2021 SPONSORSHIP BENEFITS

DENVER PRIDE
Friend,

As we close a challenging year for our country, we look forward to brighter days. While we were disappointed to not celebrate in Civic Center Park last year, I am so proud of what we were able to accomplish together. Planning a festival like Pride takes almost a year of work and we were able to turn every aspect of Pride into a virtual setting so our community could celebrate safely.

Pride is not only something our community looks forward to every year, but it is an opportunity for LGBTQ Coloradans to celebrate our achievements and remind the world we exist.

Each year, we produce Denver PrideFest in Civic Center Park, but due to limitations brought on by Covid-19 we have decided to produce a hybrid celebration for this year’s Pride. Fear not! We plan to bring back Pride to its original location when it is safe to do so. The hybrid celebration will include a Pride 5K, virtual Pride Parade and neighborhood “Pride Hubs”. This will help us maintain crowd size while also keeping participants safe.

This year also marks a new date for Denver Pride going forward – the fourth weekend of June (June 26 and 27). Thanks to our partnership with the City and County of Denver the new date will help PrideFest avoid conflicting with other large cultural celebrations, including Denver’s Juneteenth Music Festival.

As a sponsor, you will enjoy unparalleled access to all official Denver PrideFest activities while also supporting The Center on Colfax so that we may continue programs and advance the lives of LGBTQ Coloradans.

Thank you for your interest in Denver PrideFest 2021. We look forward to celebrating with you!

With Gratitude,

Joe Foster
Vice President, Development & Communication – The Center on Colfax
LOOKING BACK:
VIRTUAL DENVER PRIDE 2020 BY THE NUMBERS

Social Media Engagement
• June Facebook Impressions: 759,873
• June Facebook Engagements: 58,413
• June Twitter Impressions: 114,806
• June Twitter Engagements: 1,990

Web Statistics
• 164,557 page views
• 58,373 users

Coors Light Virtual Denver Pride Parade
• 135,000 viewers cross posted over 23 platforms
• 124,000 unique viewers
• 2,000 viewers on THEDENVERCHANNEL.COM
• 1,400 peak viewers
• 13,000 reactions, comments, and shares
• 127 parade entries
• Parade broadcast was #2 in Denver ratings
LOOKING BACK:
VIRTUAL DENVER PRIDE 2020 BY THE NUMBERS

Virtual PRIDE 5K
- 603 registrants

E-Newsletters
- 92,478 emails sent
- 27.78% average open rate
- 13.62% average click-through rate

Media Placements
- 400 placements
- Potential reach: 659.9 million
- Advertising value equivalency: $6 million
To maintain social distancing and to encourage engagement with Pride participants, Denver Pride 2021 will consist of “Pride Hubs” instead of a festival at Civic Center Park.

These hubs will give us the opportunity to bring Pride to all neighborhoods throughout Denver and maintain crowd sizes in the most effective way.

Hubs will consist of sponsor activations, vendors and entertainment.
Pride Hub
Example

PRIDE HUBS
This year The Center on Colfax will produce the Coors Light Virtual Denver Pride Parade in place of a in-person parade that usually marches through Colfax. As a Denver Pride sponsor, you will be given the opportunity to record a parade entry with your team to showcase during the broadcast. Sponsors will be given somewhere between 30 seconds and 90 seconds of airtime*.

