



2020 COLUMBUS PRIDE SPONSORSHIP & ADVERTISING OPPORTUNITIES

COLUMBUSPRIDE.ORG
sponsors@columbuspride.org

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

**FRIDAY, JUNE 19TH
SATURDAY, JUNE 20TH
SUNDAY, JUNE 21ST**

**PRIDE GUIDE
ADS DUE BY
APRIL 17!**

DETAILS ON
PAGE 20

CELEBRATE PRIDE 2020 WITH US!

- THE LARGEST PRIDE FESTIVAL FOOTPRINT EVER
- OVER 850,000 ATTENDEES
- MORE THAN 220 VENDORS
- OVER 13,000 PARADE PARTICIPANTS
- 275+ PRIDE 5K RUNNERS
- OVER 350 VOLUNTEERS
- 2 STAGES FEATURING EMCEE'S & PERFORMERS
- 625+ 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 2020 the best ever year of PRIDE!



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

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ADVERTISING & INFORMATION

PRIDE PATH SPONSORSHIP

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

With over 850,000 parade and festival spectators & attendees, and over 13,000 parade participants, the Pride Path Sponsorship offers the highest visibility and the most foot traffic possible during Pride weekend.

This Sponsorship includes your business/organization logo placed on 5'x 2' signs attached to 250 traffic control barricades along the Columbus Pride Parade route. These 250 barricades will primarily be positioned in the highest density parade areas 1)between Goodale Blvd and the Convention Center and 2)between Broad Street and Rich Street.Up to 3 sponsor logos, plus the Pride logo, will appear on the signs.

CALL TODAY FOR MORE DETAILS!

MAXIMUM OF 3 SPONSORSHIPS AVAILABLE
NO DUPLICATE BUSINESS SEGMENTS

ONE LEFT

\$10,000

RECOGNITION

- Full Page Ad in the Pride Guide
- Logo on Back of Pride Volunteer Shirt
- Logo on Signage Lining the Parade Route
- Logo on Official Pride Printed Materials
- Logo on Festival Entrance Welcome Sign
- Logo in Official Brunch Program
- Logo in Official Pride Guide
- Rotating Featured Sponsor Logo on Pride Website
- Ad Placement in 1 Pride eNewsletter
- Logo & Link on Pride Website Sponsor Page
- Verbal Recognition from the Pride Stage
- Authorized Use of the Official Pride Logo

VENDOR & PARADE BENEFITS

- 10' x 10' Maximum Space Size
- 10' x 10' Maximum Tent Size
- 1 Float/Vehicle Entry and unlimited walkers

TICKETS & MERCHANDISE

- 6 VIP Admissions to the Exclusive Rainbow Room
- 6 Tickets to Pride Brunch
- 6 Official Pride Dog Tags



SPIRIT TEAM 365 SPONSORSHIP

SHOW YOUR PRIDE 365! The Spirit Team 365 Sponsorship provides several exclusive opportunities to demonstrate your support of the LGBTQ+ community throughout the year. Previously known as the “\$5 for Pride Team”, the Spirit Team engages the Pride Parade spectators prior to and during the Parade. The Team is the first group to travel the parade path, offering high visibility among hundreds of thousands of spectators at the Parade and Festival. This sponsor will also be visible throughout the year as the Spirit Team holds events and engages the community for all things PRIDE! Keep your ERG connected to Pride by participating in year-round Pride activities sponsored by you and Stonewall Columbus!

- ONE **EXCLUSIVE** SPONSORSHIP AVAILABLE

\$30,000



RECOGNITION

- TWO Full Page Ads in the Pride Guide
- Bridge Banner
- Logo on Front of Spirit Team Shirt Year-Round!
- Logo on Back of Pride Volunteer Shirt
- Logo on Official Pride Printed Materials
- Year-Long Exposure as Spirit Team Holds Events
- Logo on Festival Entrance Welcome Sign
- Logo in Official Brunch Program
- Logo in Official Pride Guide
- Rotating Featured Sponsor Logo on Pride Website
- Ad Placement in 1 Pride eNewsletter
- Logo & Link on Pride Website Sponsor Page
- Verbal Recognition from the Pride Stage
- Authorized Use of the Official Pride Logo
- Stonewall Engagement with your organization throughout the year
- Participate in Year-Round Pride Activities - Keep the Spirit Alive!

