



DENVER PRIDE

®

TOGETHER WE RISE

2020 SPONSORSHIP OPPORTUNITIES

Join The Center on Colfax and over 500,000 Coloradans for the
largest LGBTQ Pride event in the Rocky Mountain Region

Presented by



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denverpride.org

Denver PrideFest 2020

Saturday, June 20 - 11:00 AM to 7:00 PM

Sunday, June 21 - 10:00 AM to 6:00 PM

Coors Light PrideFest Parade

Sunday, June 21 - Step off @ 9:30AM

Cheesman to Civic Center via Colfax

Denver PrideFest is one of the leading LGBTQ pride festivals in the United States. Estimated attendance in 2019 exceeded **525,000** for our celebration of the 50th anniversary of Stonewall!

In 2020 our country will witness the 100th anniversary of the adoption of the 19th amendment, which gave women the right to vote, and we will also commemorate 30 years since the passage of the Americans With Disabilities Act. In honor of these milestones, The Center on Colfax will shine a spotlight on LGBTQ women and those with disabilities during all 2020 PrideFest activities.

Denver PrideFest features a two-day festival that draws visitors from throughout the state of Colorado and the Rocky Mountain region.

Activities include:

- Pride 5K on Saturday, June 20
- A two-day Denver PrideFest at Civic Center Park beginning on Saturday, June 20 that include over 250 exhibitors, 20 food & beverage vendors, and live performances
- The annual Coors Light PrideFest Parade on Sunday, June 21

As a sponsor, you will enjoy unparalleled access to all official PrideFest activities while also supporting the mission of The Center on Colfax, a non-profit organization serving LGBTQ Coloradans since 1976.

In addition to one-on-one connection with community members at the festival and through the parade, sponsors benefit from PrideFest promotion and advertising that amplifies the sponsor's profile in the community. Sponsors will also benefit from increased exposure through social media and web traffic.

For information on how Denver Pride sponsorship can benefit your business, contact

Joe Foster
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PRIDE BY THE NUMBERS



We live through times when hate and fear seem stronger.

We rise and fall and light from dying embers.

Remembrances that hope and love live longer.

*And **love** is **love** cannot be killed or swept aside.*

— Lin Manuel Miranda – Actor, Composer, Writer, Activist, & Ally

- **525,000 attendees at Denver PrideFest in 2019!**
- **1.4 million social media impressions**
- **344 million online readers**

Community Marketing Inc. 13th Annual LGBTQ Community Survey

- **85%** of all LGBTQ people agree that “Corporations that support LGBTQ equality are more important than ever.”
- **78%** of all LGBTQ people surveyed “Tend to support companies that market to and support the LGBTQ community.”
- **76%** of all LGBTQ people agree that “Companies that support LGBTQ equality will get more of my business this year.”
- “I feel more positive towards companies that include transgender / gender-expansive community imagery in their outreach communications.” – **86%** of LGBTQ people surveyed

The purchasing power of the global LGBTQ community is \$3.7 trillion.

– *LGBT Capital*



Denver PrideFest Activations

2-Day Festival

Sponsors enjoy two full days to get their brand out in front of guests, sign up accounts, sample and gather names and information.

525,000 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 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.

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. Sponsors enjoy prominent placement in the front section of the parade.

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 2020 festival will include new sponsorship opportunities, including sponsorship of our special art installation at the center of Civic Center Park — a high-profile opportunity.

The VIP Experience

Open Saturday and Sunday, the VIP Experience offers sponsors and high-level donors food, beverages, and an unbeatable view of Center Stage entertainment.

Denver PRIDE 5K

The Denver PRIDE 5K 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. There are prizes for top racers and best costumes. Denver PRIDE 5K 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 created by local cultural institutions.

Youth Alley

A safe and substance-free space for youth ages 12-21, Youth Alley provides entertainment and resources for LGBTQ teens and young adults. Youth Alley is produced by The Center's youth program: Rainbow Alley.

Transgender Resource Area

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

SAGE of the Rockies Resource Area

The SAGE of the Rockies Resource Area provides information and activities for adults 50+.



Branded Sponsorship Opportunities

Opportunities starting at \$20,000

Centerpiece Art Installation

For the past four 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" honoring designer Gilbert Baker, creator of the LGBT pride flag
- 2018: "Equal Threshold" supporting equal access for LGBTQ citizens

The 2019 sculpture honored the 50th anniversary of the Stonewall Riots, considered by many to be the beginning of the modern movement for LGBTQ equality.

