



## 2022 Involvement Opportunities

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# 50 Years of Pride 1972-2022

The first Pride march in the Twin Cities took place in 1972, when a group of students decided to celebrate the anniversary of the Stonewall Riots that took place in New York City in 1969. Half of the group marched down Nicollet Mall and the other half waited in Loring Park with bail money, assuming their friends would need to be bailed out of jail.

No one was arrested and the entire group had a picnic in Loring Park. *(photo from 1973)*

# Twin Cities Pride Sponsor Opportunities

We work with each sponsor to provide the following based on sponsorship level:

- Logo or name recognition and access to followers via one or more of Pride's social media channels.
- 10x10 booth space (or larger) at sponsored event
- Signage at sponsored event based on sponsor level
- Category exclusivity at sponsored event based on sponsorship level
- Dedicated email blast possible based on sponsorship level

We have:

[36,000 Facebook](#) Followers

[10,000 Instagram](#) Followers


6,000 Twitter Followers @TwinCitiesPride

7500 persons on email lists

TC Pride.org

NOTE: based on the current pandemic, events may be rescheduled, changed to virtual, or canceled.

***Companies that are supporters of the LGBTQIA+ Community are welcome. Those considering this a “tradeshow” type of opportunity should identify other events to sponsor.***

A large red circle on the left side of the page, partially cut off by the edge.

# OUT- VENTURE May 21, Boom Island Noon – 6pm

A new event for 2021, OUT-venture includes outdoor activities for the LGBTQIA+ and Allied Community.

The day starts off with our 5K Rainbow Run presented by UnitedHealth Group

Features include vendors who specialize in outdoor activities, a Beer Garden, DJ, and drag show and various demonstrations

The day also includes a SLOW-ROLL family bike ride, minor bike repairs, and a bike valet station.

- Presenting level sponsors \$10,000
- Partner level sponsors \$5,000

Other options include sponsoring the free water station or hand sanitizer station.

Sponsors are encouraged to bring outdoor games and activities.

Four thick, curved purple lines of varying lengths arranged in a diagonal pattern from the bottom right towards the center of the page.

# Rainbow Run 5K presented by UnitedHealth Group May 21, Boom Island

Because of COVID-19, the Rainbow Run 5K Presented by UnitedHealth Group will look different again this year but social distancing cannot stop Pride Celebrations! The Run is going HYBRID!

That means you don't have to run at 11:00 on Saturday, May 21 in Minneapolis, unless you want to. You can choose your own time and location to run between May 21 and June 18.

Logos will be printed on the back of the run shirts and will be on the Rainbow Run page of [tcpride.org](https://tcpride.org) and social. We are allowed to have sponsor tables at the end of the run for sponsors to hand out swag.

Partner level sponsors receive 10 free race entries and 50 discounted entries - \$10,000

Supporter level sponsors receive 4 free race entries and 10 discounted entries - \$5,000

Other options available





# Family Fun Day, Sunday, June 20 Como Park East Pavilions

This Free Family event will be COVID-safe.

Hot dogs, chips, cookies, and beverages will be provided.

Sponsors are encouraged to bring COVID-safe activities for kids.

Along with logos online and verbal thanks at the event,

Presenter Level Sponsors may have multiple banners and booth on-site - \$10,000

Partner level Sponsors may have one banner and booth on-site - \$5,000

Other options available





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Pride Art Show Opening - Come as you Are!  
Friday, June 3, 2022  
Inez Greenberg Gallery, Bloomington Center  
for the Arts

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Come as You Are! is a visual art exhibition that celebrates both the talent of the LGBTQ+ community and Twin Cities Pride's 50<sup>th</sup> Anniversary.

Exhibition runs June 3-July 8, 2022.


Presenting sponsor \$5,000 – logo included on-site and in communications inviting community attendance.

Partner sponsors \$3,000 – recognition in communications inviting community attendance.





# Grand Marshal Reception

- Date and location TBD
  - This event celebrates our 2022 Grand Marshal(s) and Award Winner(s). It includes entertainment, passed appetizers, a champagne toast, a Silent Auction.
  - Presenting Sponsor \$10,000
  - Partner Sponsor \$5,000
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# 2022 Festival, June 25-26

The annual Pride Festival is our largest fundraiser, providing the funds we need to create our events, support other Community events, provide Fee waivers to small community groups and nonprofits, and “keep our lights on”.

Companies that sponsor Pride events have excellent scores on HRC’s Corporate Equality Index.

The following pages have sponsorship information for specific areas in the Festival. Custom packages are also available at a variety of levels.



# Festival Sponsorship Opportunities

## \$20,000 Investment – Area Presenter

- Generations of Pride Space
- Living Well Park
- Disability Support Section
- Quorum Village
- Golf Cart Sponsor (can be divided by function)

These opportunities come with a 10x20 booth space and logo recognition online and onsite

## \$20,000 Investment – Stage and Performers Sponsor

- Loring Stage Sponsor (Main Stage)
- P2P Stage Sponsor (Power to the People of Color Stage)
- Stonewall Stage Sponsor (Drag Stage)

These opportunities come with a 10x10 booth space and logo recognition online and onsite



# Festival Sponsorship Opportunities, page 2



## \$10,000 Investment

- Food Courts (three available)
- Escape Space (Autism respite tent)
- Pet Central
- School Zone
- Free Water Stations (three available – may distribute your reusable bottles at water station)
- Teen Scene including arcade

These opportunities come with a 10x10 booth space and logo recognition online and onsite at sponsored area



# Festival Sponsorship Opportunities, page 3



## \$7,500 Investment

- Volunteer Central (both days included)
- Information Stations (4 stations available for two days each)
- Bike Check (both days included)
- Athletic Fields (Exhibition games played both days)
- Fee Waivers for small nonprofits and community groups
- Hand Washing Stations (several around the park)
- Hand Sanitizer Stations (several around the park)
- Misting Fans (3-4 sets around the park)
- Time of Birth (parents') space

These opportunities come with a 10x10 booth space and logo recognition online and onsite at sponsored area

The background of the slide is a black and white photograph of a large crowd at a concert. Many people have their arms raised, and some are holding up phones to take pictures. The scene is dimly lit, with bright light sources visible in the background, creating a bokeh effect. A large, white, semi-transparent rectangular box is centered on the right side of the image, containing the event details.

# Pride in Concert

Saturday, June 25 10:00 pm at The Armory

Pride in Concert moves from Loring Park to The Armory where weather is not a concern. The artists have not been selected at this point, but it will be an awesome concert!

- Presenting Sponsors \$25,000
- Partner Sponsors \$10,000



# PRIDE MARCH

Sunday, June 26 at 11 am

Hennepin Ave

Downtown Minneapolis

Due to construction, the March will begin at 7<sup>th</sup> Street and travel down Hennepin to 16<sup>th</sup> Street/Maple Avenue.



March Presenter - \$25,000 provides two units in the march (up to 20 people OR a vehicle/float plus 10 people) and General Grandstand signage. Includes two guest judges and four grandstand tickets. Category exclusivity.

\$10,000 sponsor of the Family & Disability Grandstand provides one unit in the march (up to 10 people OR a vehicle/float). Includes one guest judge and two grandstand tickets.





# The Promenade

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This 53-minute Coming-Out play by Seth Locken will take place Saturday and Sunday afternoon in front of the Community Center building in Loring Park.

- \$2,500 Investment
- Logo recognition online & at event
- \$1,000+ Investment
- Logo positioning commensurate with investment