VENDOR & PARADE BENEFITS

- 10' x 20' Maximum Space Size
- 10' x 20' Maximum Tent Size
- 1 Float/Vehicle Entry and unlimited walkers

TICKETS & MERCHANDISE

- 8 VIP Admissions to the Exclusive Rainbow Room
- 8 Tickets to Pride Brunch
- 8 Official Pride Dog Tags







PREMIUM LEVELS

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER
	\$20,000	\$15,000	\$7,500	\$5,000	\$2,500	\$1,000
RECOGNITION						
Complimentary Ad in Official Pride Guide	2 FULL	1 FULL	1/2 PG	1/4 PG		
Bridge Banner (Excludes In-Kind Sponsorships)	✓	✓				
Logo on Back of Pride Volunteer Shirt	✓	✓	✓			
Logo on Various Print Materials (as space allows)	✓	✓	✓	✓		
Logo on Festival Welcome Signage	✓	✓	✓	✓	✓	✓
Logo in Pride Brunch Program	✓	✓	✓	✓	✓	✓
Logo in Official Pride Guide	✓	✓	✓	✓	✓	✓
Rotating Featured Sponsor Logo on Pride Website	✓	✓				
Ad Placement in 1 Pride eNewsletter*	✓	✓				
Logo Placement in 1 Pride eNewsletter*			✓			
Logo & Link on Pride Website Sponsor Page	✓	✓	✓	✓	✓	✓
Verbal Recognition from the Pride Stage	✓	✓	✓			
Authorized Use of the Official Pride Logo	✓	✓	✓	✓	✓	✓
VENDOR & PARADE BENEFITS (MUST REGISTER)						
Maximum Space Size	10'x20'	10'x20'	10'x10'	10'x10'		
Maximum Tent Size	10'x20'	10'x20'	10'x10'			
Float/Vehicle Entry and Unlimited # of walkers	✓	✓				
Float/Vehicle Entry and up to 500 walkers			✓			
Float/Vehicle Entry and up to 250 walkers				✓		
Float/Vehicle Entry and up to 100 walkers					✓	
Basic Parade Entry - includes max. of 50 walkers						✓
TICKETS & MERCHANDISE						
VIP Admissions to Exclusive Rainbow Room	8	6	4	2	2	
Pride Brunch Tickets	8	6	4	2		
Official Pride Dog Tags	8	6	4	2	2	



PRIDE BRUNCH

The 2020 Pride Brunch will be held on the Sunday of Pride Weekend from 11am-1pm at the Columbus Convention Center! This opportunity 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



TWO LEFT

\$7,500

RECOGNITION

- Logo on Official Brunch Signage
- Logo on Official Pride Printed Materials
- Logo on Brunch Gift Bags (SC logo on opposite side)
- Half-Page Ad in the Official Pride Guide
- Logo on Back of Pride Volunteer Shirt
- Logo on various Print Materials (as space allows)
- Logo on Festival Entrance Welcome Sign
- Full Page Ad in Pride Brunch Program
- Logo in Official Pride Guide
- Logo in 1 Pride eNewsletter leading up to Festival
- Logo & Link on Pride Brunch Webpage
- Logo & Link on Pride Website Sponsor Page
- Placement of Sponsor Materials in Brunch Gift Bags
- Authorized Use of the Official Pride Logo

VENDOR & PARADE BENEFITS

- 10' x 10' Maximum Space Size
- 10' x 10' Maximum Tent Size
- 1 Float/Vehicle Entry and up to 500 walkers

TICKETS & MERCHANDISE

- 4 VIP Admissions to the Exclusive Rainbow Room
- 1 Table (10 Seats) at the Pride Brunch
- 4 Official Pride Dog Tags



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	SILVER	BRONZE	SUPPORTER
\$7,500	\$5,000	\$2,500	\$1,000

