



DENVER
PRIDE



2023
Media
Summary

produced by

THE
CENTER
ON COLFAX
lgbtqcolorado.org

The Largest LGBTQ+ Pride Event
in the Rocky Mountain region!



Estimated Festival
Attendance
550,000

Parade Participation
125,000 Parade Goers
15,000 Marchers
271 Entries

PRIDE 5K
3,000 Runners

DENVER
PRIDE

[DenverPride.org](https://denverpride.org)

Thank You for Your Support of Denver Pride

This past June, the Mile High City was dressed up in cheer and rainbows as The Center on Colfax produced the Rocky Mountain region's largest annual celebration of LGBTQ+ pride. Our 2023 celebration was a year of shattered records, with the largest PrideFest, Coors Light Denver Pride Parade, and PRIDE 5K in Denver Pride history! Upwards of 550,000 people attended the festival at Denver's Civic Center Park. 125,000 parade-goers joined the celebration for the Coors Light Denver Pride Parade, with 15,000 marchers in 271 contingents proudly strutting down Colfax Avenue on Sunday morning. And 3,000 runners kicked off Denver Pride weekend in support of The Center on Colfax at the PRIDE 5K on Saturday morning.

Proceeds from Denver Pride go to The Center on Colfax, a non-profit organization serving Colorado's LGBTQ+ community with year-round services for mental health, youth, young and older adults, and the transgender community, as well as events, activities, and training programs.

Our 2024 celebration promises crowds as big and engaged as previous years as Denver Pride has become a regional draw, bringing hundreds of thousands of LGBTQ+ community members and their supporters to Denver each year. We thank you for your support of this important annual community celebration that makes The Center's work possible. We hope you will sponsor our 2024 celebration. You won't want to miss Denver's biggest and best LGBTQ+ celebration!

With appreciation,

Rex R. Fuller

Rex Fuller
CEO • The Center on Colfax • lgbtqcolorado.org

DENVER PRIDE® *at a glance*



Denver PRIDE 5K 2023

Saturday, June 24, 9:30 AM

Denver Capitol Building

Denver PrideFest 2023

Saturday, June 24, 11:00 AM to 7:00 PM

Sunday, June 25, 10:00 AM to 6:00 PM

Civic Center Park

Denver Pride Parade 2023

Sunday, June 25, 9:30 AM

Cheesman Park to Civic Center Park via Colfax

THANK YOU TO OUR SPONSORS

DENVER PRIDEFEST

STONEWALL SPONSORS



ADVOCATE SPONSORS

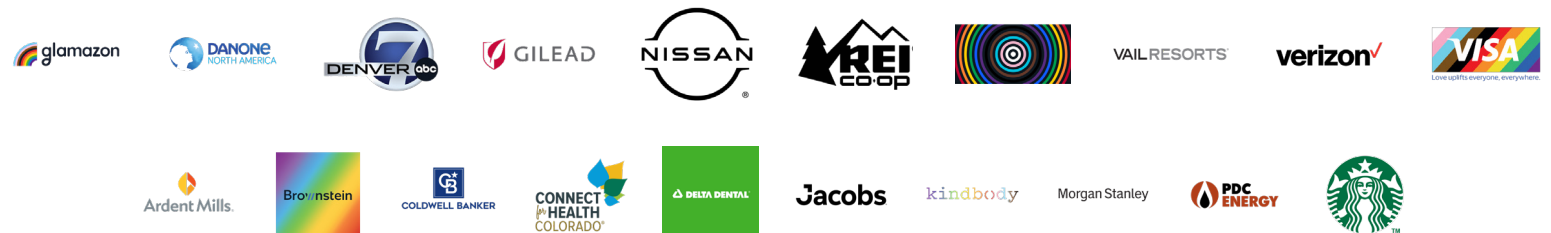


FRIEND SPONSORS & COMMUNITY PARTNERS



PRIDE 5K presented by Smartwool®

GOLD & SILVER SPONSORS



BRONZE & PARTICIPATING SPONSORS

Fatte Bikes | Gates Corporation | Newmont Mining | Polsinelli | Sploot Veterinary | TTEC | Zoomcare
303 Condigo | International School of Denver | Ritsema Law | SSR Mining



