

DENVER PRIDE®

CELEBRATING 50 YEARS

June 22 & 23, 2024 • Civic Center Park

Sponsorship Opportunities



Dear Friends,

The Center on Colfax is thrilled to invite you to be a part of the 50th anniversary of Denver Pride, the Rocky Mountain Region's largest Pride celebration!

Denver Pride provides a unique opportunity for corporations and organizations to show their solidarity with the LGBTQ+ community at the largest pride festival in the Rocky Mountain region. Sponsors enjoy unparalleled access to all official PrideFest activities, with both in-person and online messaging opportunities. ***Most importantly, sponsors support the mission of 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.***

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 more than 270 contingents proudly strutting down Colfax Avenue on Sunday morning. And more than 3,000 runners kicked off Denver Pride weekend in support of The Center on Colfax at the PRIDE 5K on Saturday morning.

Our 50th anniversary celebration promises crowds bigger and more engaged than 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 event that makes The Center's work possible. We hope you will sponsor our 2024 festivities. You won't want to miss Denver's biggest and best LGBTQ+ celebration!



Thank you again for your support, and we can't wait to see you this June!

Yours in Solidarity,

A handwritten signature in black ink that reads "Rex R. Fuller". The signature is written in a cursive, flowing style.

Rex Fuller, CEO

For more information about how you can become a sponsor of Denver Pride, visit DenverPride.org/sponsors or contact Kris Sickles at ksickles@lgbtqc Colorado.org or 303.951.5204.

DENVER **P R I D E**®

is one of the leading LGBTQ+ pride festivals in the United States with an estimated annual attendance of more than half a million people!



PRIDE 5K

Saturday, June 22, 9:30AM • Lincoln Park

Denver PrideFest

Saturday, June 22, 11AM - 7PM & Sunday, June 23, 10AM - 6PM
Civic Center Park

Coors Light Denver Pride Parade

Sunday, June 23, 9:30AM
Cheesman Park to Civic Center Park via Colfax Avenue

ABOUT DENVER PRIDE®

Denver Pride features a two-day festival that draws visitors from throughout the state of Colorado and the Rocky Mountain region. Saturday kicks off with the annual PRIDE 5K and continues with high-energy entertainment on three stages. The festival includes over 250 exhibitors and 20 food vendors over the course of the weekend. The centerpiece of the festival is the Coors Light Denver Pride Parade on Sunday morning. As the parade marches down Colfax Avenue to Civic Center Park, more than one hundred thousand spectators cheer on the floats and marchers, making Denver Pride one of the most popular annual festivals in Colorado.

Sponsors enjoy unparalleled access to Denver's LGBTQ+ community. They can deliver their messages to a targeted, affluent, and responsive urban audience. In addition to one-on-one connections with community members at the festival and throughout the parade, sponsors benefit from PrideFest promotion and advertising that boosts the sponsor profile in the community. Sponsors also benefit from increased exposure through social media and web traffic.

Denver Pride honors the active and diverse achievements of the lesbian, gay, bisexual, and transgender communities of Colorado. The festival raises funds for The Center on Colfax, the largest LGBTQ+ non-profit community center in the Rocky Mountain region that engages, empowers, enriches, and advances the LGBTQ+ community of Colorado. Your sponsorship directly helps The Center offer support groups, a public meeting space, community resources and referrals, and year-round programming for LGBTQ+ youth, families, and seniors.



STATISTICS

Estimated Festival &
Parade Attendance
550,000+

Parade Participation
270+ entries

PRIDE 5K Participants
3,600

DENVER **P R I D E** F E S T

at a glance

Sponsorship Activations

Sponsors receive prominent placement in the highest-trafficked areas of the festival. Customized placement is also available.

Exhibitors and Vendors

We attract high-quality local, regional, and national exhibitors, including nonprofits, retail, and corporate vendors. On average, attendees enjoy almost 5 hours of local outdoor dining in 2 food courts and refresh themselves at 20 beverage stands.

VIP Area

Open Saturday and Sunday, the VIP Experience offers sponsors and major donors of The Center on Colfax complimentary food, beverages, and an unbeatable view of Center Stage entertainment. VIPs also receive tickets to our infamous rooftop Coors Light Denver Pride Parade viewing party.

Transgender Resource Area

Located on the lawn near our sponsor area, the Transgender Resource Area offers an open and welcoming area for the transgender community and allies to gather and celebrate.

Entertainment

Live and diverse entertainment thrills the crowd on three stages. Headliners light up our popular Center Stage, national and international acts excite the audience at the Latin Stage, and DJs from Denver and around the country wow the crowd at Dance World with high-energy dance music.

