

2018

Twin Cities GLBT Pride



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Sponsorship Opportunities

Grand Marshal Reception and Art Show // Pride Family Picnic //

“Pride Presents” Headliner Show //

TC Pride Rainbow Run 5k // Ashley Rukes GLBT Pride Parade // GLBT Pride Festival



Quick Facts

Twin Cities Pride 2018

Even with our gains over recent years, the current political climate reminds us that hard-won rights can be taken away. It almost seems like a daily attack. Religious liberties. Transgender military ban. Dismantling the ACA. Those who would like to cause harm to the LGBTQ community feel emboldened to do so.

Providing safe spaces for the community to come together for support and important conversations are needed now more than ever. At Twin Cities Pride we strive to be the place community members feel safe to come forward with concerns. As with other LGBTQ organizations, intersectionality has become a principal factor in our community conversations. None of us has only one identity, but we do identify with at least one of the letters in the LGBTQIA+ family.

According to U.S. based studies, approximately 20 million people identify themselves as Gay, Lesbian, Bisexual, or Transgender and the annual value of the Gay and Lesbian buying power, or disposable income, is estimated to be \$917 billion.¹

The Twin Cities has the fourth largest per-capita GLBT population in the U.S. at 12.5 percent and Minneapolis was recently named the "Gayest City in America."² Twin Cities Pride attendees are extremely loyal to the businesses that support Pride and expect our organization will hold companies accountable to their support of the GLBT community.³

This packet includes many involvement opportunities available to organizations with proven support of the GLBT community. We are also open to customizing packages to fit your needs and to partnering with companies that are actively working to increase their HRC CEI scores. Please feel free to contact me with any questions regarding partnership opportunities: **612-255-3260** or **dot.belstler@tcpride.org**.

Thank you.

Yours in Pride,

Dot Belstler
Executive Director

1 <http://www.witeck.com/pressreleases/2015-buying-power/>

2 www.Advocate.com.2011

3 2016 Twin Cities Pride attendee survey

"It's nice that you're able to ... see which vendors and sponsors are going to be gay sensitive, gay understanding, and in which may end up getting my dollars."

– 2014 Festival Attendee



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Thank you

for your interest in supporting Twin Cities Pride

The Annual Twin Cities Pride Festival and the Ashley Rukes Gay, Lesbian, Bisexual, Transgender (GLBT) Pride Parade take place the last full weekend of June to commemorate the Stonewall Riots of June 1969. "Stonewall," as it has become known, has been long-credited as one of the catalysts for the modern-day GLBT human rights movement in the United States and around the world.

The mission of Twin Cities Pride is to create experiences that bring the greater GLBT community together to commemorate our diverse heritage, foster inclusion, educate and create awareness of issues, and celebrate achievements in equality.

Twin Cities Pride is pleased to offer individuals and both for-profit and non-profit organizations who support our mission and champion GLBT equality unique opportunities for outreach into the GLBT community. Without the support of its sponsors, exhibitors, and vendors, it would be impossible for Twin Cities Pride to present one of the nation's largest GLBT Pride celebrations while keeping it free and open to the public.

However, Twin Cities Pride takes its mission very seriously. Thus, we only seek the involvement of those individuals and organizations that affirm and support our unique message of commemorating those who pioneered the GLBT human rights movement, celebrating the diversity of our community, challenging discrimination and working toward full equality for GLBT individuals and their families.

Because we create a safe and welcoming environment for many people who have been searching for acceptance, we ask all participants to acknowledge that they individually, and the organizations and the businesses they represent, support our mission and the message above by providing an authorized signature on all contracts and registration forms.

The following pages present a variety of opportunities for companies to demonstrate support of the GLBT community:

- **Grand Marshal Reception and Pride Art Show**
- **Pride Family Picnic**
- **"Pride Presents" Headline Show**
- **Rainbow Run 5K**
- **Ashley Rukes GLBT Pride Parade**
- **GLBT Pride Festival**



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Sponsorship Opportunities

Grand Marshal's Reception and Art Show

June 2018

A Twin Cities Pride recognition event, the Grand Marshal Reception and Art Show celebrates the Twin Cities Pride Award Winners and showcases area GLBT and Allied artists who were selected via jury to participate. The Reception features appetizers, refreshments, and entertainment. Presenting Sponsorship includes the opportunity to address attendees at the reception and to select the "Chairman's Choice" from the Art Show entries.



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Grand Marshal's Reception and Art Show Sponsorship Benefits		Presenter* \$10,000	Partner* \$5,000
tcpride.org website 800,000 hits	Logo on GM Reception web page	•	•
	Link to Sponsor Website	•	•
	Listing on Home Page	•	•
	Listing in Annual Report	•	•
Email Blasts 10,000 impressions	Listing	•	
Facebook Page 50,000 impressions	Listing	•	•
Reception Event	Speaking Opportunity	•	
Logo Placement	Art Gallery	•	
	Invitations	•	

*One Presenting Sponsor and multiple Partner Sponsors



Sponsorship Opportunities

Pride Family Picnic

June 17, 2018

Held annually at Como Park in St. Paul, the Family Picnic offers free food, beverages, and games to all who attend. A smoke and alcohol-free event, the Picnic is an easy and accessible way for families to spend a day of fun outdoors. This family event includes web exposure along with opportunities for banner placement on-site.