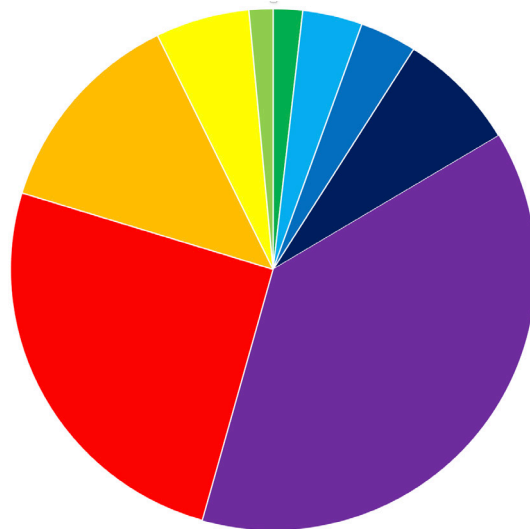
Kicking Off Denver Pride On The Right Foot! Saturday, June 24, 2023

The 2023 PRIDE 5K presented by Smartwool was the largest in its history! The race attracted a record 3,000 runners that raised nearly \$200,000 for a healthy and fun way to kick off Denver Pride weekend.

As runners checked in for the race, follow-up communications featured sponsors. Runners gathered at the State Capitol, interacting with sponsors before the race kicked off. Racers ran from the Capitol to Cheesman Park and back.

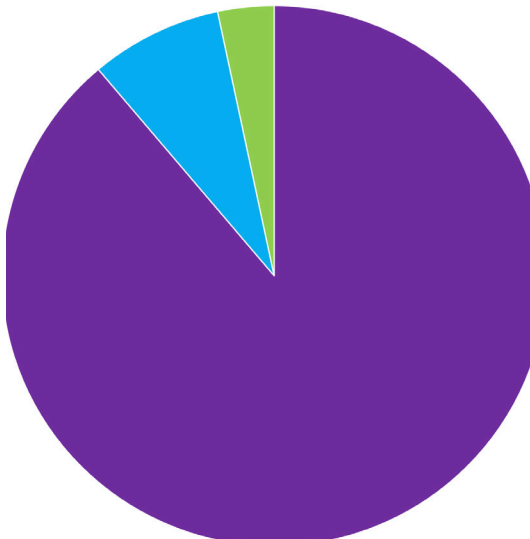
Top fundraising teams and fastest individual finishers received awards before heading off to enjoy the festival. Sponsors were included in pre and post-race acknowledgments and activations. Many sponsors used the PRIDE 5K as an opportunity to engage employees by assembling the 5K's largest teams, such as Brownstein Hyatt Farber Schreck, Coldwell Banker, Newmont, PWC, Visa, and Western Union.

