



2023 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 currently have sponsorship options for the Rainbow Run 5K, Family Fun Day, the Festival, and March. Other events are being evaluated as of 10/15/2022, details to come.

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:

[39,000 Facebook](https://www.facebook.com/tcpride) Followers @facebook.com/tcpride

[11,000 Instagram](https://www.instagram.com/twincitiespride) Followers @twincitiespride

[6,000 Twitter](https://twitter.com/TwinCitiesPride) Followers @TwinCitiesPride

8,100 persons on email lists

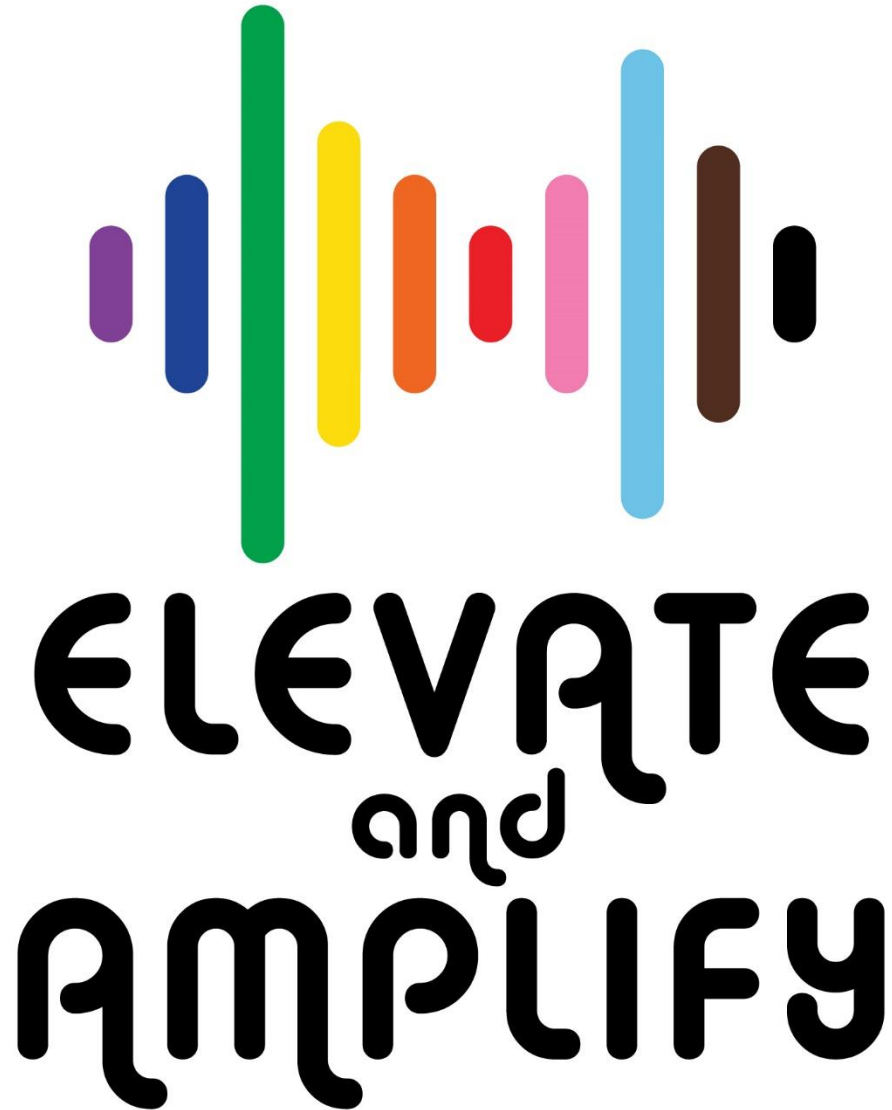
TC Pride.org is the top google search result for Pride Minnesota, Pride Minneapolis, Pride St. Paul, Pride Twin Cities

2023 Estimated total attendance: 400,000+

NOTE: because of the 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 non-Pride events to sponsor.

