

53 YEARS OF PRIDE IN MINNESOTA





IMPACT



The Rainbow Feast brought together
350 folks for a time of community
building through meaningful
conversations around a shared meal

The Rainbow Wardrobe provided \$20,000+ worth of gender affirming undergarments at no cost to the members of the community

Hundreds of people attended our Career
Fairs and had access to career resources
and potential employers and dozens of
companies hired new employees.

Over 3000 people enjoyed a day full of family friendly programming including a free meal, resource sharing, and games at our June Family Fund Day

More than 2000 people attended a free, family oriented and inclusive

Trunk or Treat allowing kids and parents the opportunity to safely enjoy Halloween traditions

Volunteers through Twin Cities
Pride gave over 30,000 hours in
service to the LGBTQIA community
in the Cities and beyond

COMMUNITY

IMPACT

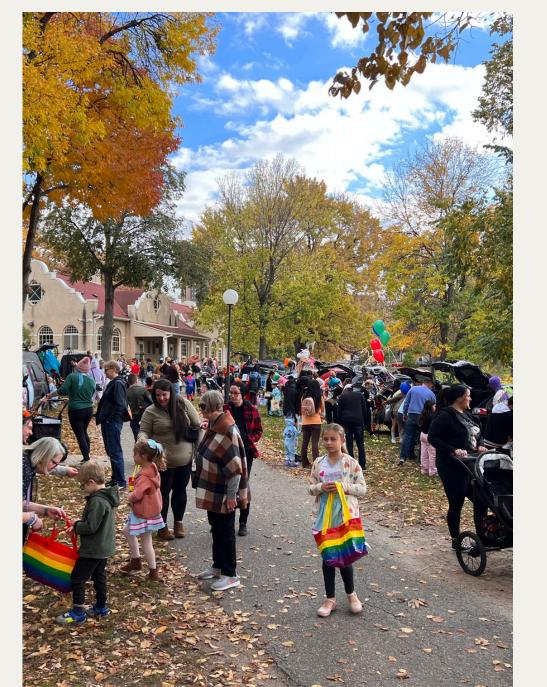
Funded Artist in Residences program for 6 LGBTQ+ or BIPOC Artists to create and share their work throughout the year and at The Pride Festival

Twenty LGBTQ+ authors and book based businesses were able to share their work with over a thousand people at our Queer Writes Book Fairs.





Twin Cities Pride has consistently dedicated itself to celebrating and advocating for LGBTQ+ rights, diversity, and inclusion during the annual Pride Month in June. However, our mission goes well beyond this single month, and we aim to offer companies a chance to support our continuous efforts to uplift the LGBTQ+ community. We are thrilled to unveil the Twin Cities Pride Corporate Rainbow Circle an exclusive level to complement your Festival sponsorship level and is designed to showcase that your company's commitment also extends beyond the a single month.

















EMPOWERING DIVERSITY CELEBRATING INCLUSIVITY ALL YEAR



\$20,000 GOLD

- AVAILABLE ONLY TO DIAMOND, AMBASSADOR AND THEME LEVEL FESTIVAL SPONSORS
- BANNER THANKING YOU FOR YOUR YEAR ROUND SUPPORT ON ALL 5 FESTIVAL INFO BOOTHS*
- THANK YOU BANNER AT TWIN CITIES PRIDE EVENTS THROUGHOUT THE YEAR
- LOGO ON RAINBOW CIRCLE LANDING PAGE ON WEBSITE
- ONCE PER QUARTER GROUP CORPORATE RAINBOW CIRCLE THANK YOU SOCIAL MEDIA POST
- EXCLUSIVE EMPLOYEE VOLUNTEER OPPROTUNITIES

\$10,000 SILVER

- AVAILABLE ONLY TO GOLD AND PLATINUM LEVEL FESTIVAL SPONSORS
- BANNER THANKING YOU FOR YOUR YEAR ROUND SUPPORT AT ALL 5 FESTIVAL INFO BOOTHS*
- THANK YOU BANNER AT TWIN CITIES PRIDE EVENTS THROUGHOUT THE YEAR
- LOGO ON RAINBOW CIRCLE LANDING PAGE ON WEBSITE
- ONCE PER QUARTER GROUP CORPORATE RAINBOW CIRCLE THANK YOU SOCIAL MEDIA POST
- EXCLUSIVE EMPLOYEE VOLUNTEER OPPROTUNITIES

