



DENVER
PRIDE



2022
Media
Summary

produced by



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



Estimated Festival &
Parade Attendance
> 535,000

Parade Participation
270 Entries
12000 Marchers

PRIDE 5K
2400 Runners

DENVER
PRIDE
DenverPride.org

Thank You for Your Support of Denver Pride

This past June, the Mile High City was dressed up in rainbow flags and good will as The Center on Colfax produced the Rocky Mountain region's largest annual celebration of LGBTQ+ pride. Our 2022 celebration was special as Denver Pride returned to a full-fledged two-day festival and parade after COVID-19 prevented us from fully celebrating. A record-breaking 535,000 people attended the festival at Denver's Civic Center Park. Hundreds of thousands joined the celebration for the Coors Light Denver Pride Parade that marched proudly down Colfax Avenue on Sunday morning, entertaining throngs of onlookers. And 2400 runners kicked off PrideFest weekend in support of The Center 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 youth, older adults, and the transgender community, as well as training programs. Denver Pride also acknowledges the anniversary of the 1969 Stonewall Riots in New York City, a seminal event many see as the beginning of the contemporary LGBTQ+ Civil Rights Movement.

Our 2023 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 on the last weekend of the month. 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 2023 celebration, June 24 and 25. You won't want to miss Denver biggest and best LGBTQ+ celebration.

With appreciation,

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

DENVER PRIDE® *at a glance*



Denver PRIDE 5K 2023

Saturday, June 25, 9:30 AM

Denver Capitol Building

Denver PrideFest 2023

Saturday, June 25, 11:00 AM to 7:00 PM

Sunday, June 26, 10:00 AM to 6:00 PM

Civic Center Park

Denver Pride Parade 2023

Sunday, June 26, 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





PRIDE 5K

Presented by Smartwool

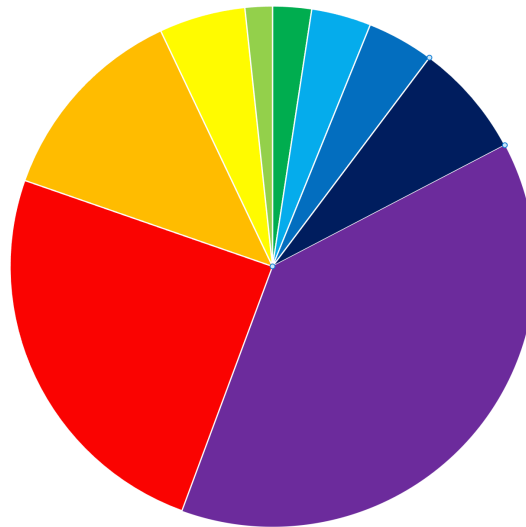
Kicking off Denver Pride on the Right Foot! Saturday, June 25, 2022

The 2022 PRIDE 5K presented by Smartwool was the largest in its history! The race attracted a record 2400 runners for a healthy and fun way to kick off Denver Pride weekend.

As runners registered for the race, follow-up communications featured sponsors. Runners gathered at the State Capitol, interacting with sponsors before the race kicked off. Running from the Capitol to Cheesman Park and back, runners saw Gold Sponsor banners along the route.

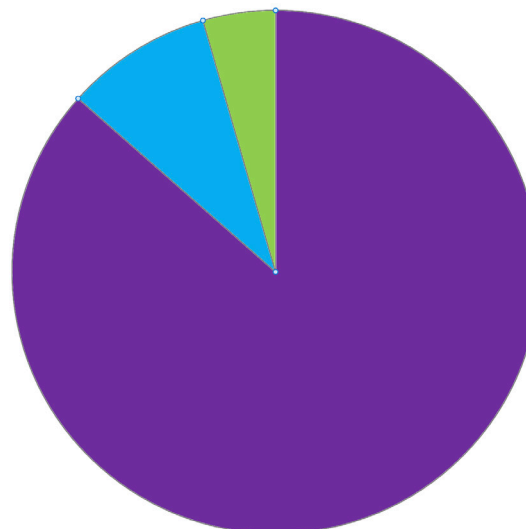
Top fundraising teams and fastest individual finishers received awards before heading off to enjoy the festival. Sponsors were included in pre and post-race acknowledgments and activations. Many sponsors used the PRIDE 5K as an opportunity to engage employees by assembling the 5K's largest teams, such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

