pride Brunch**	10	8	4	2	2	
Dog Tags	10	8	4	2	2	

* LEADING UP TO FESTIVAL

** SEE PAGE 22 FOR LIMITS

RESERVE ONE OF THESE SPONSORSHIPS TODAY!
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NEW! **PRIDE PATH SPONSORSHIP**

The Pride Parade/March is a highlight event of Stonewall Columbus Pride and this is a first-time ever offered opportunity!

With over 500,000 parade and festival spectators & attendees, and over 10,000 parade participants, the Pride Path Sponsorship offers the highest visibility and the most foot traffic possible during Pride weekend.

This **EXCLUSIVE** Sponsorship includes your business/organization logo placed on over 3,000 trash receptacles which line the entire parade route and are in place during the entire parade.

This Sponsorship also provides 250 traffic control barricades displaying signs with your logo and lining the latter half (and arguably the most popular section) of the Columbus Pride Parade.

CALL TODAY FOR MORE DETAILS!



PRIDE BRUNCH

NEW LOCATION FOR 2019! The 2019 Pride Brunch will be held on the Sunday of Pride Weekend from 11am-1pm at our **NEW LOCATION**, the Columbus Convention Center! This opportunity now boasts extensive signage recognition during the event. Brunch 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, music & friends.



MAXIMUM OF 3 SPONSORSHIPS AVAILABLE • NO DUPLICATE BUSINESS SEGMENTS

ONLY TWO LEFT!

	\$7,500
PRINT RECOGNITION	
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	•
ONLINE RECOGNITION	
Logo placement in 1 Pride eNewsletter*	•
Logo & Link on Pride Brunch Webpage	•
Logo & Link on Pride Website Sponsor Page	•
ADDITIONAL RECOGNITION	
Placement of Sponsor materials in Brunch Gift Bags	•
Authorized use of the Official SWC Pride Logo	•
VENDOR BENEFITS (must register)	
Maximum Space Size	10'x10'
Maximum Tent Size	10'x10'
PARADE BENEFITS (must register)	
Complimentary Float/Vehicle Entry and up to 500 walkers	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Rainbow Room**	4
Tickets to the Pride Brunch**	10
Dog Tags	4

*LEADING UP TO FESTIVAL
**SEE PAGE 21 FOR LIMITS



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2019 COLUMBUS PRIDE • 7

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.



	GOLD \$6,000	SILVER \$3,000	PATRON \$1,500	BOOSTER \$750
PRINT RECOGNITION				
Logo on Run for Pride 5K T-Shirt	LARGE LOGO	MEDIUM LOGO	SMALL LOGO	NAME LISTED
Complimentary Ad in Official Pride Guide	1/2 PAGE	1/4 PAGE	None	None
Logo & Link on Run for Pride Website	✓	✓	✓	✓
Logo on various Print Materials (as space is available)	✓	✓	✓	None
Logo on Festival Entrance Welcome Sign	✓	✓	✓	✓
Logo in Official Pride Guide	✓	✓	✓	✓
Logo in Pride Brunch Program	✓	✓	✓	None
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	10'x10'	50% OFF 10'x10'	None	None
Maximum Tent Size	10'x10'	None	None	None
PARADE BENEFITS (must register)				
Complimentary Float/Vehicle Entry and up to 100 walkers	1	1	1	None
TICKETS & MERCHANDISE				
Run for Pride Entries	4	2	2	2
VIP Admissions to Exclusive Rainbow Room**	2	None	None	None
Tickets to the Pride Brunch**	2	2	2	2
Dog Tags	4	2	2	2
Corporate Promotional Item in Run Bag	✓	✓	✓	✓