\$5,000 BRONZE

- AVAILABLE ONLY TO BRONZE AND SILVER LEVEL FESTIVAL SPONSORS
- BANNER THANKING YOU FOR YOUR YEAR ROUND SUPPORT AT ALL FESTIVAL 5 INFO BOOTHS*
- THANK YOU BANNER AT TWIN CITIES PRIDE EVENTS THROUGHOUT THE YEAR
- LOGO ON RAINBOW CIRCLE LANDING PAGE ON WEBSITE
- ONCE PER QUARTER GROUP CORPORATE RAINBOW CIRCLE THANK YOU SOCIAL MEDIA POST
- EXCLUSIVE EMPLOYEE VOLUNTEER OPPROTUNITIES



TWIN CITIES PRIDE

EVENT AND PROGRAM SPONSORSHIPS

Twin Cities Pride takes immense pride in our events and programs that focus on community throughout the year. Our Rainbow Wardrobe supports dozens of people each week, offering not just clothing, food, and essential items, but also serving as a vital connection point for many community members. Throughout the year, our events provide LGBTQ+ individuals with opportunities to come together in spaces that celebrate and honor the diversity, resilience, and joy of our community. These events create spaces for family fun, meaningful connection and access to life enhancing services and resources.









RAINBOW WARDROBE

This year around initiative by Twin Cities Pride offers gender-affirming clothing, personal care products, and meals at no cost to community members, remaining accessible throughout the year. Our traveling wardrobe is featured at various events, including supplying business-ready attire to participants at our Career Fairs. We assist approximately 150 clients each month and receive numerous donations daily. We are currently in search of a presenting sponsor for this Wardrobe to help us acquire additional gender-affirming garments and to provide more specialized items that are rarely received in donations. As a presenting sponsor, your brand would be prominently placed on all Rainbow Wardrobe signage, social media posts, its website, and on a thank you note given to every donator. Your sponsorship would enable us to grow our outreach and allow us to assist more members of the community with lasting impact. Additionally, it would allow us to staff a permanent location for the Wardrobe and allow us to expand our service hours to include evenings and weekends.

\$25,000 PRESENTING*

- NAME AND LOGO ON ALL RAINBOW WARDROBE SIGNAGE, POSTS, COMMUNICATIONS, AND ON DONATION THANK YOU LETTER
- FOUR GRAND MARSHAL RECEPTION TICKETS
- PODCAST/RADIO SHOW SPOT
- FOUR NEWSLETTER MENTIONS
- EXCLUSIVE PARTNERSHIP







TWIN CITIES PRIDE AMPLIFIED PODCAST

With an average weekly audience of nearly 6,000 listeners and 25,000 listening hours in its first year, the Twin Cities Pride Amplified Podcast stands out as one of the most costeffective ways to connect your business with the LGBTQIA community in the Twin Cities and beyond. This hour-long podcast discusses a range of topics, including mental health care for queer youth, previews of the entertainment at the Pride Festival, and resource sharing from various community organizations. Co-hosted by TC Pride staff members Andi Otto and Rina Heisel, the show is available on all podcast platforms, simulcasted on AM950, and can be accessed digitally through our social media channels. Your sponsorship would provide you with weekly visibility as we announce you as the presenting sponsor both on the air and on our social media channels.



- SIX MONTH SPONSORSHIP FOR HALF OF THE CALENDAR YEAR
- WEEKLY VISIBILITY AS THE PRESENTING SPONSOR
- TWO GRAND MARSHAL RECEPTION TICKETS
- NEWSLETTER MENTIONS AS THE PODCAST TOPICS ARE MENTIONED











RAINBOW FEAST



The Rainbow Feast is a beloved occasion for our staff, volunteers, and the community. We aim to create a Thanksgiving experience that goes beyond merely sharing a meal. This event promotes inclusivity and fosters connections around shared tables. Currently, we can accommodate 300 attendees at this meaningful gathering and are seeking additional sponsorship to expand our space and offerings. A contribution of \$8,000 enables us to serve 300 people. Our objective with this event is to create an environment where everyone feels welcome, appreciated, and embraced, cultivating a sense of belonging during this cherished time of year. We also provide access to our Rainbow Wardrobe and a free food pantry at thus event.

