DENVER PRIDE FEST

2018 SPONSORSHIP OPPORTUNITIES

2017 Festival Attendance: 385,000+
2017 Parade Attendance: 120,000+

Join us for one of the largest LGBT Pride events in the country
Denver’s unique celebration of community and culture
Ranked as one of the top 5 festivals in 2014 on the Denver A-List

BENEFITTING

Contact Rex Fuller • 303.951.5215 • rfuller@glbtcolorado.org • glbtcolorado.org/pridefest
Denver PrideFest 2018
Saturday • June 16, 11am to 7pm
Sunday • June 17, 10am to 6pm
Civic Center Park

Coors Light PrideFest Parade
Sunday • June 17
Cheesman to Civic Center via Colfax
Steps off 9:30am

Denver PrideFest is one of the largest LGBT Pride Festivals in the U.S. With estimated attendance exceeding 385,000, the two-day festival draws visitors from throughout the state and region. Saturday features family programming, including the annual Denver Pride Run 5K. The centerpiece of the festival on Sunday is the CoorsLight PrideFest Parade attended by approximately 120,000 people and broadcast live on Denver television and worldwide on the web. Over 250 vendors and 20 food vendors plus entertainment on three stages all weekend make Denver PrideFest one of the most popular annual festivals in Colorado.

In addition to the Festival and Parade, Denver PrideFest offers sponsors unparalleled access to Denver’s LGBT community and the community at large. Through a comprehensive marketing program, Denver PrideFest sponsors can deliver their message to a targeted, affluent and responsive urban audience. Sponsors achieve visibility through traditional and digital marketing channels including print advertising, television advertising, web traffic, email marketing and social media.

Denver PrideFest honors the active and resourceful lives and achievements of lesbian, gay, bisexual and transgender people everywhere; particularly those in Colorado and our bordering states.

Denver PrideFest raises funds for the GLBT Community Center of Colorado (“The Center”), a non-profit organization that serves more than 47,000 people annually. Serving as a hub for Colorado’s LGBT community, The Center offers support groups, community meeting space, community resources and referrals, and year-round programming for youth, families and seniors.

For more information about how sponsorship of Denver PrideFest can benefit your business, please contact:

Rex Fuller
Vice President of Communications and Corporate Giving
GLBT Community Center of Colorado
303.951.5218 • rfuller@glbtcolorado.org
The POWER of PRIDE

With recent political changes in the United States, pride attendance is increasing. 63% of LGBT Americans surveyed said that they will attend (or already have attended) their hometown pride event in 2017. This is compared to 47% having attended their hometown pride events in 2016, representing a dramatic increase in interest and participation for 2017.

Source: Community Marketing & Insights, 11th Annual LGBT Community Survey, USA Report 2017

Worldwide attendance at pride events was estimated to exceed 21,000,000 in 2017.

Source: Pride Radar Survey published by InterPride, the international organization of pride producing organizations.

LGBT Rights, Safety, and Equality Statements

With the changing political environment in the United States, the LGBT community may feel less secure than it did in the recent past. More than 75% indicated that they fear the loss of LGBT civil rights recently gained, and the LGBT community expressed a desire to support companies that support LGBT equality.

Do you agree with these statements?
(\% in Agreement)

 Corporations that support LGBT equality are more important than ever. 88%

Pride events across the United States are as important as ever. 84%

I fear there will be a roll back of recent LGBT equality gains in the coming year. 82%

Companies that support LGBT equality will get more of my business this year. 77%

I fear LGBT hate violence could hurt me personally or my family. 59%

I plan to become more involved with LGBT political organizations this year. 52%

Source: Community Marketing & Insights, 11th Annual LGBT Community Survey, USA Report 2017
Facts & Figures

Attendees: 385,000+
31% ages 18-25
29% ages 26-35
29% ages 36-50
50% male • 46% female
13% bring children with their group
48% reside in metro Denver
45% are from other areas of Colorado
8% visit from outside Denver or Colorado

The LGBT Community

Nationally:

• Gay men and lesbians own more homes and cars, travel more, spend more on electronics, and have the largest disposable incomes of any niche market.
• Largest niche market: the adult LGBT population is 23M+ and its consumers make up 10% of the U.S. consumer market.
• Average household income: $100K
• $80 billion spent in travel annually
• 60/40 male/female ratio
• 3x more likely to eat out and go to entertainment than mainstream
• 37% make purchasing decisions at work
• 84% are currently employed
• 74% are brand loyal
• 87% switch to brands with a positive LGBT stance
• 88% own at least one car
• 60% own a home
• 71% are college graduates

Denver:

• Denver’s percentage of LGBT households is the 7th largest in the U.S.
• Colorado is one of the fastest-growing cities in the U.S.
• There are an estimated 220,000 LGBT consumers in Colorado.
• Colorado’s estimated LGBT community buying power: $10.6 billion