Over 1,800 hot dogs and almost 1,000 ears of corn were served to guests at the 2017 Family Picnic.



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Pride Family Picnic Sponsorship Benefits		Presenter* \$10,000	Partner* \$5,000
tcpride.org website 800,000 hits	Logo on Family Picnic web page Link to Sponsor Website Listing on Home Page Listing in Annual Report	• • • •	• • • •
Email Blasts 10,000 impressions	Listing	•	•
Facebook Page 50,000 impressions	Listing	•	•
Family Picnic Event 1,200 attendees	On-site Banner (s) 10x10 Booth Space	x2 x2	x1 x1
Festival 300,000 attendees	10x10 Booth Space	•	

*One Presenting Sponsor and multiple Partner Sponsors

"I came out to my mom, I was disowned, disinherited, and that's changed a lot. I think that in large part because of everything I learned because of the self-esteem that I got being at Pride and Pride events."

– 2014 Festival Attendee



Sponsorship Opportunities

“Pride Presents” Headline Show

June 21, 2018

In 2016 Twin Cities Pride brought legendary comedienne Kathy Griffin to Orchestra Hall to kick off Pride weekend and she packed the house. Based on that success and that of Margaret Cho and Lily Tomlin in 2014 and 2015, respectively, the concert is a featured event again in 2018. Pride will bring another performer to the Twin Cities to open Pride weekend on Thursday, June 21. We are offering a sponsorship opportunity that includes tickets and branding for two exclusive sponsors.



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Pride Presents Sponsorship Benefits		Presenter* \$10,000	Partner* \$5,000
tcpride.org website 800,000 hits	Logo on Pride Presents web page	•	•
	Link to Sponsor Website	•	•
	Listing on Home Page	•	•
	Listing in Annual Report	•	•
Email Blasts 10,000 impressions	Listing	•	•
Facebook Page	Listing	•	•
Event 2,000 attendees	Event Tickets	x10	x4
	VIP Meet and Greet tickets	x4	
	Table at preshow	•	•
	Thanked from stage	•	
Logo Placement	Printed ads as available	•	
	Other ads as available	•	

*One Presenting Sponsor and one Partner Sponsor



Sponsorship Opportunities

TC Pride Rainbow Run

June 24, 2018

The eighth annual Rainbow Run 5K will take place on Sunday morning before the Parade. Sponsor logos are on the back of the t-shirt each participant receives. This 5K Fun Run will start at Boom Island, continue down Main St. NE, and finish along the parade route.



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TC Pride Rainbow Run 5K Sponsorship Benefits		Presenter* \$10,000	Partner* \$5,000
tcpride.org website 800,000 hits	Logo on Race web page	•	•
	Link to Sponsor Website	•	•
	Listing on Home Page	•	•
	Listing in Annual Report	•	•
Email Blasts 50,000 impressions	Listing	•	•
Facebook Page 50,000 impressions	Listing	•	•
Logo Placement	Bib Number	•	
	T-shirt Back	•	•
Rainbow Run 5K	Race Entries	x10	x4
	Table at the end of race to hand out branded material	•	•

*The Rainbow Run may have up to two Presenting Sponsors and multiple Partner Sponsors.

"I think their advertising, their being involved, this is what corporations are supporting now, so this is the norm, and it spreads."

– 2014 Festival Attendee



Sponsorship Opportunities

Parade Sponsorship Details

June 24, 2018

The Ashley Rukes GLBT Pride Parade on Sunday morning attracts well over 150,000 people, making it the largest parade of any kind in the five-state area. Beginning in 1972 as a small march, the Parade is now covered by every local news organization.

Over 125 units of floats and marchers representing every color and stripe of the GLBT rainbow family parade down Hennepin Avenue into Loring Park. While not as racy as Pride Parades in some cities, viewers will be entertained by floats, marching bands, Drag Queens, and many others along the route. Parade Sponsors are prominently featured in the annual Pride Guide™ and mentioned during interviews with the news media as well as by our Grandstand emcees.

The Corporate Presenting Sponsor logo may be placed on Hennepin Avenue Banners with the Twin Cities Pride logo on selected banners along the Parade route.



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Ashley Rukes GLBT Pride Parade Sponsorship Benefits		Presenter* \$20,000	Partner* \$15,000
tcpride.org website 800,000 hits	Logo on Parade web page	•	•
	Link to Sponsor Website	•	•
	Listing on Home Page	•	•
	Listing in Annual Report	•	•
Email Blasts			
10,000 impressions	Listing	•	•
Facebook Page			
50,000 impressions	Logo in Event Pictures	•	•
	Listing	•	•
Parade Presence			
150,000 visitors	Parade Unit included	x2	x1
Logo Placement			
	Volunteer T-shirt	•	•
	Grandstand Sponsor Banner	•	•
	Advertising as available	•	
	Logo on Hennepin Ave Banners	x20	
Other			
	VIP Seats across from Grandstand	x4	x2
	Parade Judges	x2	x1

*The Parade may have up to two Corporate Presenting Sponsors, multiple Partner Sponsors and a media presenter.