2400 Runners



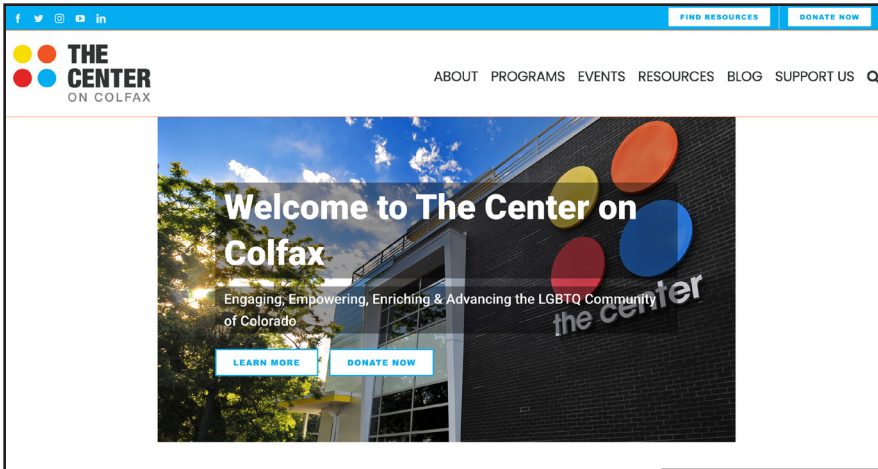
Participants by Age

5 and under.....	2.4%
6-12.....	3.7%
13-17.....	4.1%
18-24.....	7.1%
25-34.....	38.3%
35-44.....	24.7%
45-54.....	12.6%
55-64.....	5.3%
65 and up.....	1.7%

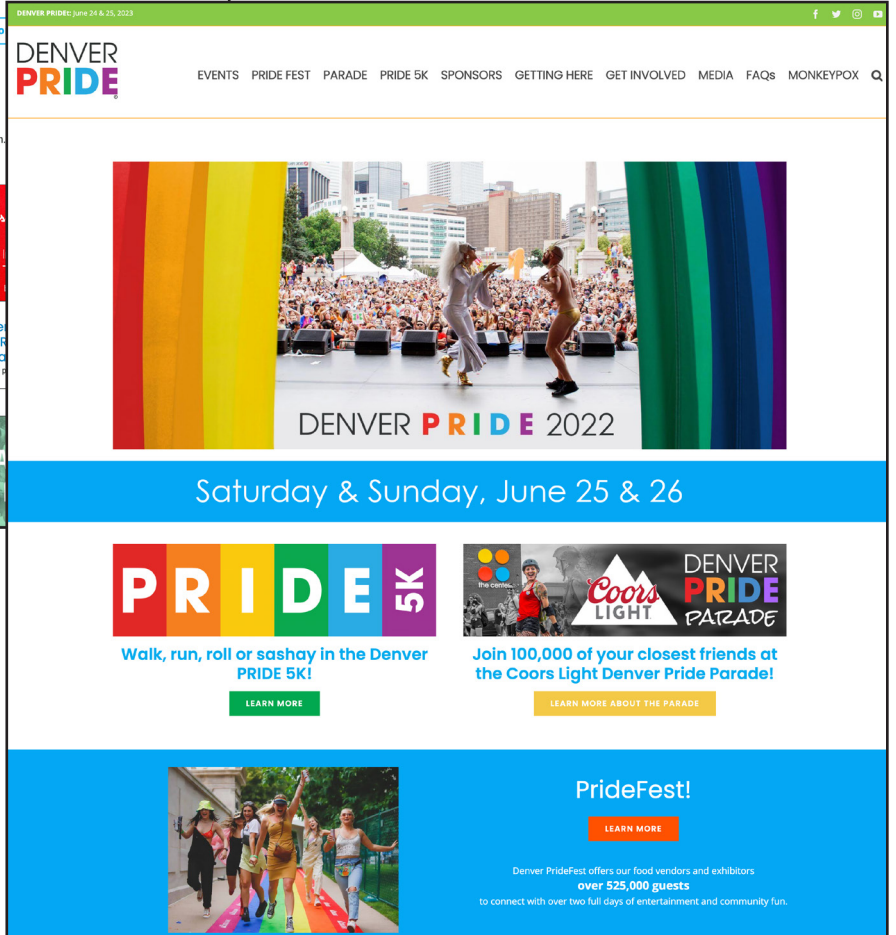
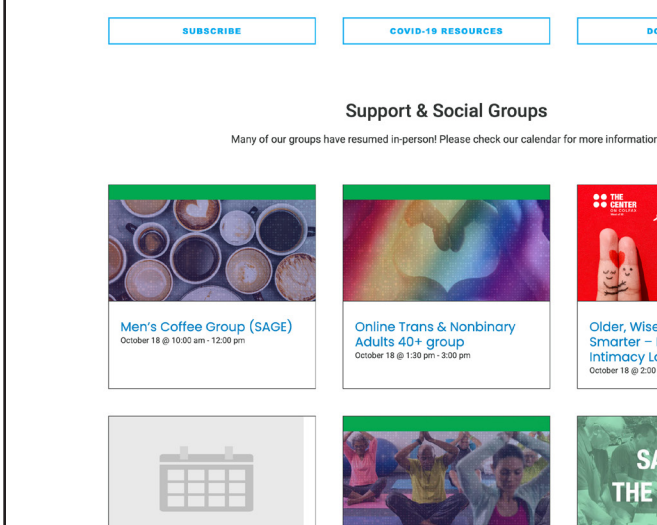