3000 Runners



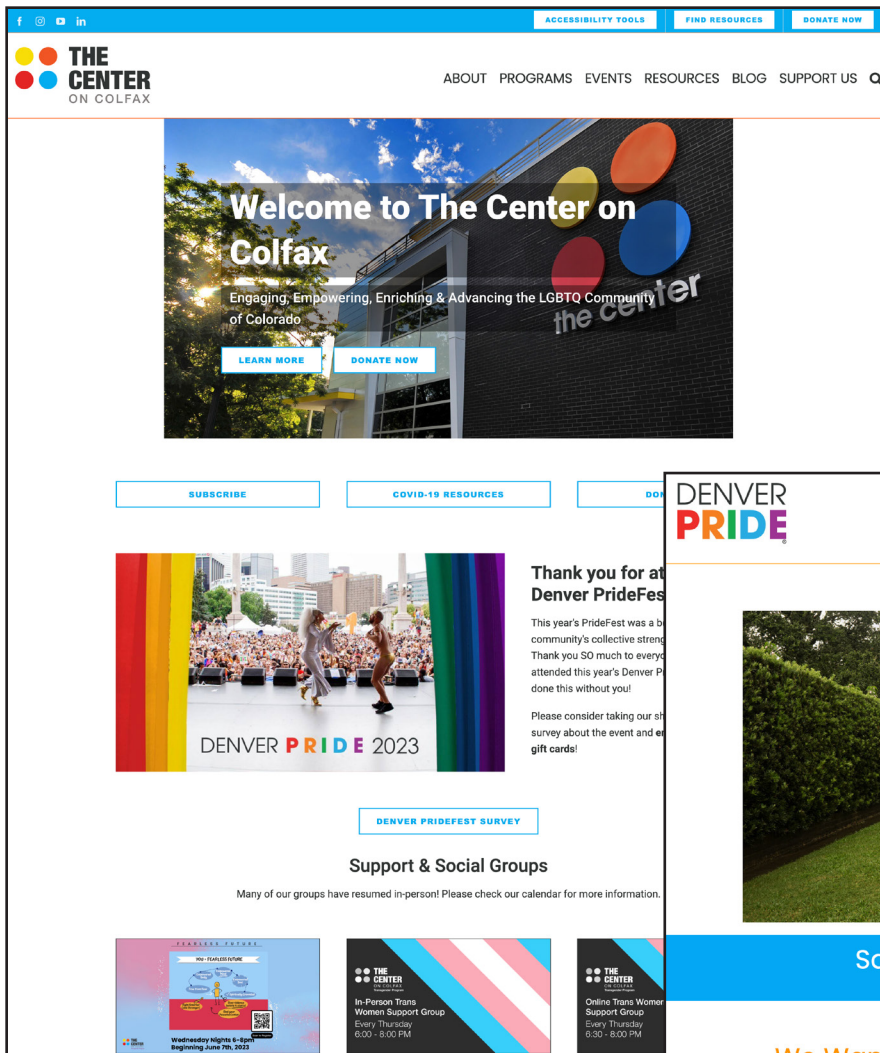
Participants by Age

5 and under.....	1.8%
6-12.....	3.7%
13-17.....	3.5%
18-24.....	7.4%
25-34.....	37.9%
35-44.....	25.4%
45-54.....	13.0%
55-64.....	5.8%
65 and up.....	1.5%



Participants by Region

Denver Metro.....	88.8%
Colorado - Other.....	7.8%
Outside Colorado....	3.3%



WEBSITE PERFORMANCE



2023 Web Statistics May - June

DenverPride.org

Pageviews:	2022	652,564
Users:	2022	195,482
New Users:	2022	194,406
Sessions:	2022	328,535

2023

634,631
223,528
220,542
349,444

Comparison

3% decrease
14% increase
13% increase
6% increase

lgbtqcolorado.org

Pageviews:	2022	64,822
Users:	2022	23,669

2023

68,860
26,924

Comparison

6% increase
14% increase

DENVER PRIDE® is this weekend!

Got
QUEERies?

we've got answers
to your frequently
asked questions



[Visit Our Frequently Asked QUEERies Page](#)

Denver Pride Entertainment Schedule

ANNOUNCING

ABSOLUT.® DANCE WORLD
taste responsibly

HEADLINERS



DEANNE



DENVER
PRIDE



Saturday, June 24

Sunday, June 25

It's your favorite Denver and national DJs, all in one place! **ABSOLUT.® Dance World** is where you'll find the best beats and magnetic melodies in Civic Center Park.

Located just south of the Seal Pond, ABSOLUT.® Dance World will host two days of pure, high-energy dance fun open to all ages.

Meet The ABSOLUT.® Dance World DJs!

Congratulations to our audition winners **Stereo Nine, Maceface, Highline, & Ava Sparks!**



[Learn More About The ABSOLUT.® Dance World DJs](#)

EMAIL REPORT

19 emails sent to
reach 211,656 recipients
47.73% average open rate
6.36% average click-through rate

2023 DENVER PRIDE®



was the largest in its history
with 550,000 attendees!

[Check Out Photos from Denver PrideFest](#)





