

sponsorship, parade & marketplace opportunities

2017



OCTOBER 14, 2017
COMEOUTWITHPRIDE.COM

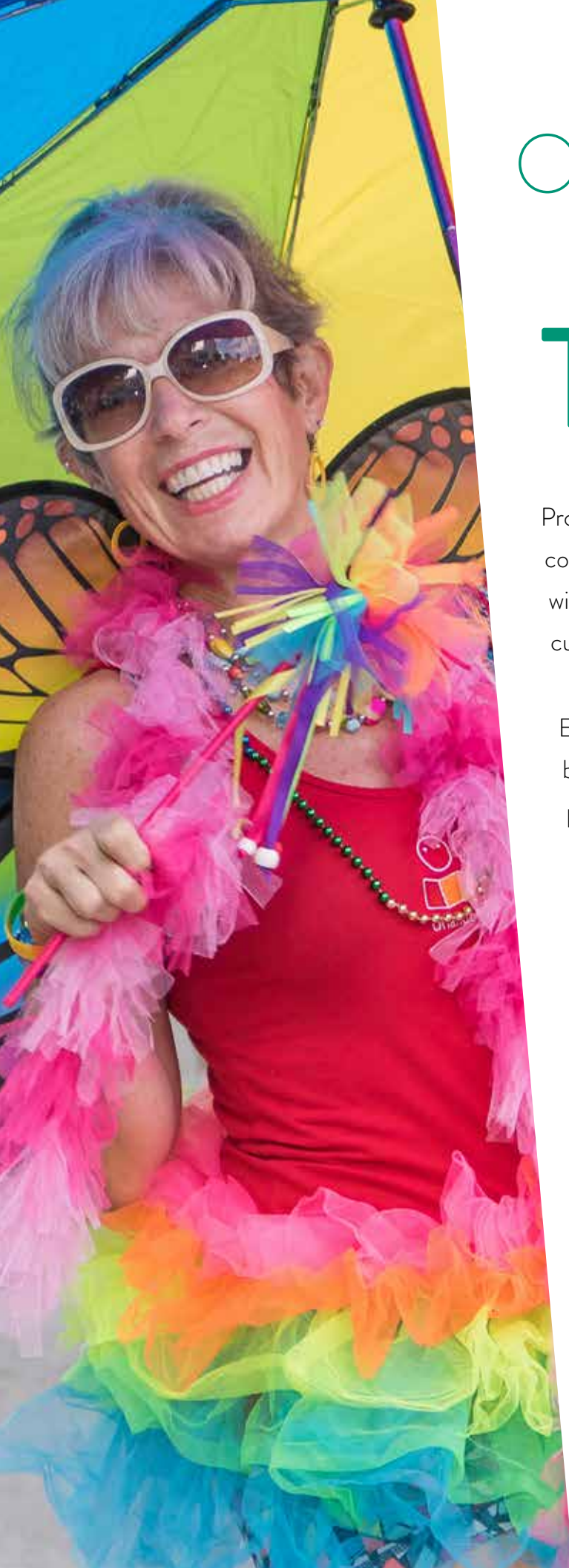




thank you

You're one step closer to being part of Orlando's annual pride event! Come Out With Pride has become one of the largest pride festivals in Florida and is the city's largest single-day event. As part of the MBA Orlando Family – Central Florida's LGBTQ Chamber of Commerce – Come Out With Pride, Inc. is proud to produce the event for the 13th year in a row.

In 2016, with the help of businesses and organizations like your own, we were able to give back over \$30,000 to the community in the form of grants and scholarships. This year with your help we hope to give back even more.



our mission

TO...

Produce an annual pride event that fosters a sense of community, encourages LGBTQ citizens to live openly and with pride, and educates the general public of our shared cultural heritage.

Encourage fellowship and support among participating businesses, professionals, individuals, and charitable pursuits in the LGBTQ and allied communities.

Oppose prejudice in society at large and within the LGBTQ and allied communities on the basis of sexual orientation and gender identity.

Foster communication, tolerance, and mutual support among LGBTQ persons and the allied communities.

Provide positive role models in the LGBTQ and allied communities.

Provide financial support to other LGBTQ oriented non-profit organizations in the local area through the making of grants made possible by the proceeds from each year's event.

healing a community

The attack at Pulse on June 12, 2016 was a horrific tragedy that deeply affected the LGBTQ community. Far too many lives were taken from us, and the emotional wounds that were inflicted will take years of recovery. All of us at Come Out With Pride offer our sincerest condolences to the victims and their families. We stand united with people from Orlando and across the world to remember, honor and celebrate their lives.