Participants by Region

Denver Metro.....	86.5%
Colorado - Other.....	9.0%
Outside Colorado....	4.4%



WEBSITE PERFORMANCE



2022 Web Statistics May - June

DenverPride.org

Pageviews:	2019*	429,236
Users:	2019*	114,261
New Users:	2019*	112,404
Sessions:	2019*	183,761

2022

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

Comparison

Pageviews:	52% increase
Users:	71% increase
New Users:	73% increase
Sessions:	73% increase

lgbtqcolorado.org

Pageviews:	2019*	51,592
Users:	2019*	14,265

2022

Pageviews:	64,822
Users:	23,669

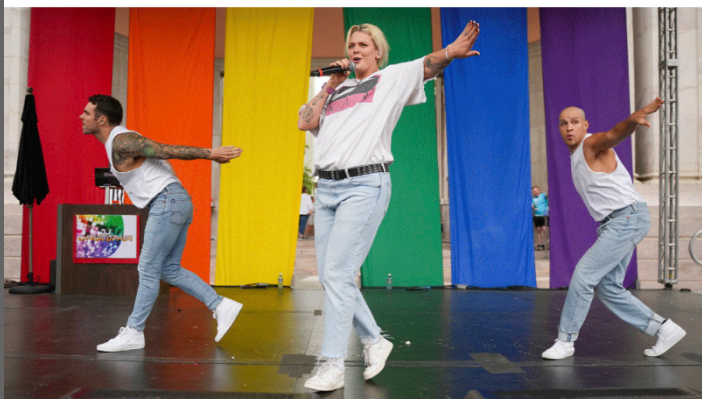
Comparison

Pageviews:	26% increase
Users:	66% increase

*2019 metrics used for comparison of last fully in-person pride event

THANK YOU

for helping make 2022 our most successful DENVER PRIDE yet!



This year's Denver PrideFest was the biggest in its history! Thank you to everyone who came out to show their pride this weekend. A small army of photographers took countless pictures that we will be continually uploading to our Flickr, so check out the link below and keep coming back to see as we add more and more!

[Click Here to View Photos from Denver PrideFest](#)

EMAIL REPORT

28 emails sent to reach 255,779 recipients

(49,258 recipients in 2019*)

33.83% average open rate (21% in 2019*)

7.6% average click-through rate (3% in 2019*)

*2019 metrics used for comparison of last fully in-person pride event



Thanks For Making The PRIDE 5K A Success!

With 2400 runners and nearly \$150,000 raised, the 2022 PRIDE 5K was the biggest and most successful race in its history! We hope you had as much fun running it as we had putting it on.

We're still in the process of collecting and organizing pictures from our small army of photographers, but click the button below to check out what we have so far. Keep coming back to our Flickr; there will be much more to come!

[Check Out Photos From The Event](#)

ANNOUNCING DENVER PRIDE HEADLINERS!



SILKY NUTMEG GANACHE

Saturday, June 25

SATURDAY, JUNE 25

Silky Nutmeg Ganache | Yvie Oddly

SUNDAY, JUNE 26

Cazwell | Kylie Sonique Love | Betty Who

GET
YOUR
RACE
FINISH
TIME!



Wondering What Your Finish Time Was?

We've got everyone's race finish times ready to view on our website! You can search by name or bib number to find your finish time. We've even got video of each racer's finish!

