


Festival



Phoenix Pride
Celebration

3 Decades
1 Community
4 PRIDE!

30 YEARS



10 Days of Pride | April 9th – April 18th
Pride Festival April 17th -18th
www.phoenixpride.org

For 30 years Phoenix Pride has been organizing marches, rallies, parades and entertainment/ educational events to celebrate the Phoenix LGBT community. In 2009 nearly 50 corporations, local businesses and organizations were sponsors of the 29th Annual Phoenix Pride Festival in Phoenix.

The Phoenix Pride Festival is a two day event designed to bring our diverse LGBT and allied communities together for a weekend of camaraderie and celebration of our past, present and future while raising monies for Phoenix Pride and its community programs. This event brings over 30,000 attendees with two days of exposure and marketing opportunities for businesses intent on creating relationships within the LGBT community.

**Join Phoenix Pride as we
celebrate 30 years of PRIDE in
Phoenix, Arizona.**

Festival Sponsorships



2010 Phoenix Pride Festival - Sponsorship Packages Saturday, April 17th and Sunday, April 18th, 2010

PRESENTING LEVEL SPONSORSHIP

Naming Rights to one of 8 venues located within the Festival ground.

- Stage sponsorship for Festival Stage (Headlining performances)
- Stage sponsorship for the Lakeside Community Stage
- Stage sponsorship for the Bistro Stage (Community driven)
- Stage sponsorship for the Pride Metro Dance Pavilion
- Stage sponsorship for the DJ's Dance Pavilion
- Venue sponsorship of KidSpace/Family Zone
- Venue sponsorship of Phoenix Pride ARTS Expo

Virtual Marketing

- Minimum 16 e-blasts with logo placement on Festival Ad - Guaranteed 200,000 impressions
- Featured Logo placement with website link – 8 e-blasts
- Logo on Pride Website
- Local Advertising
- Logo placement on print ads
- Logo placement Pride Pocket Guide – 15,000 distributed
- Logo placement on Post Cards - 2500
- Logo placement on Posters – LGBT Bars and friendly businesses
- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed

National Advertising

- Logo placement on print and web ads

Additional Items

- Complimentary PREMIUM DOUBLE TENTED exhibit space
- 150 Complimentary Single Day Admission Tickets

NET INVESTMENT: \$25,000

TOTAL VALUE: \$50,000

PLATINUM LEVEL SPONSORSHIP

Virtual Marketing

- Minimum 16 e-blasts with logo placement on Festival Ad - Guaranteed 200,000 impressions
- Featured Logo placement with website link – 8 e-blasts
- Logo on Pride Website

Local Advertising

- Logo placement on print ads
- Logo placement Pride Pocket Guide – 15,000 distributed
- Logo placement on Post Cards - 2500
- Logo placement on Posters – LGBT Bars and friendly businesses
- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed

National Advertising

- Logo placement on print and web ads

Additional Items

- Complimentary PREMIUM DOUBLE TENTED exhibit space
- 60 Complimentary Single Day Admission Tickets

NET INVESTMENT: \$15,000

TOTAL VALUE: \$30,000

Festival Sponsorships



GOLD LEVEL SPONSORSHIP

Virtual Marketing

- Minimum 12 e-blasts with logo placement on Festival Ad - Guaranteed 150,000 impressions
- Featured Logo placement with website link – 2 e-blasts
- Logo on Pride Website

Local Advertising

- Logo placement on print ads
- Logo placement Pride Pocket Guide – 15,000 distributed
- Logo placement on Post Cards - 2500
- Logo placement on Posters – LGBT Bars and friendly businesses
- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed

Additional Items

- Complimentary PREMIUM DOUBLE TENTED exhibit space
- 40 Complimentary Single Day Admission Tickets

NET INVESTMENT: \$10,000

TOTAL VALUE: \$20,000

SILVER LEVEL SPONSORSHIP

Virtual Marketing

- Minimum 8 e-blasts with logo placement on Festival Ad - Guaranteed 90,000 impressions
- Featured Logo placement with website link – 2 e-blasts
- Logo on Pride Website

Local Advertising

- Logo placement on print ads
- Logo placement Pride Pocket Guide – 15,000 distributed
- Logo placement on Post Cards - 2500
- Logo placement on Posters – LGBT Bars and friendly businesses
- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed

Additional Items

- Complimentary double tented exhibit space
- 20 Complimentary Single Day Admission Tickets

NET INVESTMENT: \$5,000

TOTAL VALUE: \$10,000

BRONZE LEVEL SPONSORSHIP

Virtual Marketing

- Minimum 4 e-blasts with logo placement on Festival Ad - Guaranteed 50,000 impressions
- Featured Logo placement with website link – one e-blast
- Logo on Pride Website

Local Advertising

- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed

Additional Items

- Complimentary tented exhibit space
- 8 Complimentary Single Day Admission Tickets

NET INVESTMENT: \$2,500

TOTAL VALUE: \$5,000