Exclusive sponsorship opportunity available at \$20,000

Includes benefits of Major sponsorship plus:

- Listed on website as presenting sponsor of the art installation
- 4 signs at art installation acknowledging sponsorship
- Inclusion in blog post, social media post and email newsletter article about sculpture
- Private tour of the art installation with the artist for up to 10 sponsor representatives or sponsor clients and admittance for 10 guests to Denver PrideFest VIP Area



Entertainer Sponsorship

- Saturday Center Stage Headliner
- Sunday Center Stage Headliner
- Sunday DJ Headliner
- Sunday Latin Stage Headliner

Exclusive sponsorship opportunities available at \$20,000

Includes benefits of Major sponsorship plus:

- Listed on website as presenting sponsor of the selected entertainer
- Homepage feature on headliner: "[Sunday headliner] presented by..."
- Sponsor logo on homepage and on entertainment page with performer information
- Inclusion in blog post, social media post and email newsletter article about entertainer
- Sponsor thanked from the stage before the performance
- Sponsor logo displayed on jumbo LED screen next to stage during featured performance.
- VIP access for up to 10 sponsor representatives or sponsor clients for sponsored performance

Sustainability Sponsorship

Creating an environmentally sustainable festival will require additional funding to institute and maintain. This sponsorship funds the infrastructure to create and support this new program. The sponsor supporting this new venture will receive all the benefits of a Supporting Sponsorship plus the following marketing and visibility opportunities associated with the Denver PrideFest Sustainability Program:

- Exclusive naming rights for the Sustainability Program.
- Sponsor-branded recycling stations at 8 beverage stations throughout the park.
- Recycling containers (indicating "Recyclables Only" on the lids) will be staged at beverage stations under sponsor banner promoting recycling program. These high-profile recycling stations will be at all four major intersections of the festival, central promenade, Broadway and Bannock Street bars, Dance World Bar and VIP area.
- Sponsorship will fund the use of green recyclable trash bags in recycling containers and add two additional 30-yard recycling roll-offs to accommodate recycled materials.
- Sponsorship will fund the creation of back-of-house educational materials for all food and beverage booths encouraging use of sustainable and recyclable materials; branded with Sponsor logo.
- Sponsor will be featured in a special blog article promoting the sustainability program and will be subsequently featured in social media and email newsletters.
- Four 3x8 additional sponsor banners displayed on festival grounds promoting sustainability program.
- Rotating Sponsor logo on LED screen at festival promoting sustainability program.
- Call out of sustainability program on directional signs at festival featuring sponsor's logo.



Exclusive Sponsorship Opportunity available at \$25,000



Start Denver PrideFest off on the right foot!

Saturday, June 20 • 9:30 am • 5K Run/Walk • 1500+ participants

Denver PRIDE 5K 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 LGBTQ consumers and allies. Denver PRIDE 5K is the perfect way to kick off the Rocky Mountain region's largest annual celebration of LGBTQ pride and benefit The Center on Colfax.

Race Presenting Sponsorship - \$20,000

Hospitality

- 15 Complimentary race registrations
- Access for 15 guests to PrideFest Saturday VIP Area after the race
- 2 weekend passes to VIP Area
- 6 Sponsor Party Invitations

Website

- Sponsor name prominently displayed with event name: "PRIDE 5K presented by ..."
- Homepage logo/link
- Race page logo/link
- Race page banner ad
- Co-branded content on homepage blog
- Sponsor inclusion in 6 social media mentions

Email marketing

- 6 dedicated race emails with sponsor logo
- Sponsor offer in virtual goodie bag (Sent to participants after registration)
- Included in PrideFest thank you email

Promotional Materials

- Sponsor name prominently displayed on event poster with event name: "PRIDE 5K presented by..."
- Sponsor logo prominently displayed on race poster
- Logo on PrideFest poster
- Logo on PrideFest flier
- Rack card with sponsor logo prominently displayed
- Sponsor logo at the top of race arch, 4 logos
- 4 dedicated sponsor banners on race course
- Tagged awards podium
- Tagged awards stage backdrop
- Tagged signage at Denver PrideFest