Pride has always been a response to those who seek to ignore, to diminish and to harm the lives of LGBTQ individuals. Not a single day goes by without an incident that exposes the hatred and fear many still harbor. Once a year, when the community gathers together, it is not just a festival or a party but rather a powerful statement — we will not be treated like second-class citizens and we will not be silent.

Like in 2016, the mood at Pride this October will be different. Our city, often known for our theme parks, will still be a leading influence in driving change. We are confident that the community's desire to heal — combined with the support of businesses and organizations like your own — will be the catalyst to ensure that this year Pride continues to give back.





sponsorship

Sponsors are recognized in the official annual guide, around the park and at events according to their sponsorship level. Sponsors can also include a booth in our high-traffic SponsorWalk area. We have openings for general sponsorships as well as special branding opportunities — there is truly a sponsorship level for everyone.

		Presenting - \$30,000	Diamond - \$20,000	Platinum - \$15,000	Gold - \$10,000	Silver - \$5,000	Bronze - \$1,500	Partner - \$750
WEBSITE VISIBILITY comeoutwithpride.com	Banner ad on home page	✓						
	Logo placement on home page	✓	✓					
	Logo on sponsorship web page	✓	✓	✓	✓	✓	✓	✓
	Link to sponsor website	✓	✓	✓	✓	✓	✓	
EMAIL BLASTS	Listing with logo visibility	✓	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA IMPACT	Postings over social media platforms	5	4	3	2	1	1	1
	Twitter (5K+ followers) and Facebook (30K+ likes)							
FESTIVAL PART 160,000+ visitors	SponsorWalk booth space	20x20	10x20	10x20	10x10	10x10	10x10	N/A
	Exclusive Pride Presenting banner	✓						
	Banner Placement	✓	✓	✓	✓	✓		
	Unique Pride Partner opportunities							✓
	Recorded broadcast recognition	✓	✓	✓	✓	✓	✓	✓
LOGO VISIBILITY	Sponsor logo added to COWP logo	✓						
	Production Team T-Shirts	✓						
	Volunteer T-Shirts	✓	✓	✓				
	Pride guidebook	✓	✓	✓	✓	✓	✓	✓
	Main stage LED wall	✓	✓	✓	✓	✓	✓	✓
	Advertising as available	✓	✓	✓	✓	✓	✓	✓
PARADE PARTICIPATION	Unit	3 Units	2 Units	1 Unit	1 Unit	Discount	Discount	N/A
VIP EXPERIENCE	VIP Lounge access passes	✓	✓	✓	✓			
	Other pride event access passes	✓	✓	✓	✓			



marketplace



There's no better opportunities to interact with the community than at the Pride Marketplace festival and "The Most Colorful Parade."

Not only will your organization, church, business or political group enjoy significant exposure — you'll simply have the most fun doing it!

	10X10 BOOTH		EXTRAS
Non-Profit (Local)	\$350	Tent	\$140
For-Profit Small Business (1-20 employees)	\$400	Electricity	\$50
Non-Profit (National) / University	\$500	Extra Table	\$12
For-Profit Large Business (21+ employees)	\$650	Extra Chair	\$6

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10x10 booth includes one table and two chairs
 Space is limited and reserved on a first-come, first-serve basis
 Prices shown are early-bird specials valid through May 31, 2017
 Prices shown increase \$50 between June 1 and August 31, 2017
 Prices shown increase \$125 after September 1, 2017

	WALKERS	WALKERS + 1 MOTORIZED VEHICLE	WALKERS + 2 MOTORIZED VEHICLES	WALKERS + 3 MOTORIZED VEHICLES
Individuals / Non-Profits	\$150	\$200	\$300	\$400
Small Business (1-20 employees)	\$250	\$300	\$400	\$500
Large Business (21+ employees)	\$350	\$500	\$650	\$800

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 parade

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just the facts



Come Out With Pride is a 501c3 non-profit organization run entirely by a **VOLUNTEER** board and production team.

Come Out With Pride had an approximate **12 MILLION DOLLAR** economic impact to the City of Orlando in 2016.

150,000+ attendees in 2016, making Come Out With Pride one of the largest pride events in Florida.

Florida is the **4TH LARGEST** gay-populated U.S. state with a population of approximately 516,000.