SOCIAL MEDIA IMPACT

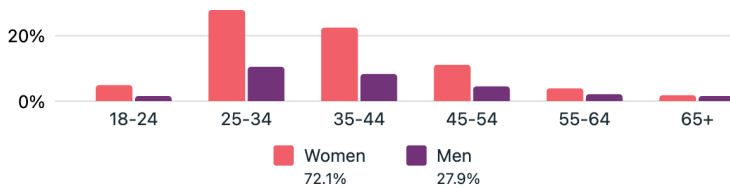


Facebook & Instagram Audience

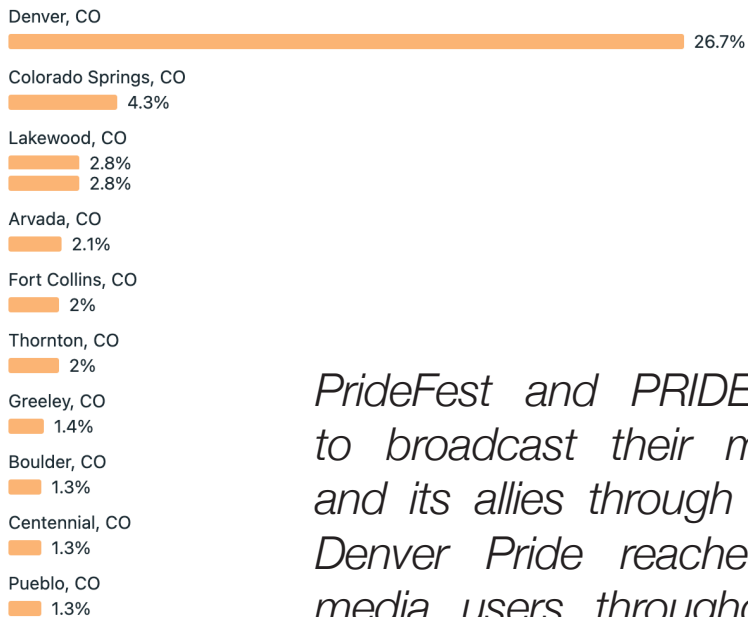
Facebook Page likes ⓘ

21,666

Age & gender ⓘ



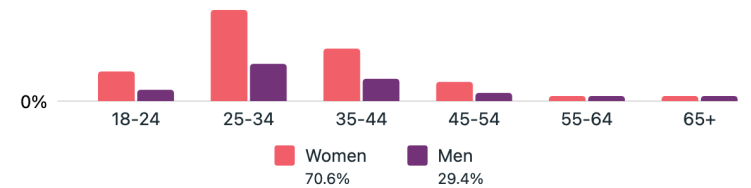
Top cities



Instagram followers ⓘ

1,681

Age & gender ⓘ



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.

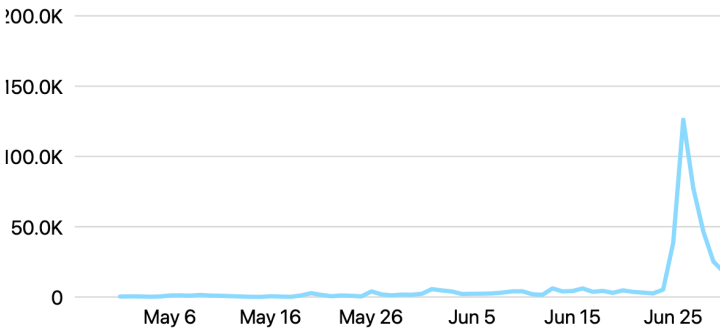


Facebook & Instagram Performance (May-June 2022)