Denver PrideFest Annual Economic Impact:
$23.5 million

Direct economic impact: $15.5 million

43,600 visitors stay in Denver specifically for Denver PrideFest

Retained local impact is $14.3 million

Denver PrideFest generates over $1.2 million in sales tax for the City and County of Denver


Media Impact

2017 Social:

• 27,423+ combined followers on Facebook and Twitter
• 1.6 million social media impressions in May and June, 2017
• 1,503,947 website visits from May 1 to June 30, 2017
• 412,632 website visits on PrideFest weekend
• 4,354 viewers watched Livestream of the Coors Light PrideFest Parade

2017 Traditional Media:

• Television: $40K statewide commercial bank on Comcast Xfinity
• Media Exposure: 84 online news articles mentioning Denver PrideFest
• Potential Reach: 70M
• Social Media Exposure: 1,368 news article mentions; Potential social media reach: 5.98M

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2-Day Festival
Sponsors enjoy two full days to get your brand out in front of guests, sign up accounts, sample and gather names and information.

385,000+ Guests
Denver PrideFest is the largest LGBT Pride event in the Rocky Mountain region. Approximately 8% of festival attendees travel to Denver from outside the metro area and Colorado for this exceptional event.

Sponsor Activation Area
Sponsors receive prominent placement in the highest-traffic areas of the festival including Broadway and the promenade leading to the center of the festival. Customized placement is also available.

Live Entertainment on 3 Stages
Live and diverse entertainment thrills the crowd on three stages. Headliners light up our popular Center Stage; national acts excite crowds at the Latino Stage and the region’s hottest DJs thrill the crowd at Smirnoff Dance World with high-energy dance music.

250 Exhibitor Booths, 20 Culinary Vendors
We attract high-quality local, regional and national exhibitors including non-profits, retail and corporate vendors. Our guests stick around (an average of 5 hours) to enjoy the best in local outdoor dining options in 2 food courts and refresh themselves at 19 beverage stands.

Cultural Activations
The 2018 festival will include new sponsorship opportunities, including sponsorship of our special art installation at the center of Civic Center Park--a high-profile opportunity.

CoorsLight PrideFest Parade
120,000 cheering guests line 14 blocks of Colfax Avenue from Cheesman Park to Civic Center. Our parade kicks off promptly at 9:30 am on Sunday with colorful floats, marchers, music and much more. The parade is broadcast LIVE in Denver on Comcast channel 56 and will be available for online streaming in cooperation with Denver Open Media.

The Wells Fargo VIP Experience
Open Saturday and Sunday, the Wells Fargo VIP Experience offers sponsors and high-level donors a respite from the crowds, food, beverages and an unbeatable view of Center Stage entertainment.

Denver Pride Run
The Denver Pride Run kicks off Denver PrideFest. Hundreds of racers line up on Saturday morning at Civic Center Park for a chip-timed race to Cheesman Park and back. Prizes for top racers and best costumes. Denver Pride Run offers potential sponsors an ideal opportunity to address the health-conscious segment of the LGBT community.

Family Area
LGBT and allied families are right at home in our family area, enjoying special activities throughout the weekend featuring activations created by the Denver Museum of Nature and Science.

Rainbow Alley Youth Zone
A safe and substance-free space for youth ages 12-21, Youth Alley provides entertainment and resources for LGBTQ teens.

Transgender Resource Area
Located on the shady lawn off of our sponsor area, we offer an open and welcoming area for the trans community and allies to gather.

AARP Colorado SAGE of the Rockies Resource Area
The AARP Colorado SAGE of the Rockies Resource Area provides information and activities for adults 50 and better.
Centerpiece Art Installation
For the past three years, internationally recognized artist Lonnie Hanzon has created unique art installations at the center of Denver PrideFest. These monumental artworks have been embraced by the community each year and have presented a dynamic, interactive and highly visible centerpiece to the festival. Past works have included:

• 2015: “Equality Cake” honoring the Supreme Court decision legalizing same-sex marriage.
• 2016: Orlando/Pulse Nightclub Memorial
• 2017: “Shrine to Humanity” a colorful installation honoring designer Gilbert Baker, creator of the LGBT pride flag.

Exclusive sponsorship opportunity available at $15,000.

Denver Pride Run
Now entering its fifth year, the Denver Pride Run kicks off Denver PrideFest weekend with a timed 5K run and walk from the State Capitol to Cheesman Park and back. The run is an exciting opportunity to speak directly to 700+ health and sports-conscious LGBT consumers and their allies. Expanded sponsorship opportunities include:

• Lead Sponsorship: Includes prominent logo/name placement on all advance marketing materials including website and 6 social media mentions, prominent logo/name placement on race shirts and tote bags, prominent visibility at the event including premiere placement on race arch, 10x10 sponsor booth at the race as well as a 10x10 sponsor booth at Denver PrideFest throughout PrideFest weekend and other participating sponsor benefits. Promotional item placed in all race bags. $10,000
• Gold Sponsorship: Logo/name placement on marketing materials, 4 social media mentions, logo included on race shirts, tote bags, race arch, 10x10 sponsor booth at race. Promotional item placed in all race bags. $2,500
• Silver Sponsorship: Logo placement on marketing materials, 1 social media mention, race shirts, tote bags, race arch, 10x10 sponsor booth at race. Promotional item placed in all race bags. $1,000
• Bronze Sponsorship: Logo placement on marketing materials, race shirts, race arch. Promotional item placed in race bags. $500