**SEE PAGE 21 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.

MAXIMUM OF 2 PATRON SPONSORSHIPS &
4 SUPPORTER SPONSORSHIPS AVAILABLE
• NO DUPLICATE BUSINESS SEGMENTS

	PATRON \$1,500	SUPPORTER \$500
PRINT RECOGNITION		
Complimentary ad in Official Pride Guide	None	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
ONLINE RECOGNITION		
Logo & Link on Pride Website Sponsor Page	✓	✓
Logo & Link on Ride for Pride Webpage	✓	✓
Facebook Event for Ride for Pride	✓	✓
ADDITIONAL RECOGNITION		
Authorized use of the Official SWC Pride Logo	✓	✓
VENDOR BENEFITS (must register)		
Maximum Space Size	None	None
Maximum Tent Size	None	None
PARADE BENEFITS (must register)		
Complimentary Float/Vehicle Entry and up to 100 walkers	1	None
TICKETS & MERCHANDISE		
VIP Admissions to Exclusive Rainbow Room**	None	None
Tickets to the Pride Brunch**	2	None
Dog Tags	2	2

*LEADING UP TO FESTIVAL
**SEE PAGE 21 FOR LIMITS



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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.



**MAXIMUM OF 2 PATRON SPONSORSHIPS &
4 SUPPORTER SPONSORSHIPS AVAILABLE**
• NO DUPLICATE BUSINESS SEGMENTS

	PATRON \$1,500	SUPPORTER \$500
PRINT RECOGNITION		
Complimentary ad in Official Pride Guide	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
ONLINE RECOGNITION		
Logo & Link on Pride Website Sponsor Page	✓	✓
Logo & Link on Poker Run Webpage	✓	✓
Facebook Event for Poker Run	✓	✓
ADDITIONAL RECOGNITION		
Authorized use of the Official SWC Pride Logo	✓	✓
VENDOR BENEFITS (must register)		
Maximum Space Size	None	None
Maximum Tent Size	None	None
PARADE BENEFITS (must register)		
Complimentary Float/Vehicle Entry and up to 100 walkers	1	None
TICKETS & MERCHANDISE		
VIP Admissions to Exclusive Rainbow Room**	None	None
Tickets to the Pride Brunch**	2	None
Dog Tags	2	2

*SEE PAGE 22 FOR LIMITS

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PRIDE STAGE

Sponsor the hottest area at the festival! The Pride Stage is located in Bicentennial Park at the massive, 'picture perfect' amphitheater and hosts the headlining performers all day Friday and Saturday during festival hours. This is ideal for the sponsor that wants their organization 'front and center' with maximum visibility!

The Platinum Sponsorship level is an EXCLUSIVE SPONSOR opportunity.

- 1 EXCLUSIVE PLATINUM SPONSORSHIP OR
2 GOLD AND 2 SILVER SPONSORSHIPS ARE AVAILABLE**
• NO DUPLICATE BUSINESS SEGMENTS

	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000
PRINT RECOGNITION			
Complimentary ad in Official Pride Guide	1 PAGE	1/2 PAGE	1/4 PAGE
Logo Signage at Pride Stage area	✓	✓	✓
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	✓	✓	✓
ONLINE RECOGNITION			
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	✓	✓	✓
ADDITIONAL RECOGNITION			
Verbal Recognition from Pride Stages	✓	✓	None
Authorized use of the Official SWC Pride Logo	✓	✓	✓
VENDOR BENEFITS (must register)			
Maximum Space Size	10'x20'	10'x10'	10'x10'
Maximum Tent Size	10'x20'	10'x10'	10'x10'
PARADE BENEFITS (must register)			
Complimentary Float/Vehicle Entry and unlimited # of walkers	1	None	None
Complimentary Float/Vehicle Entry and up to 500 walkers	None	1	None
Complimentary Float/Vehicle Entry and up to 250 walkers	None	None	1
TICKETS & MERCHANDISE			
VIP Admissions to Exclusive Rainbow Room**	8	4	2
Tickets to the Pride Brunch**	8	4	2
Dog Tags	8	4	2

*LEADING UP TO FESTIVAL
**SEE PAGE 21 FOR LIMITS



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! The 30' x 60' area is perfect for an organization in need of a large footprint.



