

## 2024 Coors Light Denver Pride Parade Pricing Information



The 2024 Coors Light Denver Pride Parade is a fundraiser for The Center on Colfax with all proceeds benefiting their year-round programming.

All parade applicants will start by selecting a base entry of 15 people by category. Drivers, riders, and walkers all count toward your final participant count.

Each base entry will be able to order a FREE banner from The Center, Coors Light, and other parade sponsors. Most banners will include Pride graphics featuring Coors Light, while other banners may include other parade sponsors if they fall into one of our specialty groups. If you order a banner, the banner cannot be altered. Entries are not required to order a banner. Past banners printed by The Center or Coors Light may not be permitted to be used in this year's parade if updated branded material is requested.

After the base entry, applicants can select additional parade elements to complete their parade entry. Pricing is based on category.

Note: Regarding vehicles, if you have any passengers that are riding outside a standard vehicle seat, the vehicle will be viewed as a float and will be inspected by Denver Fire onsite.

If your business or organization is looking to have more than 100 people participate, email [PrideParade@lgbtqcolorado.org](mailto:PrideParade@lgbtqcolorado.org).

If you have any questions regarding parade pricing, email [PrideParade@lgbtqcolorado.org](mailto:PrideParade@lgbtqcolorado.org).

### CORPORATE ENTRIES

**\$800.00** Corporate Base Unit, includes 15 participants, web listing, and option to order a banner provided by The Center & Coors Light

**\$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee

**\$900.00** ALL CORPORATE ENTRIES WILL PAY THIS FEE AND CAN ADD ADDITIONAL ITEMS BELOW

#### Additional Corporate Items Available

- \$250.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$500.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry
  - \*Only charged \$400.00, this is not in addition to \$200.00 for up to 50 participants
- \$250.00** One standard vehicle (traditional passenger vehicle with passengers riding in standard seats)
- \$500.00** Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats)
  - \*Only charged \$400.00, this is not in addition to \$200.00 for one standard vehicle
- \$500.00** Large vehicle (only one allowed per entry)
- \$500.00** Float (only one allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

#### Sample Corporate Calculation

- \$800.00** Corporate Base Unit, includes 15 participants, listing on Pride Parade website, and banner option
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$500.00** Up to 100 participants, allows for up to a total of 100 people to be a part of your entry
- \$500.00** Float (only one allowed per entry)

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- \$1,900.00** Total: Includes Corporate Entry, Application Fee, Up to 100 participants, and a float

## COMMERCIAL ENTRIES

- \$450.00** Commercial Base Unit, includes 15 participants, web listing, and option to order a banner provided by The Center & Coors Light
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$550.00** **ALL COMMERCIAL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW**

### Additional Commercial Items Available

- \$150.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$300.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry  
\*Only charged \$400.00, this is not in addition to \$200.00 for up to 50 participants
- \$150.00** One standard vehicle (traditional passenger vehicle with passengers riding in standard seats)
- \$300.00** Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats)  
\*Only charged \$400.00, this is not in addition to \$200.00 for one standard vehicle
- \$300.00** Large vehicle (only one allowed per entry)
- \$300.00** Float (only one allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### Sample Commercial Calculation

- \$450.00** Commercial Base Unit, includes 15 participants, listing on Pride Parade website, and banner option
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$150.00** Up to 50 participants, allows for up to a total of 50 people to be a part of your entry
- \$300.00** Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats)
- \$1,000.00** Total: Includes Commercial Entry, Application Fee, Up to 50 participants, and 2 standard vehicles

## POLITICAL ENTRIES

- \$450.00** Political Base Unit, includes 15 participants, web listing, and option to order a banner provided by The Center & Coors Light
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$550.00** **ALL POLITICAL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW**

### Additional Political Items Available

- \$150.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$300.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry  
\*Only charged \$400.00, this is not in addition to \$200.00 for up to 50 participants
- \$150.00** One standard vehicle (traditional passenger vehicle with passengers riding in standard seats)
- \$300.00** Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats)  
\*Only charged \$400.00, this is not in addition to \$200.00 for one standard vehicle
- \$300.00** Large vehicle (only one allowed per entry)
- \$300.00** Float (only one allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### Sample Political Calculation

\$450.00	Political Base Unit, includes 15 participants, listing on Pride Parade website, and banner option
\$100.00	Application fee, all entries no matter the type are required to pay this non-refundable fee
\$300.00	Up to 100 participants, allows for up to a total of 100 people to be a part of your entry
\$300.00	Large vehicle (only one allowed per entry)
\$100.00	Distribution of Material Along Parade Route Fee <i>(Applied for and charged after acceptance)</i>
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\$1,250.00	Total: Includes Political Entry, Application Fee, Up to 100 participants, large vehicle, and distribution of materials

### **NON-PROFITS WITH AN ANNUAL BUDGET OVER THAN \$3 MILLION ENTRIES**

<b>\$400.00</b>	<b>Non-Profit More than \$3 Million Base Unit, includes 15 participants, web listing, and option to order a banner provided by The Center &amp; Coors Light</b>
<b>\$100.00</b>	<b>Application fee, all entries no matter the type are required to pay this non-refundable fee</b>
<b>\$500.00</b>	<b>ALL NON-PROFIT &gt;\$3 MIL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW</b>