Family Area

LGBTQ+ 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. Youth Alley is produced by The Center's youth program, Rainbow Alley.

West of 50 Resource Area

The West of 50 Resource Area provides information and activities for adults 50+ looking to build community with other older LGBTQ+ adults.

BRANDED **SPONSORSHIP** OPPORTUNITIES

Center Stage Entertainment Sponsorship* | EXCLUSIVE | \$50,000

High-quality entertainment takes a high-quality investment from our sponsors. As a sponsor of our weekend entertainment, you'll receive unparalleled access to Denver PrideFest, exclusive recognition at Center Stage, and be named in all PR and media opportunities. Each year, Denver Pride secures some of the most prominent names in entertainment. Past years' Center Stage entertainment has included Todrick Hall, Crystal Waters, En Vogue, Betty Who, and Big Freedia.



Headliner Sponsorship* | \$25,000

Each year, Denver Pride brings together some of the best artists, musicians, and entertainers to headline specific areas of PrideFest. As a sponsor, you'll receive unparalleled access to the respective performance areas your company is supporting.

** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED **SPONSORSHIP** OPPORTUNITIES

continued

Rainbow Market Sponsorship* | EXCLUSIVE | \$50,000

New for 2024, Denver Pride's Rainbow Market gives its sponsor the exclusive opportunity to help support local LGBTQ+ small businesses, entrepreneurs, organizations, craft-makers, artisans, and more by lowering the barriers to access to PrideFest and carrying the cost of participation. The Center on Colfax wants Denver Pride to be accessible to our diverse community and we need YOUR help!

You will receive unparalleled access to Denver PrideFest, exclusive recognition at the Market, and you will be named and referred to in all PR and media opportunities.



Rainbow Market Partner Sponsor* | \$25,000

The Rainbow Market will have two available sponsorship opportunities available in lieu of an exclusive sponsorship outlined above.

You will receive unparalleled access to Denver PrideFest, and partner recognition at the Market.

** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED **SPONSORSHIP** OPPORTUNITIES

continued



Centerpiece Art Installation Sponsorship*

EXCLUSIVE | \$25,000

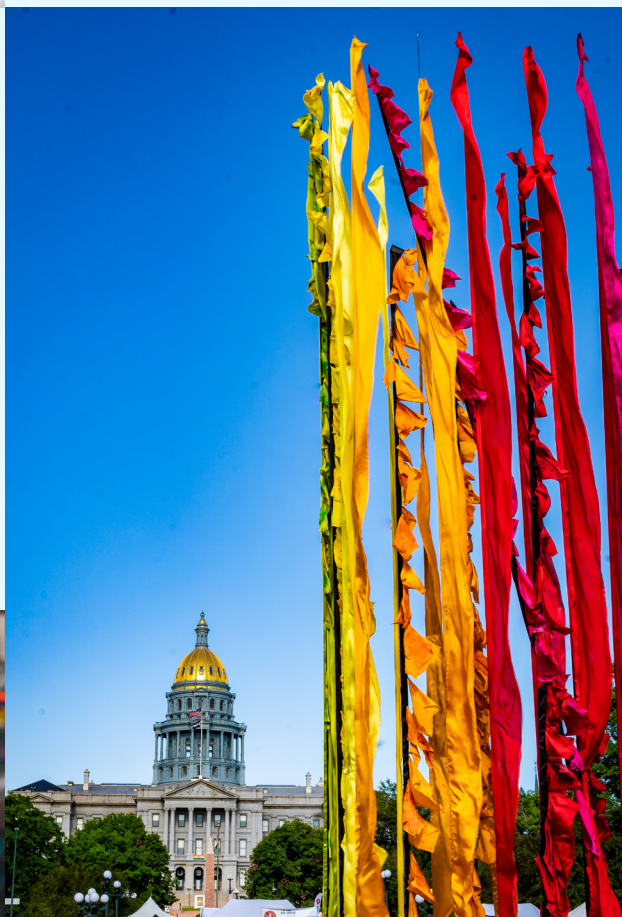
As a tribute to our movement, Denver Pride brings together some of the most renowned LGBTQ+ artists to create an art installation in the center of Civic Center Park. With your support, we'll be able to showcase the work of these partners while highlighting the history and challenges of achieving full equality.



Sustainability Sponsorship*

EXCLUSIVE | \$30,000

Creating an environmentally sustainable festival will require additional funding to implement and maintain. This sponsorship funds the infrastructure to create and support this new program. This sponsor enjoys additional marketing and visibility opportunities associated with the Denver PrideFest Sustainability Program.