THIS IS AN EXCLUSIVE SPONSOR OPPORTUNITY - PLEASE CALL FOR AVAILABILITY!

	\$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 Back of Pride Volunteer Shirt	✓
Logo on various Print Materials (as space is available)	✓
Logo in Pride Brunch Program	✓
Logo in Official Pride Guide	✓
ONLINE RECOGNITION	
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 (must register)	
Maximum Space Size	30'x60'
Maximum Tent Size	10'x20'
PARADE BENEFITS (must register)	
Complimentary Float/Vehicle Entry and unlimited # of walkers	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Rainbow Room**	8
Tickets to the Pride Brunch**	8
Dog Tags	8

*LEADING UP TO FESTIVAL
**SEE PAGE 21 FOR LIMITS

RIVER STAGE

One of the largest areas at the festival. This picturesque sponsor area is located in Genoa Park on the Scioto River and gives the right sponsor lots of room and high visibility. Friday evening the River Stage will host DJ's and drag performances. Friday night highlights our **NEW** Pride Dance Party - not to be missed! On Saturday, the River Stage transforms into our Community Stage with local organizations and performers scheduled to entertain throughout the day. ***This is an exclusive sponsorship at the Diamond Level.***

- 1 EXCLUSIVE PLATINUM SPONSORSHIP OR
2 GOLD AND 2 SILVER SPONSORSHIPS ARE AVAILABLE**
• NO DUPLICATE BUSINESS SEGMENTS



	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000
PRINT RECOGNITION			
Complimentary ad in Official Pride Guide	1 PAGE	1/2 PAGE	1/4 PAGE
Logo Signage at the River Stage	✓	✓	✓
Logo on Festival Entrance Welcome Sign	✓	✓	None
Logo on Back of Pride Volunteer Shirt	✓	✓	✓
Logo on various Print Materials (as space is available)	✓	✓	✓
Logo in Pride Brunch Program	✓	✓	✓
Logo in Official Pride Guide	✓	✓	✓
ONLINE RECOGNITION			
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	✓	✓	✓
ADDITIONAL RECOGNITION			
Verbal Recognition from Pride Stages	✓	✓	None
Authorized use of the Official SWC Pride Logo	✓	✓	✓
VENDOR BENEFITS (must register)			
Maximum Space Size	10'x20'	10'x10'	10'x10'
Maximum Tent Size	10'x20'	10'x10'	10'x10'
PARADE BENEFITS (must register)			
Complimentary Float/Vehicle Entry and unlimited # of walkers	1	None	None
Complimentary Float/Vehicle Entry and up to 500 walkers	None	1	None
Complimentary Float/Vehicle Entry and up to 250 walkers	None	None	1
TICKETS & MERCHANDISE			
VIP Admissions to Exclusive Rainbow Room**	8	4	2
Tickets to the Pride Brunch**	8	4	2
Dog Tags	8	4	2



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*LEADING UP TO FESTIVAL
**SEE PAGE 21 FOR LIMITS

RAINBOW ROOM

SATURDAY VIP: Our Exclusive VIP area is located inside the Cultural Arts Center on West Main and boasts a fabulous view that overlooks the Bicentennial Park Pride 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 Rainbow Room VIP's only and provides maximum visibility for the discerning sponsor!

FRIDAY EXCLUSIVE EVENT: NEW THIS YEAR! Friday evening we open our VIP space to our Sponsors exclusively. With bites and an open bar, The Rainbow Room is a perfect hangout for our valued sponsors. Friday night the Rainbow Room is Invitation Only. Tickets for Friday's event are not available to purchase and are non-transferrable.