Facebook & Instagram Audience

Facebook followers ⓘ

23,624

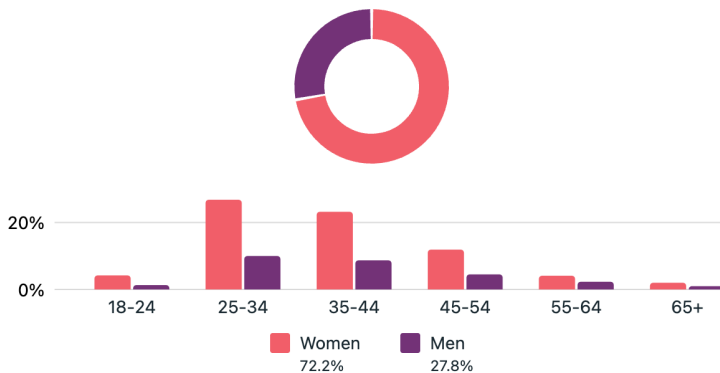
9% increase from 2022

Instagram followers ⓘ

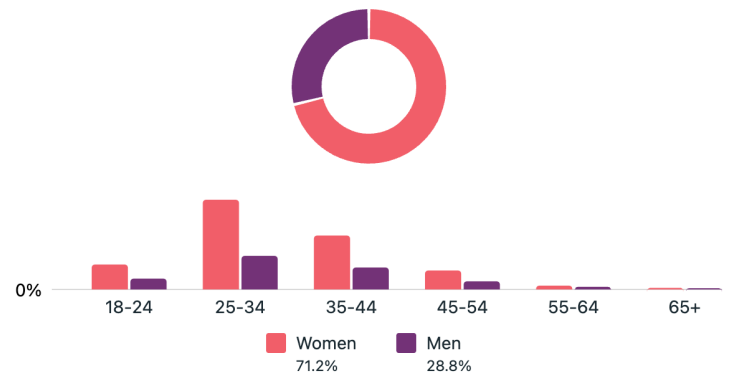
4,257

153% increase from 2022

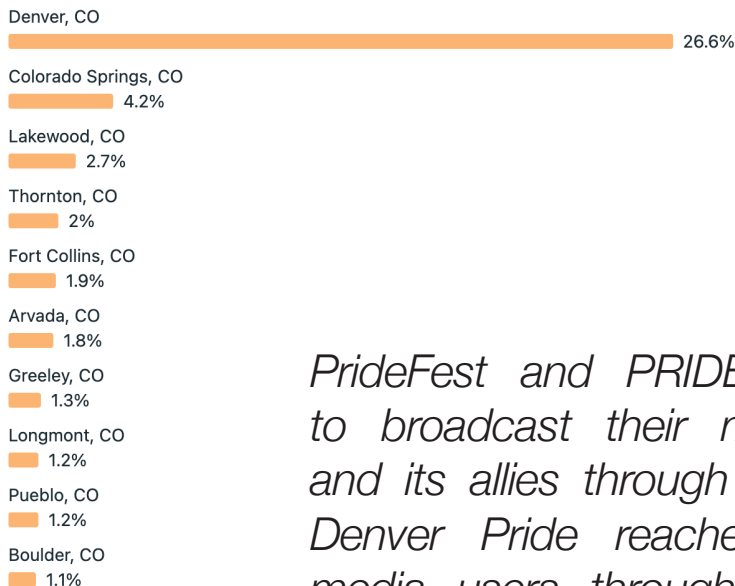
Age & gender ⓘ



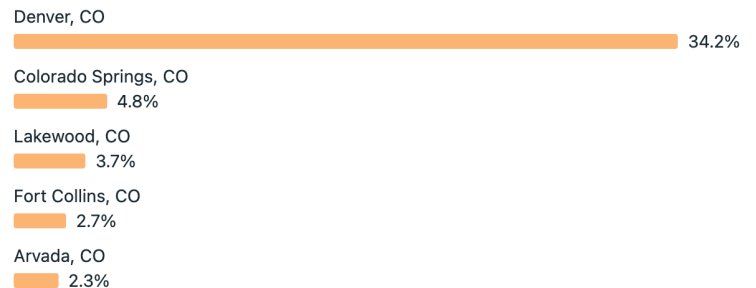
Age & gender ⓘ



Top cities



Top cities



PrideFest and PRIDE 5K sponsors have the opportunity to broadcast their message to the LGBTQ+ community and its allies through Denver Pride's social media channels. Denver Pride reaches hundreds of thousands of social media users throughout Colorado and around the world.



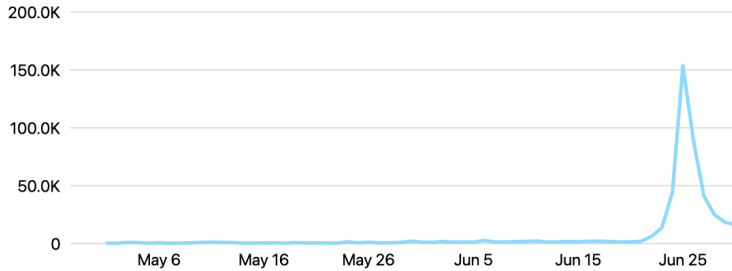
Facebook & Instagram Performance (May-June 2023)