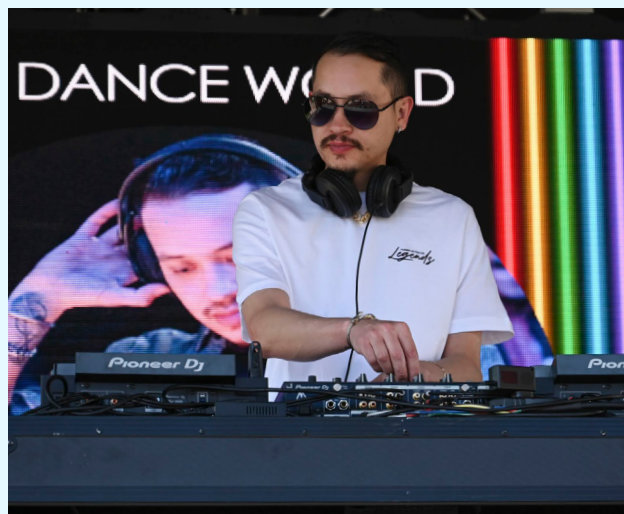
** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

BRANDED **SPONSORSHIP** OPPORTUNITIES

continued

Dance World Sponsorship* **EXCLUSIVE | \$25,000**

It's your favorite Denver and national DJs, all in one place. Dance World is where you'll find the best beats and magnetic melodies in Civic Center Park. Located just south of the Seal Pond, Dance World is two days of pure, high-energy dance fun open to all ages.



Latin Stage Sponsorship* **EXCLUSIVE | \$25,000**

Featuring artists from around the world performing in both Spanish and English, Denver PrideFest's Latin stage offers their sponsor the opportunity to promote themselves to Colorado's LGBTQ+ Latin American community and beyond.



Youth Alley Sponsorship** **EXCLUSIVE | \$20,000**

Youth Alley is the go-to spot for LGBTQ+ youth and young adults at PrideFest. This performance stage features youth drag performers, musicians, and other community partners who provide family-friendly entertainment to a diverse audience.



** These sponsorships include Stonewall level benefits, a homepage web banner on denverpride.org, and additional, customizable benefits*

*** This sponsorship includes Stonewall level benefits*

BRANDED **SPONSORSHIP** OPPORTUNITIES

continued

Family Area Sponsorship** **\$20,000**

Featuring interactive and educational programming, drag story-hour, and much more, this sponsorship is ideal for an organization looking to support LGBTQ+ and ally families with young children.



Volunteer HQ Sponsorship† **\$15,000**

Volunteer Headquarters is the heart of Denver PrideFest operations. This sponsorship gives its sponsor the opportunity to showcase its brand on volunteer t-shirts* that will be seen by hundreds of thousands of festival-goers.

**Volunteer t-shirts provided by sponsor*



Sober Park Sponsorship‡ **\$10,000**

Denver Pride's Sober Park was created to provide of space for adults wishing to celebrate Pride in a space free from alcohol. The Sober Park features its own sober bar with non-alcoholic beverages not found elsewhere in the festival. This sponsorship provides its organization with a marketing opportunity to a unique LGBTQ+ demographic.





*** This sponsorship includes Stonewall level benefits*

† This sponsorships includes Advocate level benefits

‡ This sponsorship includes Friend level benefits



DENVER PRIDE FEST SPONSORSHIPS

BENEFIT	Stonewall (\$20,000)	Advocate (\$12,500)
Activation at PrideFest	10x20 booth on sponsor row	10x20 booth on sponsor row
Complimentary Parade Entry	Premier Placement, Section 1A	Premier Placement, Section 1B
Denver Pride Sponsor Page Logo Placement**	Premier Placement	Prominent Placement
Social Media**  	2 posts	1 post
Email Engagement**	Sponsor logo in all Pride e-blasts; Sponsor message or offer in 2 e-newsletters	Sponsor message or offer in 1 e-newsletter; Sponsor logo in "Thank You" e-blast
Licensing Allotment - Utilize "Denver Pride" for off-site events (subject to approval)	3 events	2 events



Continue to next page for more sponsorship opportunities

DENVER PRIDE FEST SPONSORSHIPS

BENEFIT	Friend (\$7,500)	Community Partner (\$3,000)
Activation at PrideFest	10x10 booth on sponsor row	10x10 booth on sponsor row
Complimentary Parade Entry	Select Placement, Section 1C	General Placement, Section 1C
Denver Pride Sponsor Page Logo Placement**	Select Placement	Listing
Social Media**  	1 post	N/A
Email Engagement**	Sponsor logo in "Thank You" e-blast	Sponsor logo in "Thank You" e-blast
Licensing Allotment - Utilize "Denver Pride" for off-site events (subject to approval)	1 event	N/A