RECOGNITION

	LARGE	MEDIUM	SMALL	LISTED
Logo on Run for Pride 5K T-Shirt				
Ad in Official Pride Guide	1/2 PAGE	1/4 PAGE		
Corporate Promotional Item in 5K Swag Bag	✓	✓	✓	✓
Logo & Link on Run for Pride Website	✓	✓	✓	✓
Logo on various Print Materials (as space allows)	✓	✓		
Logo on Festival Entrance Welcome Sign	✓	✓	✓	✓
Logo in Official Pride Guide	✓	✓	✓	✓
Logo in Pride Brunch Program	✓	✓	✓	✓
Logo & Link on Pride Website Sponsor Page	✓	✓	✓	✓
Authorized Use of the Official SC Pride Logo	✓	✓	✓	✓

VENDOR & PARADE BENEFITS (MUST REGISTER)

Maximum Space Size	10' x 10'	10' x 10'		
Maximum Tent Size	10' x 10'			
Float/Vehicle Entry and up to 100 walkers	1	1	1	

TICKETS & MERCHANDISE

Run for Pride 5K Race Entries	4	2	2	2
Pride Brunch Tickets	2	2	2	2
Official Pride Dog Tags	4	2	2	2
VIP Admissions to Exclusive Rainbow Room	4			

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 all-day adventure! The Poker Run includes ride, food, raffle, and FUN!

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



PATRON \$1,500

RECOGNITION

- Logo on Pride Poker Run Flyer and Hotcard
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Poker Run Webpage
- Logo & Link on Pride Website Sponsor Page
- Facebook Event for Pride Poker Run
- Authorized Use of the Official Pride Logo

PARADE BENEFITS

1 Float/Vehicle Entry and up to 100 walkers

TICKETS & MERCHANDISE

2 Pride Brunch Tickets
2 Official Pride Dog Tags



SUPPORTER \$500

RECOGNITION

- Logo on Ride for Pride Flyer and Hotcard
- Half-Page Ad in the Official Pride Guide
- Logo & Link on Ride for Pride Webpage
- Logo & Link on Pride Website Sponsor Page
- Facebook Event for Ride for Pride
- Authorized Use of the Official Pride Logo

MERCHANDISE

2 Official Pride Dog Tags



PRIDE CYCLING

RIDE FOR PRIDE! 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

RECOGNITION

- Logo on Ride for Pride Flyer and Hotcard
- Half-Page Ad in the Official Pride Guide
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Ride for Pride Webpage
- Logo & Link on Pride Website Sponsor Page
- Facebook Event for Ride for Pride
- Authorized Use of the Official Pride Logo

PARADE BENEFITS

1 Float/Vehicle Entry and up to 100 walkers

TICKETS & MERCHANDISE

2 Pride Brunch Tickets
2 Official Pride Dog Tags



SUPPORTER \$500

RECOGNITION

- Logo on Ride for Pride Flyer and Hotcard
- Half-Page Ad in the Official Pride Guide
- Logo & Link on Ride for Pride Webpage
- Logo & Link on Pride Website Sponsor Page
- Facebook Event for Ride for Pride
- Authorized Use of the Official Pride Logo

MERCHANDISE

2 Official Pride Dog Tags

PRIDE STAGE

YOUR NAME HERE! 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!

This Sponsorship is an EXCLUSIVE SPONSOR opportunity.

\$25,000

RECOGNITION

- 2 FULL Page Ads in Official Pride Guide
- Logo Signage at Pride Stage Area
- Logo on Back of Pride Volunteer Shirt
- Logo on various Pride Print Materials
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Rotating Featured Sponsor Logo on Pride Website
- Ad Placed in one Pride eNewsletter leading to Festival
- Logo & Link on Pride Website Sponsor Page
- Verbal Recognition from Pride Stage during Festival
- Authorized Use of the Official Pride Logo

VENDOR & PARADE BENEFITS

- 10' x 20' Maximum Space Size
- 10' x 20' Maximum Tent Size
- 1 Float/Vehicle Entry and unlimited number of walkers

TICKETS & MERCHANDISE

- 8 VIP Admissions to the Exclusive Rainbow Room
- 8 Tickets to Pride Brunch
- 8 Official Pride Dog Tags



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 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.