Rainbow Alley Youth Zone
Denver PrideFest supports youth ages 11 to 21 by providing information and resources for LGBTQ youth and their allies. Featuring a youth-only performance stage, curated exhibitors aimed at positive youth development and interactive activities, the Rainbow Alley Youth Zone is smoke, alcohol and drug-free. Naming opportunity available. Includes prominent name and logo placement on Denver PrideFest marketing materials, prominent signage at the entrance and stage of the Rainbow Alley Youth Zone, 10x20 exhibit area in the Youth Zone and additional hospitality benefits.
Sponsor Benefits

Denver PrideFest offers three base-levels of sponsorship: Major, Supporting and Participating. Additional benefits may be negotiated based on individual sponsor needs and goals.

**Major Benefits**

Starting at $15k and up

**ON-SITE EXPOSURE**
- 10x20 exhibit space in sponsor section of festival
- Business Category exclusivity (Negotiable)
- Display 6 3x10 banners on festival grounds
- Rotating 30-second Sponsor video on LED screen at festival
- Rotating Sponsor logo on LED screen at festival
- Prominent Sponsor logo placement on directional signs at festival
- Sponsor logo on PrideFest map on directional signs
- Prominent Sponsor logo on tri-fold map at festival; logo on map in tri-fold
- Sampling Rights (Negotiable. Sample size limited to 2 ounces; subject to PrideFest regulations)
- Wandering Rights available for brand ambassadors (Negotiable. Limit: 2 ambassadors at any one time. Subject to PrideFest regulations)
- **Complimentary Parade entry**

**PRIDEFEST PROMOTIONAL MATERIALS**
- Sponsor logo prominent on PrideFest poster
- Sponsor logo prominent on PrideFest flyer
- Sponsor logo prominent on PrideFest print advertising
- Sponsor logo prominent in thank you ads

**TRADITIONAL MEDIA EXPOSURE**
- Sponsor name prominently listed in news release
- Sponsor logo featured in TV commercial

**DIGITAL MEDIA**
- Sponsor logo and link on festival web page
- Listing in online vendor directory
- Rotating banner ad on festival web page and Center website home page, June, 2018
- One custom e-mail message included in festival e-newsletter
- Sponsor logo in PrideFest thank-you email
- Two social media mentions (Facebook, Twitter) during the months of May and June, 2018

**HOSPITALITY**
- Four invitations to Sunday Parade Viewing Party at Saturday
- Two lunches delivered to Sponsor exhibit area on Saturday
- Two invitations to Sunday Parade Viewing Party at The Center

**YEAR-ROUND BENEFITS**
- Sponsor logo included in Center annual report
- Sponsor name listed with donors in Center annual report
- Sponsor name listed with donors on display in donor lounge at The Center

**Supporting Benefits**

Starting at $10K

**ON-SITE EXPOSURE**
- 10x10 exhibit space in sponsor section of festival
- Display 4 3x10 banners on festival grounds
- Rotating Sponsor logo on LED screen at festival
- Sponsor logo placement on directional signs at festival
- **Complimentary Parade entry**

**PRIDEFEST PROMOTIONAL MATERIALS**
- Sponsor logo on PrideFest poster
- Sponsor logo on PrideFest flyer
- Sponsor logo on PrideFest print advertising
- Sponsor logo in thank you ads

**TRADITIONAL MEDIA EXPOSURE**
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**DIGITAL MEDIA**
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- One custom e-mail message included in festival e-newsletter
- Sponsor logo in PrideFest thank-you email
- Two social media mentions (Facebook, Twitter) during the months of May and June, 2018

**HOSPITALITY**
- Four invitations to sponsor appreciation party (Date TBD)
- Four weekend PrideFest VIP passes
- Four lunches delivered to Sponsor exhibit area on Saturday
- Four invitations to Sunday Parade Viewing Party at The Center

**YEAR-ROUND BENEFITS**
- Sponsor Logo included in Center annual report
- Sponsor name listed with donors in Center annual report
- Sponsor name listed with donors on display in donor lounge at The Center

**Participating Benefits**

Starting at $5k

**ON-SITE EXPOSURE**
- 10x10 exhibit space in sponsor section of festival
- Display 2 3x10 banners on festival grounds
- Rotating Sponsor logo on LED screen at festival
- Sponsor logo placement on directional signs at festival
- **Complimentary Parade entry**

**PRIDEFEST PROMOTIONAL MATERIALS**
- Sponsor logo on PrideFest poster
- Sponsor logo on PrideFest flyer
- Sponsor logo on PrideFest print advertising
- Sponsor logo in thank you ads

**TRADITIONAL MEDIA EXPOSURE**
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