Reach

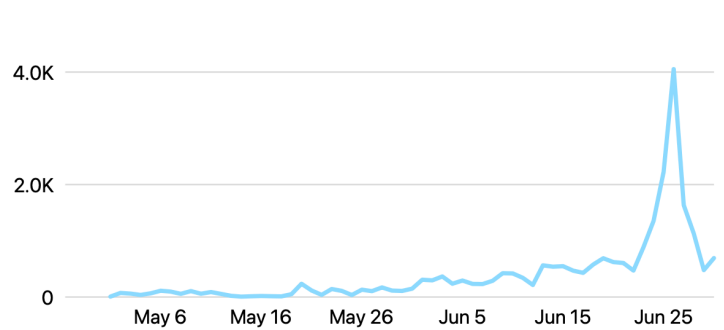
Facebook Page reach ⓘ

303,018 ↑ 1.3K%



Instagram reach ⓘ

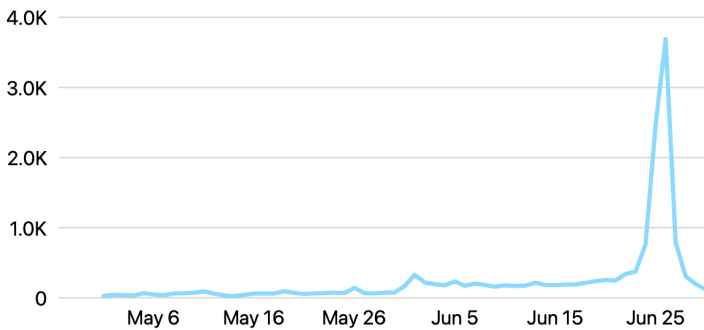
9,632 ↑ 2.5K%



Page and profile visits

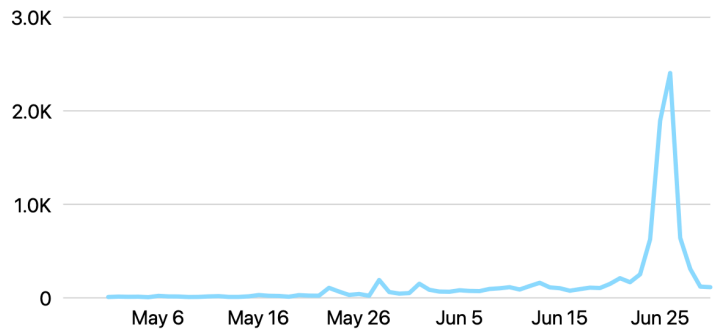
Facebook Page visits ⓘ

15,354 ↑ 653.4%



Instagram profile visits ⓘ

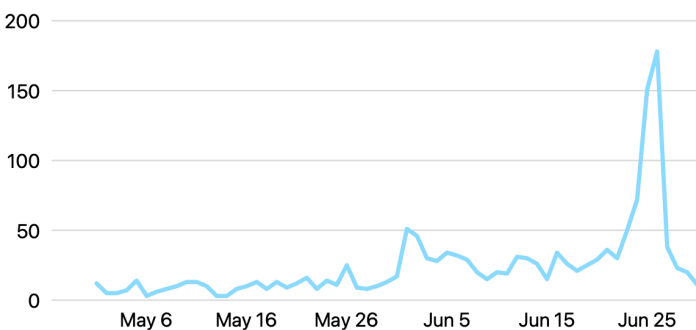
9,733 ↑ 3.2K%



New likes and follows

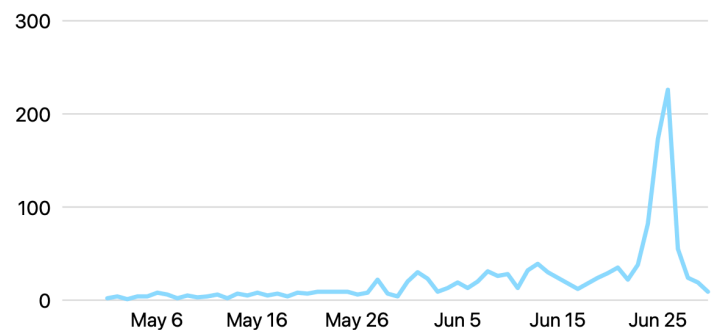
Facebook Page new likes ⓘ

1,462 ↑ 325%



Instagram new followers ⓘ

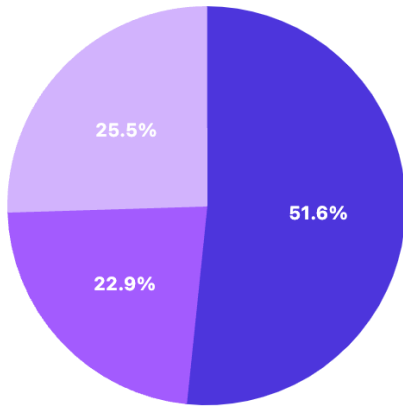
1,339 ↑ 971.2%