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



	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000
PRINT RECOGNITION			
Complimentary ad in Official Pride Guide	1 PAGE	1/2 PAGE	1/4 PAGE
Sponsor Logo Signage	•	•	None
Name and Logo at Exclusive Rainbow Room	•	•	•
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			
Sponsor Table Permitted in Rainbow Room	•	•	•
Authorized use of the Official SWC Pride Logo	•	•	•
VENDOR BENEFITS (must register)			
Maximum Space Size	10'x20'	10'x10'	10'x10'
Maximum Tent Size	10'x20'	10'x10'	None
PARADE BENEFITS (must register)			
Complimentary Float Entry (Includes up to 20 walkers)	1	1	1
Additional Parade Entry	50% OFF ONE	None	None
TICKETS & MERCHANDISE			
VIP Admissions to Exclusive Rainbow Room*	8	4	2
Tickets to the Pride Brunch*	8	4	2
Dog Tags	8	4	2

*SEE PAGE 21 FOR LIMITS

RELAXATION STATIONS

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

MAXIMUM OF 2 SPONSORSHIPS PER SHARED STATION
- NO DUPLICATE BUSINESS SEGMENTS

	\$5,000 2ND & MAIN EXCLUSIVE	\$2,500 2ND & MAIN SHARED	\$5,000 RICH & WASHINGTON EXCLUSIVE	\$2,500 RICH & WASHINGTON SHARED
PRINT RECOGNITION				
Complimentary ad in Official Pride Guide	1/4 PAGE	None	1/4 PAGE	None
Logo and Name at Relaxation Station	✓	✓	✓	✓
Logo on various Print Materials (as space is available)	✓	None	✓	None
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				
Sponsor Materials Permitted in Sponsored Station	✓	✓	✓	✓
Sponsors can decorate their own tent - get creative!	✓	✓	✓	✓
Authorized use of the Official SWC Pride Logo	✓	✓	✓	✓
VENDOR BENEFITS (must register)				
Maximum Space Size	10'x10'	50% OFF one 10'x10'	10'x10'	50% OFF one 10'x10'
Maximum Tent Size	10'x10'	None	10'x10'	None
PARADE BENEFITS (must register)				
Complimentary Float/Vehicle Entry and up to 250 walkers	1	None	1	None
Complimentary Float/Vehicle Entry and up to 100 walkers	None	1	None	1
TICKETS & MERCHANDISE				
VIP Admissions to Exclusive Rainbow Room**	2	None	2	None
Tickets to the Pride Brunch**	2	2	2	2
Dog Tags	2	2	2	2

*SEE PAGE 21 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.

MAXIMUM OF 3 SPONSORSHIPS AVAILABLE AT EACH LEVEL
- NO DUPLICATE BUSINESS SEGMENTS

	\$5,000	\$2,500
PRINT RECOGNITION		
Complimentary ad in Official Pride Guide	1/4 PAGE	None
Logo and Name at Family Area	✓	✓
Logo on various Print Materials (as space is available)	✓	None
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		
Sponsor Materials Permitted in Sponsored Station	✓	✓
Sponsors can decorate their own tent - get creative!	✓	✓
Authorized use of the Official SWC Pride Logo	✓	✓
VENDOR BENEFITS (must register)		
Maximum Space Size	10'x10'	50% OFF one 10'x10'
Maximum Tent Size	10'x10'	None
PARADE BENEFITS (must register)		
Complimentary Float/Vehicle Entry and up to 250 walkers	1	None
Complimentary Float/Vehicle Entry and up to 100 walkers	None	1
TICKETS & MERCHANDISE		
VIP Admissions to Exclusive Rainbow Room**	2	None
Tickets to the Pride Brunch**	2	2
Dog Tags	2	2

*SEE PAGE 21 FOR LIMITS



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VOLUNTEER CREW

This area serves as a haven for volunteers before and after shifts and during breaks. They may sit in the shade and enjoy complimentary food and refreshments. This check-in point is conveniently located on the festival grounds.