2023 Theme and Note from the Executive Director



Dear Partners,

This year's Twin Cities Pride Festival and March theme is Elevate and Amplify. It is more important than ever to understand and act with intentionality, and purpose and to highlight different voices while bringing other marginalized communities with us. We can not accomplish this without our community and corporate sponsors like you.

Inclusion is one of our core values at Twin Cities Pride, and we are going to make space for people to show up as they are, amplify their voices, and highlight the many cultures of our community along with our strength and determination. We will stand together and show the world that we are here and will not be silenced. We will also give space to youth to show their true colors and see they are our future and they matter. Lastly, we will celebrate our community and support each other as we always have.

My hope is that your corporation wants to join us in Elevating and Amplifying those employees and customers by showing them your support.

Yours in Pride,

Andi Otto
(He/Him)
Executive Director

Rainbow Run 5K - June 25th Hennepin Ave

We are currently researching options for the run, and expect the Rainbow Run to be HYBRID again this year. That means you don't have to run at the scheduled event unless you want to. You can choose your own time and location to run between designated dates. As of right now the actual run will take place down our March route just before the March begins.

Sponsor logos will be printed on the back of the run shirts and will be on Pride's website <https://tcpride.org/rainbow-run-5k/> and social. Sponsor tables are at the end of the run for sponsors to hand out swag.

- Presenting level sponsors receive 30 free race entries and 200 discounted entries, run renamed to Rainbow Run presented by sponsor name, logo on front of run shirt, \$35,000
- Partner level sponsors receive 10 free race entries and 50 discounted entries, \$15,000
- Supporter level sponsors receive 4 free race entries and 10 discounted entries, \$8,000

Other options, including on-route signage and volunteer inclusion, may be available.



Family Fun Day, Sunday, June 18, 2023 Como Park East Pavilions, St. Paul

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 two-three banners and a 10x20 booth on-site - \$10,000

Partner level Sponsors may have one banner and a 10x10 booth on-site - \$5,000

Other options may be available



2023 Festival

June 24-25, 2023

Loring Park, Minneapolis



- 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 must have excellent scores on HRC’s Corporate Equality Index, and a history of supporting the LGBTQ+ community.
- Sponsors are not required to staff the sponsored area but may work with our volunteer manager if desired.
- 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

\$30,000 Investment

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

- Living Well Park Presenter
- Loring Stage Presenter (Main Stage)
- Stonewall Stage Presenter (Drag Stage)
- Elevate and Amplify Artist Area (our new space at the Sculpture Gardens)

\$25,000 Investment

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

- Generations of Pride Space
- Quorum Village
- Power to the People of Color Stage
- Youth Zone





Festival Sponsorship Opportunities

\$15,000 Investment

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

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

Festival Sponsorship Opportunities

\$8,500 Investment

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

- 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 five small nonprofits and community groups
- Time of Birth (parents') space
- 6 - Golf Carts *(sign on golf cart with sponsor logo)*



Festival Sponsorship Opportunities



Small business opportunities *(under \$1MM annual revenue)*

\$1,000 Investment each

These opportunities come with one 10x10 small business booth space and logo recognition online and onsite at sponsored area.

- Fee Waivers for small nonprofits and community groups
- 1 Hand Washing Station *(sign on station, several around the park)*
- 1 Hand Sanitizer Station *(sign on station, several around the park)*
- 1 set of Misting Fans *(sign on or near fan, 3-4 sets around the park)*
- 1 Golf Cart *(sign on golf cart, 20+ carts)*

PRIDE MARCH

Sunday, June 25 at 11 am
Hennepin Ave

Downtown Minneapolis

Categories except Presenter may have more than one sponsor.



March Presenter - provides two units in the march (up to 20 people OR a vehicle/float plus 10 people) and Grandstand signage. Includes two guest judges and four grandstand tickets. Category exclusivity, \$35,000

Sponsor of the General VIP Grandstand provides one unit in the march (up to 10 people OR a vehicle/float). Includes one guest judge and two grandstand tickets, \$20,000

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, \$20,000

Supporter provides general signage and one unit in the march (up to 10 people OR a vehicle/float), \$15,000

*Groups are also needed to be Marshals along the route, sponsorship not required