Sponsorship Opportunities

Pride Festival

June 23-24, 2018

Starting in 1972 as a small picnic in Loring Park, this event has become the premiere social event and celebration of the Gay-Lesbian-Bisexual-Transgender community, attracting over 400,000 visitors, including 60,000 out of state visitors.

Wide-ranging attractions attest to the diversity of the festival. Highlights include four stages of live entertainment, Living Well Park, Jean Tretter GLBT History Pavilion, Children & Families Area, Teen Scene, School Zone, three Food Courts, Pride in Concert, and over 400 vendors and exhibitors. Sponsors are recognized in the annual Pride Guide™ and in the park according to their sponsorship level.



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Festival Sponsorship Benefits		Presenter \$50,000	Partner \$25,000	Supporter \$15,000
tcpride.org website 800,000 hits	Logo on Festival Page	•	•	•
	Link on Festival Page	•	•	•
	Link to Sponsor Website	•	•	•
	Listing on Home Page	•	•	•
	Listing in Annual Report	•	•	•
Email Blasts 10,000 impressions	Listing	•	•	•
Facebook Page 50,000 impressions	Logo in Event Pictures	•	•	•
	Listing	•	•	•
Festival Grounds 300,000 visitors	Booth Space included Select Booth Locations (additional space may be available at a discounted rate)	Negotiated •	10x20	10x10
Logo Placement	Volunteer T-shirt	•		
	Pride Mobile App	•		
	Pride Guide Map	•	•	•
	Advertising as available	•	•	
Parade Level Included	Unit	2 Units	1 Unit	
Other	Hospitality Room Passes	x10	x6	x2



Sponsorship Opportunities

Stage Presenter Opportunities

Some companies may prefer to sponsor a stage, and we have four to choose from.

A - Loring Stage: Hosting national entertainers and favorite local acts, the Loring Stage is our largest entertainment venue. It's positioned near the center of the Park and is the heart of the Festival.

B - Power to the People Stage: Power to the People (P2P) area and stage provides opportunities for Queer and Trans Artists of Color to express art forms unique and relevant to their cultural identity.

C - Rainbow Stage: The intimate atmosphere of the Rainbow Stage makes it the place to sit back, relax, and enjoy folk, R&B, jazz, chorale, and even rock in this coffee-house style setting.

D - Stonewall Stage: Always a favorite, the Stonewall Stage features performances by local divas, female and male impersonators, creative talent, dance teams, and theatrical acts.



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Sponsorship Benefits		A Stage \$20,000	B, C, and D Stages \$15,000
tcpride.org website	Link to Sponsor Website	•	•
	Listing on Home Page	•	•
	Listing in Annual Report	•	•
Email Blasts	Listing	•	•
Facebook Page	Logo in Event Pictures	•	•
	Listing	•	•
Festival Grounds	Banner at sponsored stage	•	•
	Booth Space	10x10	10x10
Logo Placement	Pride Mobile App	•	•
	Pride Guide Stage Schedule	•	•
Other	Hospitality Room Passes	x4	x2

"It just kind of restores my faith in people an my faith in the world, again just seeing all these different people and all these different businesses coming together."

– 2014 Festival Attendee



Sponsorship Opportunities

Special Areas of the Festival

One Presenting Sponsor per Area. Sponsorship includes Supporter Level benefits and a 10x10 booth space. \$15,000

VIP Tent: Open during the concert Saturday night, the VIP Tent provides complimentary snacks and adult beverages to attendees.

Children and Families Area: A smoke-free zone, the Children and Families Area focuses on family-friendly events and entertainment.

Food Courts: Three food courts, includes co-branded umbrellas in all seating areas.

Living Well Park: A smoke-free zone, the Living Well Park began as a partnership between Rainbow Health Initiative and Twin Cities Pride. The goal is to increase visibility of healthy living within the Festival.

Fireworks Presenter: The fireworks show takes place after Pride in Concert Saturday night.

Chill Tent: Space for those on the autism spectrum to find a calm area in the Festival.



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The following sponsorship options offer area signage and a 10 x 10 booth space in the sponsored area. \$5,000

Teen Scene: The goal of the Teen Scene is to provide fun, smoke-free activities for teens ages 13-20.

School Zone: This area is made up of educational institutions and high school and college GSA representatives.

Volunteer Tent: The volunteer tent is our special thank you to our 300+ volunteers. The tent includes food, beverages, and gifts for volunteers. Gifts can include sponsor logo.

Pet Central: Pet vendors and rescues surround the Doggy Play area, which may include playground equipment, pools, and demonstrations. Saturday ends with a fabulous Doggy Drag show, complete with Drag Queens and prizes.

The "R" Zone: The R Zone offers adult-focused products.

Athletic Fields: Volleyball, rugby, and lacrosse courts and demonstrations.

Other Options

We are open to developing a custom sponsorship package. Let's discuss your goals and find a great option. 612-255-3260