1 PLATINUM SPONSORSHIP, 1 GOLD AND 1 SILVER SPONSORSHIP AVAILABLE
• NO DUPLICATE BUSINESS SEGMENTS



RECOGNITION

- Ad in Official Pride Guide
- Headline Sponsor Recognition at the River Stage
- Logo Signage at the River Stage
- Logo on Back of Pride Volunteer Shirt
- Logo on Various Print Materials (as space allows)
- Logo on Festival Welcome Signage
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Rotating Featured Sponsor Logo on Pride Website
- Ad Placement in 1 Pride eNewsletter
- Logo Placement in 1 Pride eNewsletter
- Logo & Link on Pride Website Sponsor Page
- Verbal Recognition from the Pride Stage
- Authorized Use of the Official Pride Logo

VENDOR & PARADE BENEFITS (MUST REGISTER)

- Maximum Space Size
- Maximum Tent Size
- Float/Vehicle Entry and Unlimited # of walkers
- Float/Vehicle Entry and up to 500 walkers
- Float/Vehicle Entry and up to 250 walkers

TICKETS & MERCHANDISE

- VIP Admissions to Exclusive Rainbow Room
- Pride Brunch Tickets
- Official Pride Dog Tags

PLATINUM	GOLD	SILVER
\$15,000	\$7,500	\$5,000

1 FULL	HALF	QUARTER
✓	✓	
✓	✓	✓
✓	✓	
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	
✓	✓	
✓	✓	✓
✓	✓	
✓	✓	✓

10'x20'	10'x10'	10'x10'
10' x 20'	10'x10'	
✓		
		✓

6	4	2
6		2
6		2
6	4	2

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 for Rainbow Room VIP's only and provides maximum visibility for the discerning sponsor!



- NO DUPLICATE BUSINESS SEGMENTS



RECOGNITION

- Ad in Official Pride Guide
- Logo Signage at the Rainbow Room
- Logo on Back of Pride Volunteer Shirt
- Logo on Festival Welcome Signage
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Rotating Featured Sponsor Logo on Pride Website
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo

1 FULL	HALF	QUARTER
✓	✓	✓
✓	✓	
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓

VENDOR & PARADE BENEFITS (MUST REGISTER)

- Maximum Space Size
- Maximum Tent Size
- Float/Vehicle Entry and Unlimited # of walkers
- Float/Vehicle Entry and up to 500 walkers
- Float/Vehicle Entry and up to 250 walkers

10' x 20'	10' x 10'	10' x 10'
10' x 20'	10' x 10'	
✓		
	✓	
		✓

TICKETS & MERCHANDISE

- VIP Admissions to Exclusive Rainbow Room
- Pride Brunch Tickets
- Official Pride Dog Tags

6	4	2
6	4	2
6	4	2

RELAXATION STATIONS

GET CREATIVE AND RELAX! Relaxation Stations are large tented areas supplied with tables and chairs so Festival attendees may eat, rest or socialize with their friends and family in a cool, shaded spot. Tented stations occupy a 10' x 30' space and are ready for your organization to decorate!

ONE SPONSOR PER LOCATION
- NO DUPLICATE BUSINESS SEGMENTS

\$5,000

ONLY THREE
LOCATIONS
AVAILABLE!

1

SOLD

2

SOLD

3

**RICH &
WASHINGTON**

RECOGNITION

- 1 Quarter Page Ad in Official Pride Guide
- Logo Signage at Relaxation Station
- Logo on various Pride Print Materials
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo
- Decorate Your Relaxation Station!
- Sponsor Materials Encouraged for Relaxation Station

PARADE BENEFITS

1 Float/Vehicle Entry and up to 250 walkers

TICKETS & MERCHANDISE

2 VIP Admissions to the Exclusive Rainbow Room
2 Tickets to Pride Brunch
2 Official Pride Dog Tags



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

SILVER \$5,000

RECOGNITION

- 1 Quarter Page Ad in Official Pride Guide
- Logo Signage at Family Area
- Logo on various Pride Print Materials
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo

VENDOR & PARADE BENEFITS

- 10' x 10' Maximum Space Size
- 10' x 10' Maximum Tent Size
- 1 Float/Vehicle Entry and up to 250 walkers

TICKETS & MERCHANDISE

- 2 VIP Admissions to the Exclusive Rainbow Room
- 2 Tickets to Pride Brunch
- 2 Official Pride Dog Tags



BRONZE \$2,500

RECOGNITION

- Logo Signage at Pride Stage Area
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo

PARADE BENEFITS

- 1 Float/Vehicle Entry and up to 100 walkers

TICKETS & MERCHANDISE

- 2 VIP Admissions to the Exclusive Rainbow Room
- 2 Official Pride Dog Tags



RESERVE ONE OF THESE SPONSORSHIPS TODAY!
Business Office • sponsors@columbuspride.org • 614.930.2262

VOLUNTEER HEADQUARTERS

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 3 SPONSORSHIPS AVAILABLE AT EACH LEVEL
- NO DUPLICATE BUSINESS SEGMENTS



SILVER \$5,000

RECOGNITION

- 1 Quarter Page Ad in Official Pride Guide
- Logo on Front of Volunteer Shirt
- Logo Signage at Volunteer HQ
- Logo on various Pride Print Materials
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo

TWO LEFT

VENDOR & PARADE BENEFITS

- 10' x 10' Maximum Space Size
- 10' x 10' Maximum Tent Size
- 1 Float/Vehicle Entry and up to 250 walkers

TICKETS & MERCHANDISE

- 2 VIP Admissions to the Exclusive Rainbow Room
- 2 Tickets to Pride Brunch
- 2 Official Pride Dog Tags

BRONZE \$2,500

RECOGNITION

- Logo Signage at Volunteer HQ
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo

PARADE BENEFITS

- 1 Float/Vehicle Entry and up to 100 walkers

TICKETS & MERCHANDISE

- 2 VIP Admissions to the Exclusive Rainbow Room
- 2 Official Pride Dog Tags

SUPPORTER \$1,000

RECOGNITION

- Logo Signage at Volunteer HQ
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo

TWO LEFT

PARADE BENEFITS

- 1 Float/Vehicle Entry and up to 50 walkers

TRAILBLAZER AREA

This area is reserved for the Stonewall Columbus Trailblazers 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!

Your sponsorship includes signage recognition on our "Trailblazer Tram" at the Festival. The Trailblazer Tram is an extended golf cart that shuttles Trailblazers to and from designated parking to parade viewing and to the Trailblazer Tent on a continuous loop. The shuttle runs on Saturday during designated times and signs with your company logo are prominently displayed on this EXCLUSIVE Tram!

MAXIMUM OF 3 SPONSORSHIPS AVAILABLE
NO DUPLICATE BUSINESS SEGMENTS

TWO LEFT

BRONZE \$2,500

RECOGNITION

- Logo Signage at Trailblazer Tent
- Logo on Festival Entrance Welcome Sign
- Logo in Pride Brunch Program
- Logo in Official Pride Guide
- Logo Signage on Trailblazer Tram
- Logo & Link on Pride Website Sponsor Page
- Authorized Use of the Official Pride Logo
- Sponsor Presence and Materials in Trailblazer Tent

PARADE BENEFITS

1 Float/Vehicle Entry and up to 100 walkers

TICKETS & MERCHANDISE

- 2 VIP Admissions to the Exclusive Rainbow Room
- 2 Official Pride Dog Tags



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 from the Pride Sponsorships and are in **LIMITED** supply!

**YOUR
BUSINESS
HERE!**



RICH STREET BRIDGE BANNER

\$2000

One 20'x10' full color banner placed on the Rich Street Bridge over the Scioto River. A LIMITED number of banners are available. You may provide your logo and a brief tagline for display on your banner. Other limitations may apply. **GET YOURS TODAY!**

PRIDE POLE SIGNAGE

\$500 each PREMIUM PLACEMENT

\$300 each SUPPORTING PLACEMENT

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 (as space and visibility allows). If you would like your organization to show on both sides, two signs must be purchased. PREMIUM PLACEMENT Pole Signs will be placed in high traffic areas. The Pride Stage viewing area is an example of a 'Premium Placement' location.

**OR
HERE!**



PRIDE GUIDE ADS

NEW FOR 2020! STAY TUNED FOR **NEW!** PRIDE GUIDE ADVERTISING OPPORTUNITIES!

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 39 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 30, PIT Crew of 50 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 sizable 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 APRIL 17TH**. Neglecting to get your ad in by March 2nd 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 & DOG TAGS?

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-transferable 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.









DON'T WAIT!

LOCK IN YOUR SPONSORSHIP NOW!

MICHELE FREGONAS
614.930.2262
sponsors@columbuspride.org

JEANNE HEALD
614.930.2263
sponsors@columbuspride.org

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