### Additional Non-Profit More Than \$3 Million Items Available

<b>\$100.00</b>	Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
<b>\$200.00</b>	Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry *Only charged \$400.00, this is not in addition to \$200.00 for up to 50 participants
<b>\$100.00</b>	One standard vehicle (traditional passenger vehicle with passengers riding in standard seats)
<b>\$200.00</b>	Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats) *Only charged \$400.00, this is not in addition to \$200.00 for one standard vehicle
<b>\$200.00</b>	Large vehicle (only one allowed per entry)
<b>\$200.00</b>	Float (only one allowed per entry)
<b>\$100.00</b>	Item Distribution Along Parade Route Fee <i>(Applied for and charged after acceptance)</i>

### Sample Non-Profit More Than \$3 Million Calculation

\$400.00	Non-Profit More than \$3 Million Base Unit, includes 15 participants, listing on Pride Parade website, and banner option
\$100.00	Application fee, all entries no matter the type are required to pay this non-refundable fee
\$200.00	Up to 100 participants, allows for up to a total of 100 people to be a part of your entry
\$200.00	Float (only one allowed per entry)
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\$850.00	Total: Non-Profit Over than \$3 Million Entry, Application Fee, Up to 100 participants, and float

## NON-PROFITS WITH AN ANNUAL BUDGET LESS THAN \$3 MILLION ENTRIES

**\$300.00** Non-Profit Less than \$3 Million Base Unit, includes 15 participants, web listing, and option to order a banner provided by The Center & Coors Light

**\$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee

**\$400.00** **ALL NON-PROFIT <\$3 MIL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW**

### Additional Non-Profit Less Than \$3 Million Items Available

<b>\$0.00</b>	Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
<b>\$0.00</b>	Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry *Only charged \$400.00, this is not in addition to \$200.00 for up to 50 participants
<b>\$50.00</b>	One standard vehicle (traditional passenger vehicle with passengers riding in standard seats)
<b>\$50.00</b>	Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats) *Only charged \$400.00, this is not in addition to \$200.00 for one standard vehicle
<b>\$50.00</b>	Large vehicle (only one allowed per entry)
<b>\$50.00</b>	Float (only one allowed per entry)
<b>\$100.00</b>	Item Distribution Along Parade Route Fee ( <i>Applied for and charged after acceptance</i> )

### Sample Non-Profit Less Than \$3 Million Calculation

<b>\$300.00</b>	Non-Profit Less than \$3 Million Base Unit, includes 15 participants, listing on Pride Parade website, and banner option
<b>\$100.00</b>	Application fee, all entries no matter the type are required to pay this non-refundable fee
<b>\$0.00</b>	Up to 50 participants, allows for up to a total of 50 people to be a part of your entry
<b>\$50.00</b>	Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats)
<b>\$100.00</b>	Item Distribution Along Parade Route Fee ( <i>Applied for and charged after acceptance</i> )
<b>\$550.00</b>	Total: Non-Profit Less than \$3 Million Entry, Application Fee, Up to 50 marchers, 1 standard vehicle, distribution of materials fee, and listing on website

## SCHOOL ENTRIES

**\$50.00** School Base Unit, includes 15 participants, web listing, and option to order a banner provided by The Center & Coors Light

**\$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee

**\$150.00** **ALL SCHOOL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW**

### Additional School Items Available

<b>\$0.00</b>	Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
<b>\$0.00</b>	Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry *Only charged \$400.00, this is not in addition to \$200.00 for up to 50 participants
<b>\$50.00</b>	One standard vehicle (traditional passenger vehicle with passengers riding in standard seats)
<b>\$50.00</b>	Two standard vehicles (traditional passenger vehicle with passengers riding in standard seats) *Only charged \$400.00, this is not in addition to \$200.00 for one standard vehicle
<b>\$50.00</b>	Large vehicle (only one allowed per entry)
<b>\$50.00</b>	Float (only one allowed per entry)
<b>\$100.00</b>	Item Distribution Along Parade Route Fee ( <i>Applied for and charged after acceptance</i> )

**Sample School Calculation**

\$50.00	School Base Unit, includes 15 participants, listing on Pride Parade website, and banner option
\$100.00	Application fee, all entries no matter the type are required to pay this non-refundable fee
\$0.00	Up to 100 participants, allows for up to a total of 100 people to be a part of your entry
\$50.00	Large Vehicle (only one allowed per entry)
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\$200.00	Total: School Entry, Application Fee, Up to 100 participants, large vehicle, and listing on website

**All applications submitted by the April 1, 2024 deadline will be reviewed by the Denver Pride Parade Management and acceptance status will be sent out no later than the first week in May.**

**If you have questions about your organization and the elements of your entry, please email [PrideParade@lgbtqcolorado.org](mailto:PrideParade@lgbtqcolorado.org) for assistance.**