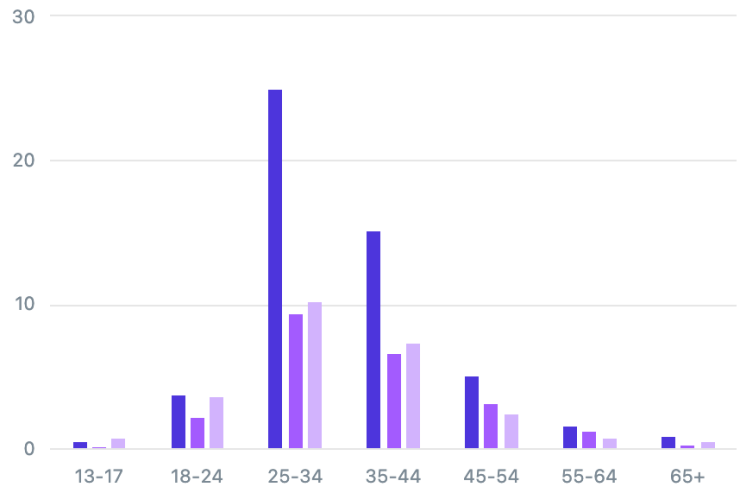
Twitter Audience

AUDIENCE BY GENDER

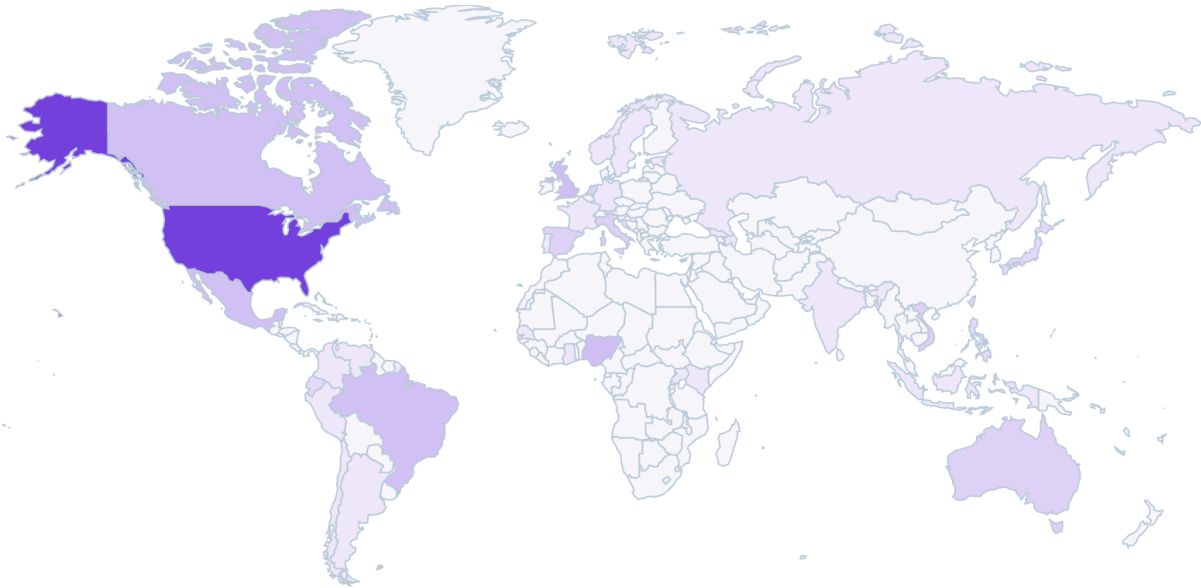
Female Male Prefer Not To Say



Female Male Prefer Not To Say



LOW DENSITY HIGH



TOP COUNTRY

United States	98 %
Nigeria	0.20 %
United Kingdo...	0.20 %
Mexico	0.18 %
Canada	0.18 %

TOP CITY

Denver	58 %
Lakewood	5.0 %
Colorado Spri...	3.2 %
Arvada	2.7 %
Fort Collins	2.4 %

TOP LANGUAGE

English	99 %
Spanish	0.36 %
Portuguese	0.30 %
French	0.20 %
Dutch	0.15 %

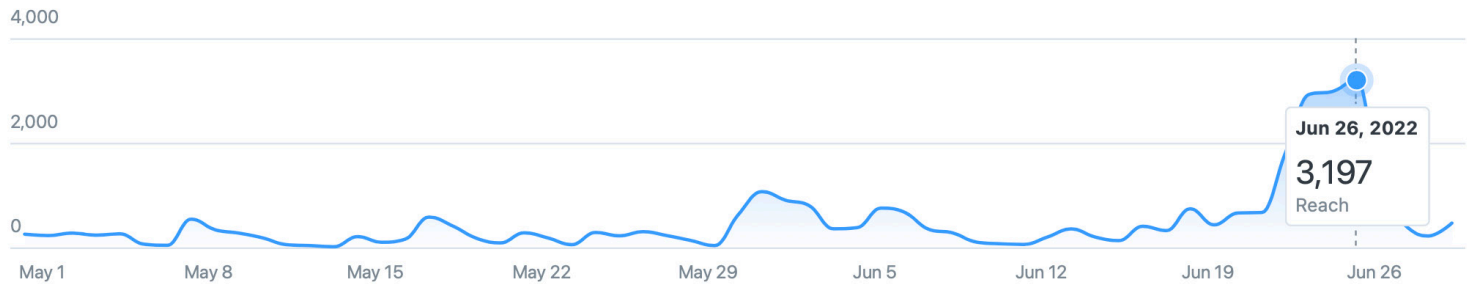


Twitter Performance (May-June 2022)