\$8,000 GOLD

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- SPECIAL VOLUNTEER OPPROTUNITIES FOR EMPLOYEES
- TWO TICKETS TO GRAND MARSHAL RECEPTION
- INDIVIDUAL RECOGNITION SOCIAL MEDIA POST AND NEWSLETTER RECOGNITION

\$4,000 SILVER

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- NEWSLETTER RECOGNITION

\$2,000 BRONZE

- UNIQUE OPPROTUNITY FOR SMALL FOOD SERVICE BUSINESSES
- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST AND NEWSLETTER RECOGNITION





TRUNK OR TREAT



This event is spooktacular celebration of diversity and community at the Loring Park Rainbow Family Trunk-or-Treat! It's a family-friendly Halloween event that is all about creating a safe and inclusive space for rainbow families and the broader community to come together and enjoy the magic of Halloween. The event is open to everyone, regardless of age or background. We encourage families of all kinds to attend, whether you're a part of the LGBTQ+ community or an ally. We partner with other local organizations such as Transforming Families and Outfront MN along with several of our Festival and Rainbow Circle Sponsors to bring this event to life.

\$8,000 GOLD

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- ACTIVATION SPACE AT EVENT
- TWO TICKETS TO GRAND MARSHAL RECEPTION
- INDIVIDUAL RECOGNITION SOCIAL MEDIA POST
- NEWSLETTER RECOGNITION

\$4,000 SILVER

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- 10X10 SPACE AT EVENT
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- NEWSLETTER RECOGNITION

\$2,000 BRONZE

- UNIQUE OPPROTUNITY FOR SMALL BUSINESSES
- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- 10X10 SPACE AT EVENT
- INCLUDED IN "THANK YOU" SOCIAL MEDIA POST
- NEWSLETTER RECOGNITION





QUEER CAREER FAIR



The Queer Career Fair offers a welcoming and inclusive environment for the community to connect with professionals, organizations, and local businesses. Attendees have the opportunity to engage with professional recruiters who can assist with resume reviews, practice interviewing, share insights on job searching, and meet with potential employers. Access to supportive and professional resources is vital and should be available to everyone. This is an excellent opportunity for an organization that prioritizes diverse hiring to partner with us in a visible way to bring the resources to the community and to like minded employers.

\$10,000 PRESENTING

- LOGO ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- BRANDING ON EXTERIOR OF SWAG BAG FOR PARTICIPANTS
- BRANDING ON ALL EVENT COMMUNICATIONS
- INDIVIDUAL RECOGNITION SOCIAL MEDIA POST AND NEWSLETTER RECOGNITION
- SPECIAL RECOGNITION BANNER AT FESTIVAL

\$5,000 PARTNER

- LOGO ON EVENT SOCIAL MEDIA POSTS
- SPECIAL THANK YOU INSERT IN SWAG BAG FOR PARTICIPANTS
- GROUP RECOGNITION SOCIAL MEDIA POST AND NEWSLETTER RECOGNITION
- SPECIAL RECOGNITION BANNER AT FESTIVAL





QUEER WRITES BOOK FAIR



The Queer Writes Book Fair brings together the community for an afternoon celebrating queer authors and creators both in the spring and the fall. We provide space for vendors to share their work along with a place for people to gather. This event draws about a thousand people and includes access to resources and activities. It also amplifies local businesses in a safe and welcoming environment.