Reach

Facebook reach ①

355,993

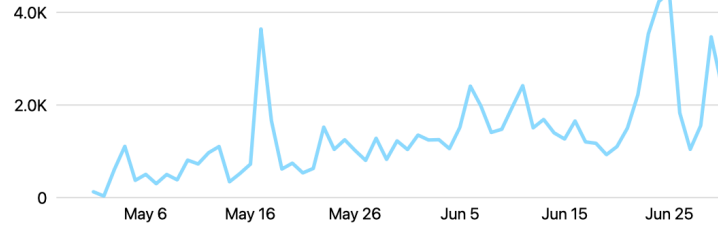
17% increase from 2022



Instagram reach ①

24,264

152% increase from 2022

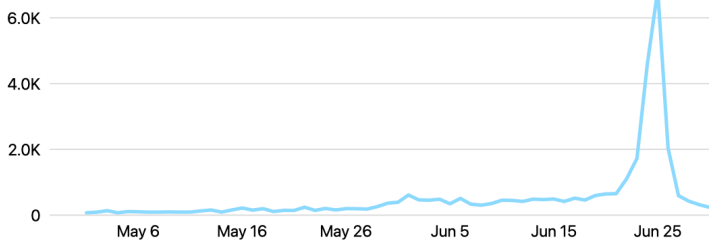


Page and profile visits

Facebook visits ①

32,621

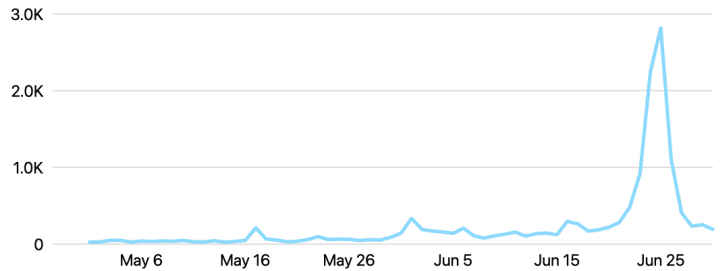
117% increase from 2022



Instagram profile visits ①

14,088

45% increase from 2022

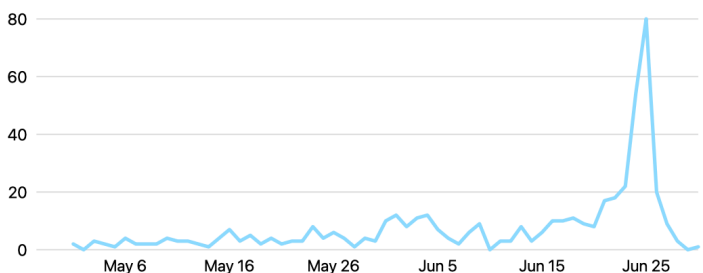


New likes and follows

Facebook Page new likes ①

470

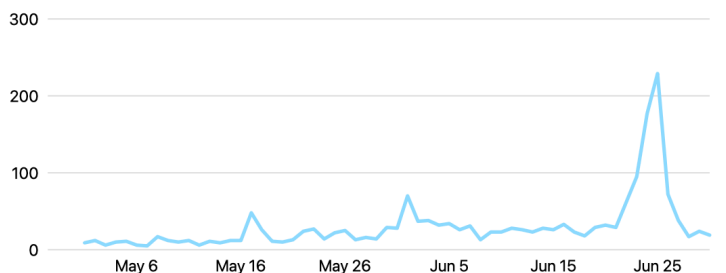
67% decrease* from 2022



New Instagram followers ①

1,835

37% increase from 2022



*2023 continued to see an increase in Denver Pride Facebook Page likes, but did not see the May-June 2022 growth.

Denver Pride Media Recap

Prepared for:



Presented by:



Media Coverage Metric Highlights

13.27 Million

Digital reach

2.67 Billion

Broadcast reach

\$2.59 Million

Advertising equivalency value

Broadcast Coverage Summary

Broadcast coverage on a variety of networks across Colorado including:

409

Broadcast placements



91% increase year-over-year



Digital Coverage Summary

Coverage in a variety of publications across the Rocky Mountain Region and nationally, including:

928

Digital +
print placements



156% increase
year-over-year

303MAGAZINE.COM

OFM
OUT FRONT Magazine

LGBTQ
NATION

SCRIPPS
NEWS

THE DENVER POST

Denverite

yahoo!news

2023 Denver PrideFest Broadcast Coverage Samples



THE DENVER POST

Photos: Denver pride parade rolls loud and proud through downtown



AXIOS Denver

Coors Light embraces Denver Pride Parade despite potential backlash



Denverite

Denver Pride filled with positivity, protests and a proposal during 48th annual event

