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 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
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.
2022 Web Statistics
May - June

DenverPride.org

<table>
<thead>
<tr>
<th>2019*</th>
<th>2022</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews:</td>
<td>429,236</td>
<td>652,564</td>
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<tr>
<td>Users:</td>
<td>114,261</td>
<td>195,482</td>
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<tr>
<td>New Users:</td>
<td>112,404</td>
<td>194,406</td>
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<tr>
<td>Sessions:</td>
<td>183,761</td>
<td>328,535</td>
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</table>

lgbtqcolorado.org

<table>
<thead>
<tr>
<th>2019*</th>
<th>2022</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews:</td>
<td>51,592</td>
<td>64,822</td>
</tr>
<tr>
<td>Users:</td>
<td>14,265</td>
<td>23,669</td>
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</table>

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

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

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!

SATURDAY, JUNE 25

Silky Nutmeg Ganache | Yvie Oddly

SATURDAY, JUNE 25

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!
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 Performance (May-June 2022)

REACH

4,000

2,000

0

May 1 May 8 May 15 May 22 May 29 Jun 5 Jun 12 Jun 19 Jun 26

488

AVG. REACH

PROFILE VIEWS

5,225

1,000

500

0

May 1 May 8 May 15 May 22 May 29 Jun 5 Jun 12 Jun 19 Jun 26

5,225

PROFILE VIEWS

FOLLOWERS

4,013

829

26.0%

FOLLOWERS

GROWTH

GROWTH RATE

May 1, 2022

3,184

Followers

May 8 May 15 May 22 May 29 Jun 5 Jun 12 Jun 19 Jun 26
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 (+234%)
- **Sentiment** Compared to last period: 6 (+20%)

How does the earned media break down?

- **Share of Voice by Search**
- **Mentions Trend**
- **Mentions Trend by Source Type**

What are the top publishers?

- **Top Publications by Volume**
- **Top Publications by Reach**

One or more of your searches are not supported by this news widget.
What are the top entities and keywords?

- Top Entities
- Top Keywords
- Top Organizations

- Pride events
- information
- Treatment options
- celebrations
- families
- parade
- country
- community
- LGBTQ+ community
- me

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

- Positive
- Negative
- Neutral
- Not rated

- Positive
- Neutral
- Not rated
- Negative
“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.”
"...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"

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.