4.1% OF THE POPULATION in the Orlando-Sanford-Kissimmee area identify as LGBTQ.

National annual value of LGBTQ market is estimated to be worth over **\$835 BILLION**.

The LGBTQ travel market is listed to be worth **\$181 BILLION**.

LGBTQ households make **10% MORE SHOPPING TRIPS** than non-LGBTQ households.

did you know?

BRAND LOYALTY

55% OF LGBT CONSUMERS will choose to do business with companies that are committed to the diversity/equal treatment of the LGBTQ community.

70% OF LGBTQ ADULTS stated they would pay a premium for a product from a company that supports the LGBTQ community.

78% OF LGBTQ ADULTS AND THEIR FRIENDS, FAMILY AND RELATIVES would switch to brands that are known to be LGBTQ-friendly.



FIREWORKS \$10,000

Our fireworks show cascades from the heart of Downtown Orlando over Lake Eola bringing colors to the sky. Paired to a musical soundtrack, not only does this show bring viewers from the festival grounds, but it also impacts the surrounding residential and commercial buildings. This show has been claimed to be “One not to miss!” and always ensures viewers end the night with a smile. Sponsorship includes Pride Gold level benefits.

VIP EXPERIENCE LOUNGE \$8,000

Located near the main stage alongside Lake Eola, this VIP Lounge is in a prime location to view live entertainment and fireworks. Its guests represent the Pride Presenting, Platinum, Gold and Silver Sponsors along with guests who have purchased a VIP Experience Access Pass. Recreate this space to brand your business in a unique atmosphere. In addition to the cost of this sponsorship, please note catered food items and soft seating for VIP guests is required at the cost of the sponsor. Come Out With Pride will provide all beverages. Sponsorship includes Pride Gold level benefits.

PARADE \$8,000

With nearly 150 float units and accompanying marchers parading through downtown Orlando, this will no doubt bring attention to your brand and show your support for the LGBTQ community. With this sponsorship package, your brand banner will kick off the parade and pass by over 100,000 spectators. Additionally you can choose where to place your float in the parade. Sponsorship includes Pride Silver level benefits.

CREATE YOUR SHOWCASE \$8,000

Create Your Showcase allows you to transform the Promenade area at Lake Eola (along Central Blvd). Let your imagination run wild to create a brand awareness experience, entertainment area, activities and more. The Promenade is a primary viewing area for the parade, guaranteeing high traffic during the day. Please talk to our Sponsorship Team for further information regarding this unique and exclusive opportunity. Sponsorship includes Pride Silver level benefits.

exclusive
opportunities



AMPHITHEATRE STAGE \$6,000

Set near the SponsorWalk and VIP areas, this stage will showcase amazing talent throughout the day. Sponsorship includes Pride Bronze level benefits.

PRIDE MARKETPLACE \$5,000

Brand the Pride MarketPlace! This area is home to 100 vendors that our guests will visit throughout the day. The Pride MarketPlace will also have food vendors, bars, and nearby entertainment ensuring your brand will be highly visible. Sponsorship includes Pride Silver level benefits.

PRIDE AFTER PARTY \$5,000

Beginning in the evening, the Pride After Party offers a place for our guests to dance the night away. Many guests experienced this in 2016, and your business will be featured using banners and recorded announcements.

PRIDE MARKETPLACE STAGE \$4,000

Throughout the festival various artists will perform at the Pride Stage near the Pride Marketplace. With over 100 vendors, food, and bars nearby, this stage will attract a large crowd and draw attention to your brand. (Includes Pride Silver level benefits.)

PRIDE PET ZONE \$4,000

A unique area dedicated to our furry friends. Over the years, our festival guests have brought many four-legged friends dressed in Pride attire. Sponsorship includes Pride Bronze level benefits.

VOLUNTEER TENT \$3,000

Help us say thank you to the over 100 individuals who put in countless hours of hard work. We ask that this sponsor refresh and replenish our volunteers by providing light snacks and lunches.

ALLIED EVENT \$2,000

Partner with us to help brand your official Come Out With Pride event. (One Orlando Alliance members receive a \$500 discount.)





Thank you for taking the time to review our sponsorship opportunities, and we appreciate your support of our event. We hope that you will contact us soon to secure your spot as a 2017 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages.

next steps

Please contact our team by emailing
SPONSOR@COMEOUTWITHPRIDE.ORG

Register online today at
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COME OUT with
PRIDE
ORLANDO