MAXIMUM OF THREE \$5,000 SPONSORSHIPS AVAILABLE

MAXIMUM OF THREE \$1,500 and \$750 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS

	\$5,000	\$1,500	\$750 (In-Kind Only)
PRINT RECOGNITION			
Complimentary ad in Official Pride Guide	1/4 PAGE	None	None
Logo on Front of Volunteer Shirt	✓	None	None
Logo and Name at Volunteer Tent	✓	✓	✓
Logo on various Print Materials (as space is available)	✓	None	None
Logo on Festival Entrance Welcome Sign	✓	✓	✓
Logo in Pride Brunch Program	✓	✓	✓
Logo in Official Pride Guide	✓	✓	None
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	10'x10'	50% OFF 10' x 10'	None
Maximum Tent Size	10'x10'	None	None
PARADE BENEFITS (must register)			
Complimentary Float/Vehicle Entry and up to 250 walkers	1	None	None
Complimentary Float/Vehicle Entry and up to 100 walkers	None	1	None
TICKETS & MERCHANDISE			
VIP Admissions to Exclusive Rainbow Room**	2	None	None
Tickets to the Pride Brunch**	2	2	2
Dog Tags	2	2	2

*SEE PAGE 21 FOR LIMITS





TRAILBLAZER TENT

This area is reserved for the Stonewall Columbus 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!

NEW FOR 2019! Your sponsorship includes signage recognition on our "Trailblazer Tram" at the Festival. The Trailblazer Tram is an extended golf cart that will shuttle Trailblazers to and from designated parking to parade viewing and to the Trailblazer Tent on a continuous loop. The shuttle will run on Saturday from 11am to 6pm and signs with your company logo will be prominently displayed on this exclusive Tram!

MAXIMUM OF 3 SPONSORSHIPS AVAILABLE - NO DUPLICATE BUSINESS SEGMENTS

ONLY ONE LEFT!

	\$2,500
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	•
NEW! Logo on Trailblazer Tram Signage	•
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/Vehicle Entry and up to 100 walkers	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Rainbow Room*	2
Tickets to the Pride Brunch*	2
Dog Tags	2

*SEE PAGE 21 FOR LIMITS



RESERVE ONE OF THESE SPONSORSHIPS TODAY!
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



		\$2,500
PRINT RECOGNITION		
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 10' x 10' Rich Street Bridge Banner		•
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		50% DISCOUNT ON 10'x10'
Maximum Tent Size		None
PARADE BENEFITS (must register)		
Complimentary Float Entry (Includes up to 20 walkers)		1
Additional Parade Entry		None
TICKETS & MERCHANDISE		
VIP Admissions to Exclusive Rainbow Room*		2
Tickets to the Pride Brunch*		2
Dog Tags		2

*SEE PAGE 21 FOR LIMITS



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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

\$2000

One 20'x10' 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'x6' 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 location 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 350 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**. Neglecting to get your ad in by May 1st runs the risk of your reserved ad space being filled with a generic ad with your company logo. 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.

HOW DO YOU DETERMINE MY PLACE IN THE PARADE?

