

# 2025 Coors Light Denver Pride Parade

## Pricing Information



The 2025 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 has the opportunity to order a FREE banner from Coors Light or The Center.

- Entries are not required to order a banner.
- Most entries who choose to order a banner will receive a banner with Pride graphics featuring Coors Light. Those entries deemed outside the scope of Coors Light's printing capabilities (examples include, but are not limited to, schools, youth organizations, or political candidates), will receive a banner courtesy of The Center.
- If you order a banner, the banner cannot be altered.
- 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.
- If your entry is accepted to participate, more information, including the deadline to order a banner, will be provided in the next round of event information.

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, you must apply for two separate entries and state in the special instructions that you would like the two entries to be placed together.

Distribution fees are outlined and included in the following example, but will be paid post application acceptance. All other entry items are due at time of application.

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

See category examples on the following pages.

## CORPORATE ENTRIES

**\$900.00** Corporate Base Unit, includes 15 participants, and option to order a banner provided by Coors Light & The Center

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

**\$1,000.00** 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 \$500.00, this is not in addition to \$250.00 for up to 50 participants

**\$300.00** Standard vehicle - traditional passenger vehicle with passengers riding in standard seats (2 available per entry, each vehicle is \$300.00)

**\$550.00** Large vehicle (1 allowed per entry)

**\$550.00** Float (1 allowed per entry)

**\$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### Sample Corporate Calculation

**\$900.00** Corporate Base Unit, includes 15 participants, 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

**\$550.00** Float (1 allowed per entry)

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**\$2,050.00** Total: Includes Corporate Entry, Application Fee, Up to 100 participants, and a float  
\*All parade item fees are due at time of application except for the distribution fee

## COMMERCIAL ENTRIES

**\$450.00** Commercial Base Unit, includes 15 participants, and option to order a banner provided by Coors Light & The Center

**\$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 \$300.00, this is not in addition to \$150.00 for up to 50 participants

**\$200.00** Standard vehicle - traditional passenger vehicle with passengers riding in standard seats (2 available per entry, each vehicle is \$200.00)

**\$350.00** Large vehicle (1 allowed per entry)

**\$350.00** Float (1 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, 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

**\$400.00** Two standard vehicles - traditional passenger vehicle with passengers riding in standard seats

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**\$1,100.00** Total: Includes Commercial Entry, Application Fee, Up to 50 participants, and 2 standard vehicles  
\*All parade item fees are due at time of application except for the distribution fee

## GOVERNEMENT OFFICE & POLITICAL ENTRIES

- \$400.00** Government Office and Political Base Unit, includes 15 participants, and option to order a banner provided by Coors Light & The Center
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$500.00** ALL POLITICAL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW

### Additional Government Office & Political Items Available

- \$100.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$200.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry  
\*Only charged \$200.00, this is not in addition to \$100.00 for up to 50 participants
- \$150.00** Standard vehicle - traditional passenger vehicle with passengers riding in standard seats (2 available per entry, each vehicle is \$150.00)
- \$250.00** Large vehicle (1 allowed per entry)
- \$250.00** Float (1 allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### Sample Government Office & Political Calculation

- \$400.00** Political Base Unit, includes 15 participants, 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
- \$100.00** Distribution of Material Along Parade Route Fee (*Applied for and charged after acceptance*)
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- \$800.00** Total: Includes Political Entry, Application Fee, Up to 100 participants, and distribution of materials
- \*All parade item fees are due at time of application except for the distribution fee

## NONPROFITS WITH AN ANNUAL BUDGET OVER THAN \$3 MILLION ENTRIES

- \$400.00** Nonprofit More than \$3 Million Base Unit, includes 15 participants, and option to order a banner provided by Coors Light & The Center
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$500.00** ALL NONPROFIT >\$3 MIL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW

### Additional Nonprofit More Than \$3 Million Items Available

- \$100.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$200.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry  
\*Only charged \$200.00, this is not in addition to \$100.00 for up to 50 participants
- \$150.00** Standard vehicle - traditional passenger vehicle with passengers riding in standard seats (2 available per entry, each vehicle is \$150.00)
- \$250.00** Large vehicle (1 allowed per entry)
- \$250.00** Float (1 allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### Sample Nonprofit More Than \$3 Million Calculation

- \$400.00** Nonprofit More than \$3 Million Base Unit, includes 15 participants, 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
- \$250.00** Float (1 allowed per entry)
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- \$950.00** Total: Non-Profit Over than \$3 Million Entry, Application Fee, Up to 100 participants, and float
- \*All parade item fees are due at time of application except for the distribution fee

## NONPROFITS WITH AN ANNUAL BUDGET LESS THAN \$3 MILLION ENTRIES

- \$300.00** Nonprofit Less than \$3 Million Base Unit, includes 15 participants, and option to order a banner provided by Coors Light & The Center
- \$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 Nonprofit Less Than \$3 Million Items Available**

- \$0.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$50.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry
- \$50.00** Standard vehicle - traditional passenger vehicle with passengers riding in standard seats (2 available per entry, each vehicle is \$50.00)
- \$100.00** Large vehicle (1 allowed per entry)
- \$100.00** Float (1 allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### **Sample Nonprofit Less Than \$3 Million Calculation**

- \$300.00** Nonprofit Less than \$3 Million Base Unit, includes 15 participants, and banner option
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$100.00** Two standard vehicles - traditional passenger vehicle with passengers riding in standard seats
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)
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- \$600.00** Total: Non-Profit Less than \$3 Million Entry, Application Fee, Up to 15 marchers, 2 standard vehicles, and distribution of materials fee
- \*All parade item fees are due at time of application except for the distribution fee

## SCHOOL ENTRIES

- \$100.00** School Base Unit, includes 15 participants, and option to order a banner provided by Coors Light & The Center
- \$100.00** Application fee, all entries no matter the type are required to pay this non-refundable fee
- \$200.00** ALL SCHOOL ENTRIES WILL PAY THIS BASE FEE AND CAN ADD ADDITIONAL ITEMS BELOW

### **Additional School Items Available**

- \$0.00** Up to 50 total participants, allows for up to a total of 50 people to be a part of your entry
- \$0.00** Up to 100 total participants, allows for up to a total of 100 people to be a part of your entry
- \$50.00** Standard vehicle - traditional passenger vehicle with passengers riding in standard seats (2 available per entry, each vehicle is \$50.00)
- \$100.00** Large vehicle (1 allowed per entry)
- \$100.00** Float (1 allowed per entry)
- \$100.00** Item Distribution Along Parade Route Fee (*Applied for and charged after acceptance*)

### **Sample School Calculation**

- \$100.00** School Base Unit, includes 15 participants, 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
- \$100.00** Large Vehicle (*only one allowed per entry*)
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- \$300.00** Total: School Entry, Application Fee, Up to 100 participants, and large vehicle

All applications submitted by the April 1, 2025 deadline (or whenever a category sells out) will be reviewed by the Denver Pride Parade Management and acceptance status will be sent out no later than May 1, 2025.

Questions, email [PrideParade@LGBTQColorado.org](mailto:PrideParade@LGBTQColorado.org)