REACH

488

AVG. REACH



PROFILE VIEWS

5,225

PROFILE VIEWS



FOLLOWERS

4,013

FOLLOWERS

829

GROWTH

26.0%

GROWTH RATE





MEDIA COVERAGE REPORT

What are the key results for the timeframe?

Mentions

Compared to last period

359

↑ 1789%

Total Potential News Reach

Compared to last period

3.92B

↑ 2194%

Sentiment

Compared to last period

6

↑ 20%

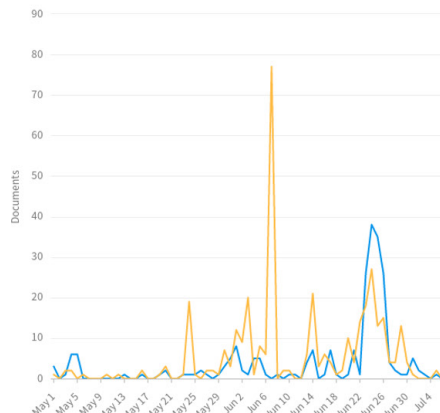
How does the earned media break down?

Share of Voice by Search



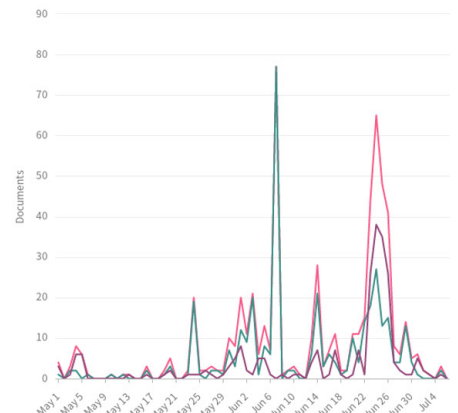
● Denver PrideFest | Broadcast ● Denver PrideFest | News

Mentions Trend



● Denver PrideFest | Broadcast ● Denver PrideFest | News

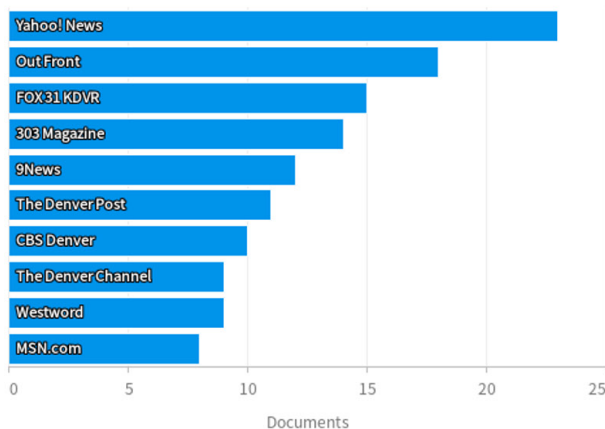
Mentions Trend by Source Type



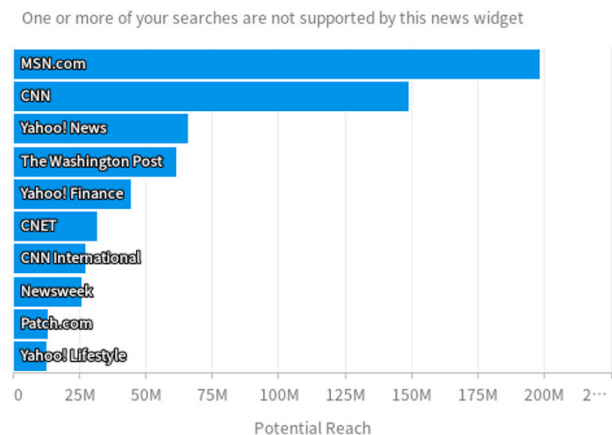
● All ● News ● Broadcast

What are the top publishers?