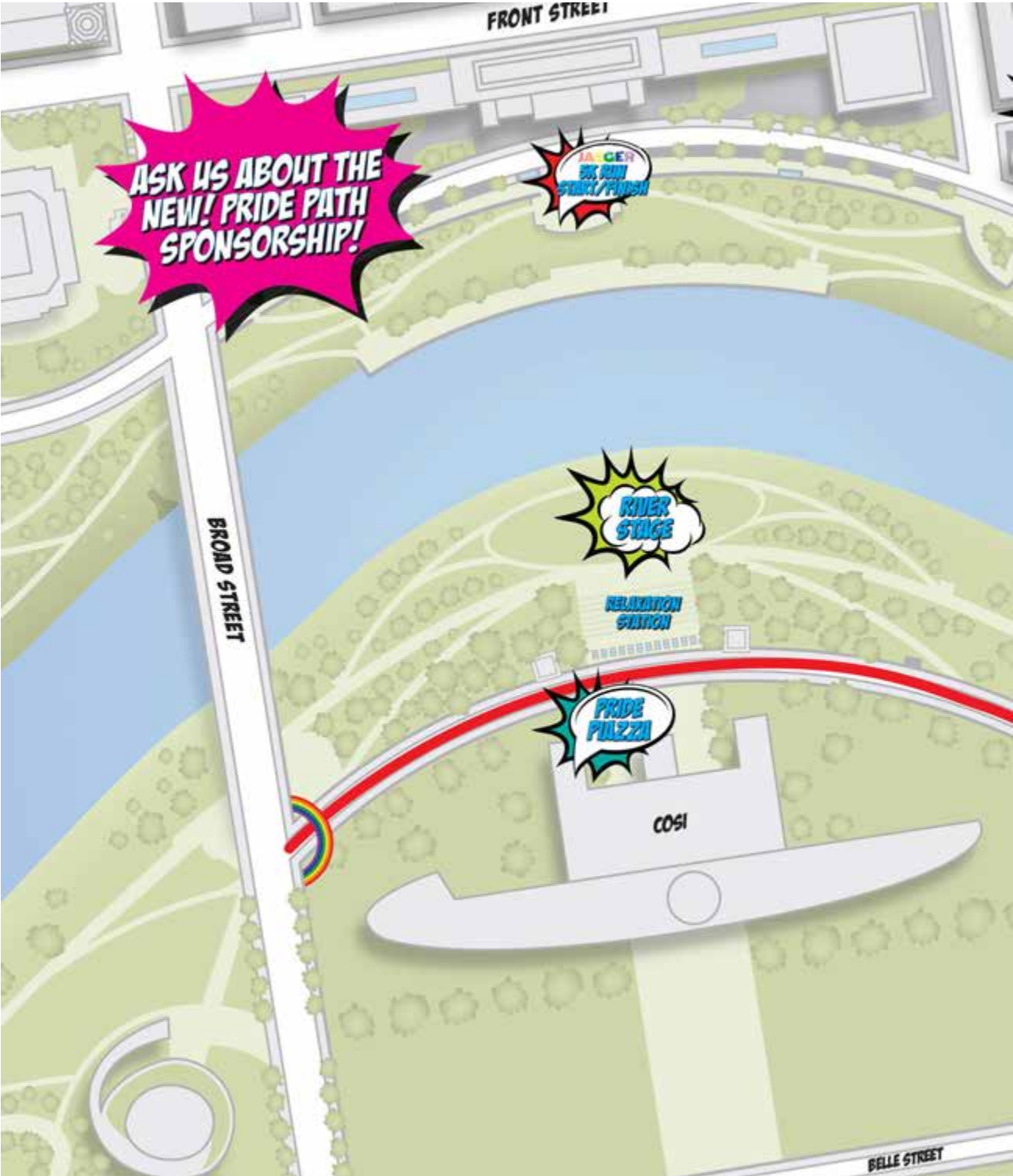
With over 200 entries each year, the parade is a feat of logistical genius. The parade coordinator and chairpersons consider many factors when determining the line-up, including, but not limited to: size of each group, presence of a car or float, music, and type of organization. Parade placement is usually 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 Rainbow Room 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 for more information!
- All benefits granted to Stonewall Columbus Pride Sponsors are non-transferrable and are intended for exclusive use by the sponsoring business or organization. No Pride sponsor benefits may be sold, raffled or otherwise transferred to any entity or individual outside of the sponsoring business or organization. If Sponsors do not use some or all of the benefits provided with their sponsorship level, the benefits revert to Stonewall Columbus ownership to be used as desired by Stonewall Columbus. These benefits include, but are not limited to, VIP/Sponsor admissions to exclusive areas and events, Pride Brunch seats, Pride dog tags and wristbands and all other benefits as defined in the sponsor benefit contract. Failure to adhere to these restrictions will result in forfeiture of all Pride Sponsor benefits for the current festival and parade year.







CONTACT US TODAY!

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