\$2,000 GOLD

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- INDIVIDUAL SOCIAL MEDIA THANK YOU
- TABLE AT EVENT
- NEWSLETTER RECOGNITION

\$1,000

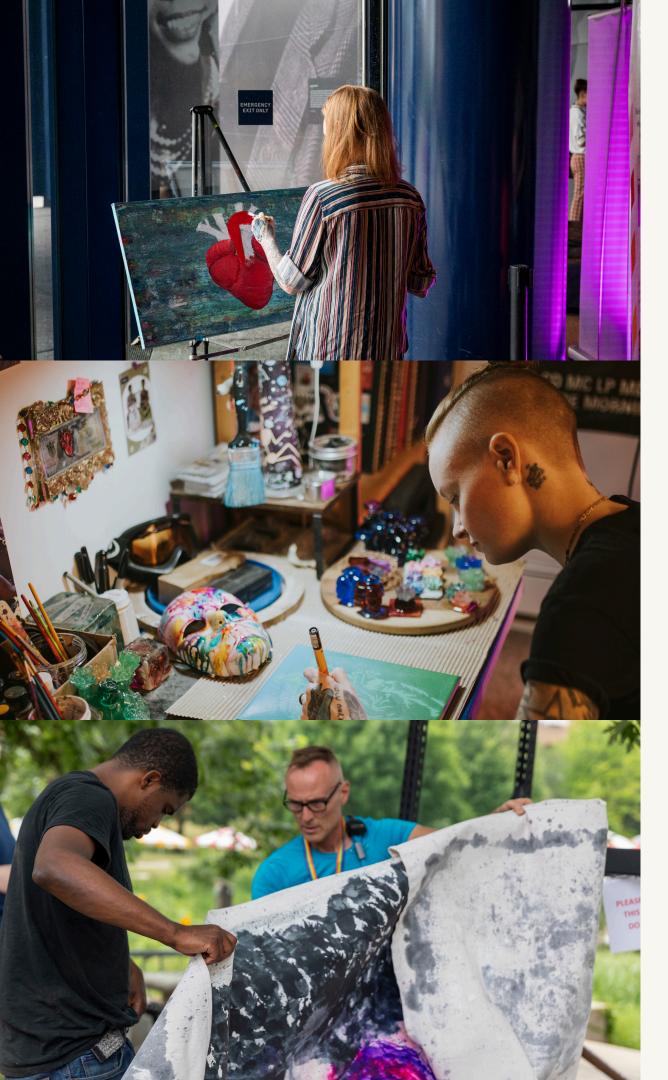
SILVER

- LOGO AT EVENT, ON WEBSITE AND ALL EVENT SOCIAL MEDIA POSTS
- GROUP SOCIAL MEDIA THANK YOU
- TABLE AT EVENT
- NEWSLETTER RECOGNITION

\$750

BRONZE

- LOGO AT EVENT
- GROUP SOCIAL MEDIA THANK YOU
- TABLE AT EVENT





ARTISTS IN RESIDENCE TWIN CITIES PRIDE



Twin Cities Pride desires to use the visibility and platform we have as an LGBTQIA+ organization to elevate the work and voice of local LGBTQIA+ artists and amplify their exposure in the community. We seek a mutually beneficial partnership with Artists to represent their work and represent Twin Cities Pride to our community and youth showing what is possible when living as your true self and following the passion and artistic expression deep within all of us. This program selects several artist each year and provides them with resources, mentorship and exposure. This year we are launching a new program for youth Artists as well.

\$2,000 Gold

- LOGO ON COMMUNICATIONS ABOUT ARTIST IN RESIDENCE PROGRAM
- INDIVIDUAL THANK YOU SOCIAL MEDIA POST
- NEWSLETTER RECOGNITION
- EXCELLENT OPPORTUNITY FOR ARTS FOUNDATION, SCHOOL OR ARTS FOCUSED BUSINESS

SILVER

- THREE AVAILABLE TO BE THE PRESENTING SPONSOR OF ARTISTS' INDIVIDUAL SHOW **OPENING RECEPTION**
- LOGO ON ALL COMMUNICATIONS FOR SOLO SHOW AND ON SIGNAGE AT SHOW
- THANK YOU SOCIAL MEDIA POST AFTER SHOW OPENING

BRONZE

- JUNIOR ARTISTS IN RESIDENCE PRESENTING SPONSOR
- LOGO ON SOCIAL MEDIA POSTS AND COMMUNICATIONS ABOUT JUNIOR PROGRAM
- THANK YOU SOCIAL MEDIA POST
- EXECELLENT OPPROTUNITY FOR YOUTH ARTS FOCUSED BUSINESS