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.

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,

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@lgbtcolorado.org or 303.951.5204.
DENVER PRIDE

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 PRIDE FEST
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.
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
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.

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.

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

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.

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 sponsorship includes Advocate level benefits
‡ This sponsorship includes Friend level benefits

*Volunteer t-shirts provided by sponsor
# Denver PrideFest Sponsorships

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Stonewall ($20,000)</th>
<th>Advocate ($12,500)</th>
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<tbody>
<tr>
<td>Activation at PrideFest</td>
<td>10x20 booth on sponsor row</td>
<td>10x20 booth on sponsor row</td>
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<tr>
<td>Complimentary Parade Entry</td>
<td>Premier Placement, Section 1A</td>
<td>Premier Placement, Section 1B</td>
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<tr>
<td>Denver Pride Sponsor Page Logo Placement**</td>
<td>Premier Placement</td>
<td>Prominent Placement</td>
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<tr>
<td>Social Media**</td>
<td>2 posts</td>
<td>1 post</td>
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<tr>
<td>Email Engagement**</td>
<td>Sponsor logo in all Pride e-blasts; Sponsor message or offer in 2 e-newsletters</td>
<td>Sponsor message or offer in 1 e-newsletter; Sponsor logo in “Thank You” e-blast</td>
</tr>
<tr>
<td>Licensing Allotment - Utilize “Denver Pride” for off-site events (subject to approval)</td>
<td>3 events</td>
<td>2 events</td>
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Continue to next page for more sponsorship opportunities.
<table>
<thead>
<tr>
<th>BENEFIT</th>
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<th>Community Partner ($3,000)</th>
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<td>Complimentary Parade Entry</td>
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<tr>
<td>Denver Pride Sponsor Page Logo Placement**</td>
<td>Select Placement</td>
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<tr>
<td>Social Media**</td>
<td>1 post</td>
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<tr>
<td>Email Engagement**</td>
<td>Sponsor logo in “Thank You” e-blast</td>
<td>Sponsor logo in “Thank You” e-blast</td>
</tr>
<tr>
<td>Licensing Allotment - Utilize “Denver Pride” for off-site events</td>
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<td>N/A</td>
</tr>
<tr>
<td>(subject to approval)</td>
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** All marketing collateral (logos, social media posts, messages, and digital assets) must be provided by April 30, 2024
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.
<table>
<thead>
<tr>
<th>BENEFIT</th>
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<th>Gold ($10,000)</th>
<th>Silver ($5,000)</th>
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<td>Race Start Activation</td>
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<td>10x10 booth</td>
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<tr>
<td>Activation at PrideFest</td>
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<td>Complimentary Parade Entry</td>
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<td>Moderate Placement, Section 1B</td>
<td>Select Placement, Section 1C</td>
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<tr>
<td>Logo Placement on 5K Digital Assets**</td>
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<tr>
<td>Logo Placement on 5K Poster**</td>
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<td>Logo Placement on Race Arch**</td>
<td>Above 5K logo</td>
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<tr>
<td>Logo Placement on Race Shirts**</td>
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<tr>
<td>Race Entries</td>
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<td>10</td>
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<tr>
<td>Social Media Posts** 📡igrams</td>
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<td>1</td>
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</tr>
<tr>
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<td>Sponsor logo in all Pride e-blasts, Sponsor message or offer in 2 e-newsletters</td>
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<tr>
<td>Promotional item in race packets±</td>
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<tr>
<td>Promotional fundraising incentive item</td>
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*Continue to next page for more sponsorship opportunities*
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<tr>
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<td>Logo Placement on 5K Digital Assets**</td>
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<td>Logo Placement on Race Shirts**</td>
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<tr>
<td>Email Engagement**</td>
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<td>Denver Pride Sponsor Page Logo Placement**</td>
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* 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