Audience Engagement

- Opportunity for company rep to address race audience
- 4 PA Announcements before race
- Prominent presence on participant T-shirts
- Logo on race bibs
- Sponsor offer on race bibs
- Sponsor promotional item in race bags (Sponsor to provide)
- 10x20 booth at race start
- 10x10 booth at Denver PrideFest

Gold Sponsorship - \$5,000

Hospitality

- 10 Complimentary race registrations
- 2 Sponsor party invitations

Website

- Race page logo/link
- Sponsor inclusion in 3 social media mentions

Email marketing

- 6 dedicated race emails with sponsor logo
- Sponsor offer in virtual goodie bag (Sent to participants after registration)
- Included in PrideFest thank you email

Promotional Materials

- Sponsor logo displayed on race poster
- Rack card with sponsor logo
- Sponsor logo on race arch, 4 logos
- 2 dedicated sponsor banners on race course
- Tagged signage at Denver PrideFest

Audience Engagement

- 4 PA Announcements
- Logo on participant T shirts
- Logo on race bibs
- Sponsor offer on race bibs
- Sponsor promotional item in race bags (Sponsor to provide)
- 10x10 booth at race start

Silver Sponsorship - \$2,500

Hospitality: 6 Complimentary Race registrations

Website: Race page logo/link

Email marketing

- 6 dedicated race emails with sponsor logo
- Sponsor offer in virtual goodie bag (Sent to participants after registration)
- Included in PrideFest thank you email

Promotional Materials

- Sponsor logo displayed on race poster
- Rack card with sponsor logo
- Sponsor logo on race arch, 4 logos
- Tagged signage at Denver PrideFest

Audience Engagement

- 1 PA Announcement
- Logo on participant T shirts
- Sponsor promotional item in race bags (Sponsor to provide)
- 10x10 booth at race start

Bronze Sponsorship - \$1,000

Website: Race page logo/link

Email marketing: Included in PrideFest thank you email

Promotional Materials

- Sponsor logo displayed on race poster
- Rack card with sponsor logo
- Sponsor logo on race arch, 4 logos

Audience Engagement

- 1 PA Announcement
- Logo on participant T shirts
- Sponsor promotional item in race bags (Sponsor to provide)
- 10x10 booth at race start

**For more information about
PRIDE 5K Sponsorship
Contact
Joe Foster
303-951-5204
jfoster@lgbtqcolorado.org**

Sponsorship Opportunities

Denver PrideFest offers three base-levels of sponsorship: Stonewall, Advocate and Friend.
Additional benefits may be tailored to fit individual sponsor needs and goals.

Stonewall Sponsor Benefits

Starting at \$15k and up

AUDIENCE ENGAGEMENT

- **10x20 booth** in sponsor section of the festival
- **Complimentary Parade Entry**
- Product sampling rights OR roaming rights for two ambassadors (Subject to PrideFest regulations)
- Prominent sponsor logo presence in event schedule (back cover)
- Public address announcement from stage (4 announcements throughout weekend)

ADDITIONAL ON-SITE EXPOSURE

- Four 3 x 8 sponsor banners displayed on festival grounds
- Sponsor logo prominently displayed on directional signage at festival
- Sponsor logo on jumbotron
- Sponsor advertising or messaging on jumbotron (30 second visual video spot, sponsor to provide)

HOSPITALITY BENEFITS

- 6 VIP Weekend Passes
- 6 Sponsor Party Invitations
- 6 Rooftop Viewing Party Invitations

WEBSITE

- Sponsor logo and link on website homepage
- Sponsor logo and link on website sponsor page
- Homepage banner ad
- Co-branded content on Denver PrideFest blog, displayed on website homepage
- Promotion of co-branded content in social media (4 posts)

EMAIL MARKETING

- Sponsor logo in all email newsletters (12 total, April through June)
- Sponsor offer or message in 2 email newsletters
- Sponsor logo in thank you email

OFF-SITE PROMOTIONAL MATERIALS

- Prominent logo position on poster
- Prominent logo position on advance flier

ADVERTISING

- Sponsor logo in television media
- Sponsor logo in paid advertising

Advocate Sponsor Benefits

Starting at \$10K

AUDIENCE ENGAGEMENT

- **10x20 booth** in sponsor section of the festival
- **Complimentary Parade Entry**
- Sponsor logo in event schedule
- Public address announcement from stage (4 announcements throughout weekend)