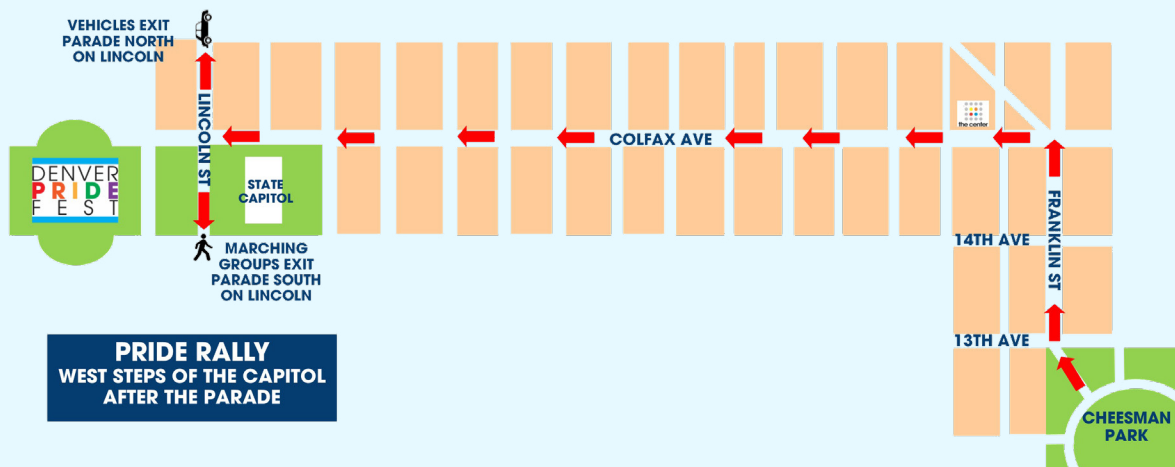


**** All marketing collateral (logos, social media posts, messages, and digital assets) must be provided by April 30, 2024**

2023 PrideFest Map



2023 Coors Light Denver Pride Parade Map



PRIDE 5K









Saturday, June 22 • 9:30AM • 5K Run/Walk • 3,600 Participants

The PRIDE 5K kicks off Denver Pride with thousands of racers lining up on Saturday morning at the steps of the Capitol for a chip-timed race to Cheesman Park and back. The PRIDE 5K offers potential sponsors an ideal opportunity to address the health-conscious segment of the LGBTQ+ community.





SPONSORSHIPS

BENEFIT	Presenting* (\$25,000)	Gold (\$10,000)	Silver (\$5,000)
Race Start Activation	10x20 booth	10x20 booth	10x10 booth
Activation at PrideFest	10x20 booth on Sponsor Row	10x10 booth on Sponsor Row	N/A
Complimentary Parade Entry	Premier Placement, Section 1A	Moderate Placement, Section 1B	Select Placement, Section 1C
Logo Placement on 5K Digital Assets**	Above 5K logo	Premier	Prominent
Logo Placement on 5K Poster**	Above 5K logo	Premier	Name Listed
Logo Placement on Race Arch**	Above 5K logo	Premier	Prominent
Logo Placement on Race Shirts**	Above 5K logo	Premier	Prominent
Race Entries	20	15	10
Social Media Posts**  	2	1	N/A
Email Engagement**	Sponsor logo in all Pride e-blasts, Sponsor message or offer in 2 e-newsletters	Sponsor message or offer in 1 e-newsletter, Sponsor logo in "Thank You" eblast	Sponsor logo in "Thank You" e-blast
Denver Pride Sponsor Page Logo Placement**	Premier	Prominent	Select
Licensing Allotment - Utilize "Denver Pride" for off-site events (subject to approval)	3	1	N/A
Promotional item in race packets±			
Promotional fundraising incentive item			

Continue to next page for more sponsorship opportunities



SPONSORSHIPS

BENEFIT	Bronze (\$2,500)	Presenting (\$1,000)
Race Start Activation	10x10 booth	N/A
Logo Placement on 5K Digital Assets**	Name Listed	Name Listed
Logo Placement on Race Shirts**	Name Listed	N/A
Race Entries	5	N/A
Email Engagement**	Sponsor Name Listed in "Thank You" e-blast	Sponsor Name Listed in "Thank You" e-blast
Denver Pride Sponsor Page Logo Placement**	Name Listed	Name Listed
Promotional item in race packets±	✓	
Promotional fundraising incentive item	✓	



* This exclusive sponsorship includes a homepage web banner and PR mentions
 ± Sponsors must provide 3,600 items to access this benefit
 ** All marketing collateral (logos, social media posts, messages, and digital assets) must be provided by April 30, 2024