*Time allotment based on sponsorship level.
## 2021 Denver Pride Sponsorship Benefits Summary

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th><strong>FRIEND ($5,000)</strong></th>
<th><strong>ADVOCATE ($10,000)</strong></th>
<th><strong>STONEWALL ($15,000)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment Naming Opportunity</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Activation at Pride Hubs</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Engagement Pass at Pride Hubs</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Virtual Parade Entry</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Logo Placement at Pride Hubs</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Logo Placement in advertising</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Premiere</td>
</tr>
<tr>
<td>Denver Pride Homepage Logo Placement</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Rotating header banner</td>
</tr>
<tr>
<td>Facebook, Instagram, &amp; Twitter Engagement</td>
<td>1 sponsored post boosted to Denver Pride followers</td>
<td>2 sponsored posts, May to June to expanded audience</td>
<td>Opportunity to host a “Social Series” during month of Pride</td>
</tr>
<tr>
<td>E-Mail Marketing</td>
<td>Sponsor logo in “Thank You” e-mail</td>
<td>Sponsor message or offer in one e-newsletter, Sponsor logo in “Thank You” e-mail</td>
<td>Sponsor logo in all Pride emails (12 total from April to June), Sponsor message or offer in 2 e-newsletters</td>
</tr>
<tr>
<td>Licensing Allotment - Utilize “Denver Pride”</td>
<td>1 Event</td>
<td>2 Events</td>
<td>3 Events</td>
</tr>
<tr>
<td>licensing for off-site events (subject to approval)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
This year’s Pride 5K will take place in Cheesman Park in Denver, CO. Participants will be given a reserved start time to help maintain social distancing, and those who wish may participate independently and submit their times to the leader board by the end of Pride weekend. Due to Covid-19 restrictions, we will be unable to host a gathering before the race.
## 5K Sponsorship Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Bronze ($1,000)</th>
<th>Silver ($2,500)</th>
<th>Gold ($5,000)</th>
<th>Presenting ($20,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo placement on 5K webpage</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Premiere</td>
<td>Above 5K Logo</td>
</tr>
<tr>
<td>Logo placement on 5K e-blasts</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Premiere</td>
<td>Above 5K Logo</td>
</tr>
<tr>
<td>Logo placement on 5K poster</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Premiere</td>
<td>Above 5K Logo</td>
</tr>
<tr>
<td>Sponsor logo placement on race arch</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Premiere</td>
<td>Above 5K Logo</td>
</tr>
<tr>
<td>Logo placement on participant race shirts</td>
<td>Moderate</td>
<td>Prominent</td>
<td>Premiere</td>
<td>Above 5K Logo</td>
</tr>
<tr>
<td>Complimentary Race Registration</td>
<td>0</td>
<td>6</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Promotional item in giftbags (sponsor provides)</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
# 5K Sponsorship Benefits

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<th>BRONZE ($1,000)</th>
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<th>PRESENTING ($20,000)</th>
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<tbody>
<tr>
<td>Promotional fundraising incentive item (sponsor provides)</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Promotional item in virtual giftbags (sponsor provides)</td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
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<tr>
<td>Race page banner advertisement</td>
<td></td>
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<tr>
<td>Included in PrideFest thank you email</td>
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<td>Virtual Pride Parade Entry</td>
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<td>Social Media Engagement - Facebook, Instagram, &amp; Twitter</td>
<td>1 sponsored thank you post to all Denver Pride Followers</td>
<td>1 sponsored post throughout month of Pride boosted to all Denver Pride followers</td>
<td>Opportunity to host a “Social Series” throughout the month of Pride*</td>
<td></td>
</tr>
</tbody>
</table>

*subject to approval by The Center
WEBSITE AD EXAMPLES

**BANNER AD**
1920x550px

**LOGO AD**
BOBO'S
250x125px

**SIDEBAR AD**
300x250px
All sponsors will be given space on our Virtual Marketplace to help engage with our audience. Marketplace listings include an image and short business/organization description, as well as a website link.
VIRTUAL MARKETPLACE LISTING EXAMPLE

U.S. Bank is proud to sponsor the Denver Pridefest and our ongoing National Sponsorship of the Human Rights Campaign, receiving the Best Place to Work for LGBTQ Equality 13 years in a row.

Visit Website:
https://www.usbank.com/index.html

← Back to Marketplace
CONTACT US TO LEARN MORE!

For Sponsorship Opportunities

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Event and Performance Inquiries

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