Top Publications by Volume

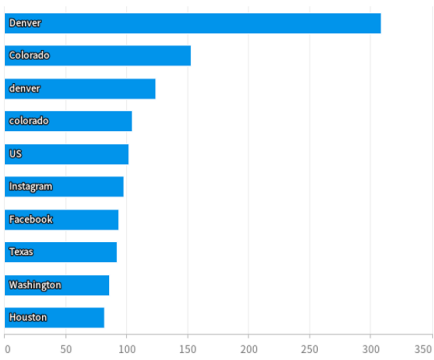


Top Publications by Reach



What are the top entities and keywords?

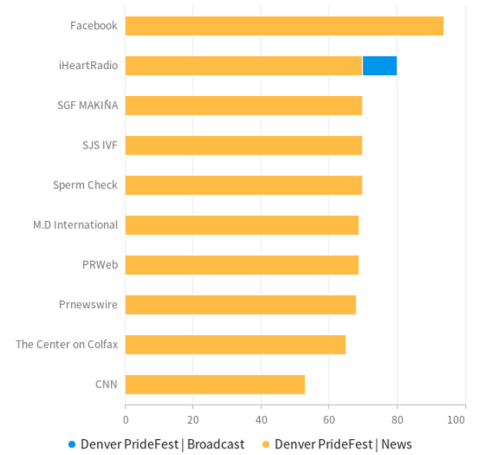
Top Entities



Top Keywords



Top Organizations

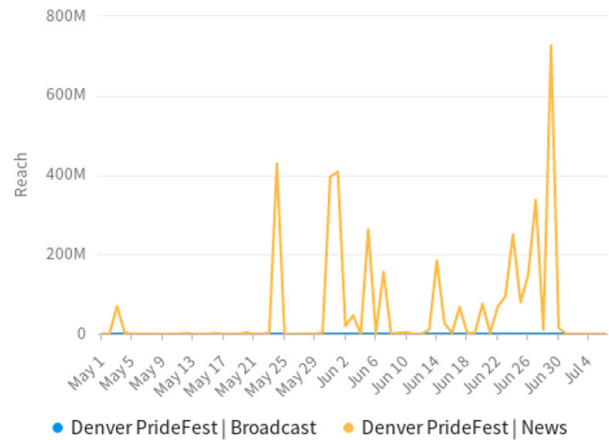


What is the potential reach?

Share of Voice by Reach

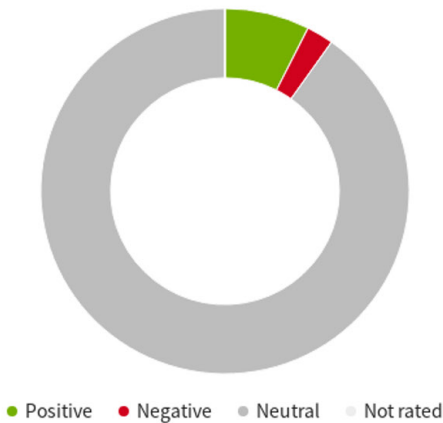


Potential News Reach

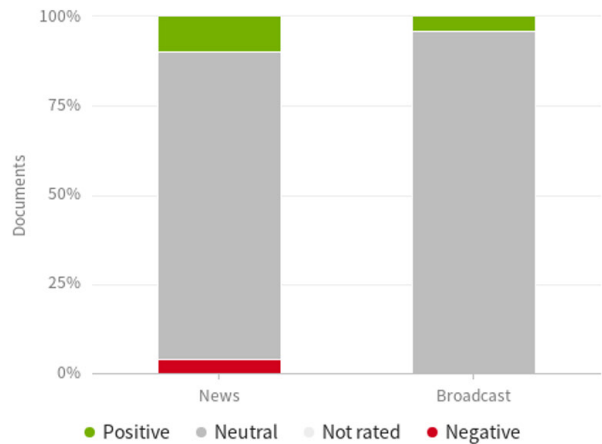


How favorable is the content?

Sentiment Share of Voice



Sentiment by Source Type





**SAMPLE
COVERAGE**



[Link to segment](#)

“Everyone is so excited to celebrate together again in person for the first time in 2 years. >> felt a lot of isolation, the past 2 and a half years, and lgbtq people already feel a lot of isolation, our youth, especially our lgbtq elders, are trans community.”



The Denver Gazette

[Link to article](#)

Denver PrideFest returns fully in-person for first time since 2019





[Link to segment](#)

“...it's about us coming together and all of us coming together and hopefully it's a wish for more unity, for more love, for less hate”



[Link to article](#)

How to be more inclusive by using gender-affirming pronouns

“It's our job to be inclusive of people as they find themselves,” said Sandra Zapata with The Center on Colfax.