ON-SITE

- Two sponsor banners displayed at festival
- Sponsor logo on directional signage at festival
- Rotating sponsor logo on jumbotron

HOSPITALITY BENEFITS

- 4 VIP Weekend Passes
- 4 Sponsor Party Invitations
- 4 Rooftop Viewing Party Invitations

WEBSITE

- Sponsor logo and link on website homepage
- Sponsor logo and link sponsor page
- Social media mention (2 posts)

EMAIL MARKETING

- Sponsor logo in one advance email
- Sponsor offer or message in 1 newsletter
- Sponsor logo in thank you email

OFF-SITE PROMOTIONAL MATERIALS

- Logo on poster
- Logo on advance flier

ADVERTISING

- Sponsor logo in paid advertising

Friend Sponsor Benefits

Starting at \$5k

AUDIENCE ENGAGEMENT

- **10x10 booth** in sponsor section of the festival
- **Complimentary Parade Entry**
- Sponsor logo in event schedule
- Public Address announcement from stage (4 announcements throughout weekend)

ON-SITE

- One sponsor banner displayed at festival
- Sponsor logo on directional signage
- Rotating sponsor logo on jumbotron

HOSPITALITY BENEFITS

- 2 VIP Weekend Passes
- 2 Sponsor Party Invitations

WEBSITE

- Sponsor logo and link on sponsor page
- Social media mention (2 posts)

EMAIL MARKETING

- Sponsor logo in thank you email

OFF-SITE PROMOTIONAL MATERIALS

- Sponsor logo on poster
- Sponsor logo on advance flier

ADVERTISING

- Sponsor logo in paid advertising

Restrictions

Please note the following restrictions apply to all corporate sponsors.

- Unless negotiated in advance, sponsor activation is limited to contracted booth space. Wandering rights are only available to sponsors who have negotiated wandering credentials in advance of the festival.
- Food sampling must be cleared with the Festival Operations Manager in advance and meet all City of Denver health regulations. **Sample sizes limited to 2 ounces.**
- **No beverage sampling allowed.**
- **Sponsors may not distribute water to festival guests.**
- **No sidewalk chalk allowed.**
- **Sponsors are not allowed to distribute stickers.**
- Sponsors will be required to complete a parade application. Sponsors are subject to all rules & regulations governing the parade as outlined on the application.



2019 Official Denver PrideFest After Party hosted by The Triangle Denver

Denver Pride Official Events

DENVER PRIDE Businesses and community groups can promote their events as Official Denver Pride Events by registering through our website. Official Events are promoted through DenverPride.org and social media. To register your event, visit DenverPride.org or contact Joe Foster for more information.

Official Events - \$2,500

- Official Events will be featured on the Denver Pride Week Events Page in rotating headline graphics with a link to the producer's website or Facebook page.
- Official Events will be featured in special top-of-page call out tiles on the Pride Week Events Page.
- 300 x 250 rotating banner ad promoting event on Denver Pride site (sponsor to provide ad)
- Official event added to Denver Pride Facebook events page
- Official event will be promoted in one Denver Pride e-newsletter.
- Denver Pride will promote the Official Event with two social media posts during the months of May and June
- Official Event will be added to the Denver Pride event calendar as a featured event; Featured events stand out in the calendar listings and include enhanced graphic (sponsor to provide), enhanced event description, directional map to venue, link to event producer's website or Facebook page; Labeled an Official Denver Pride Event.
- Official Event will be added to The Center's Community Calendar as a featured event; also includes enhanced graphic and event description and also labeled as an Official Denver Pride Event.
- Featured events rotate on the homepage of DenverPride.org to generate additional attention.
- Official Event Producer will be granted a license to promote the event as an "Official Denver Pride Event."

Featured Event - \$300

- Event added to the Denver Pride event calendar as a featured event; Featured events stand out in the calendar listings and include enhanced graphic (sponsor to provide), enhanced event description, directional map to venue, link to event producers website or Facebook page.
- Event also added to The Center's Community Calendar as a featured event.
- Featured events rotate on to the homepage of DenverPride.org to generate additional attention.

Denver Pride Event Listings - Free

- Basic listing includes name of event, date, time, location, phone and link to website.

2019 Denver Pride Map

