



COME OUT with
PRIDE
ORLANDO®

2016

SPONSORSHIP
OPPORTUNITIES



thank you

You're one step closer to being part of Orlando's annual pride event! This is an important event for the LGBTQ+ community and allied supporters. Come Out With Pride is expected to impact over 160,000 attendees in 2016.

As part of the MBA Orlando Family, Central Florida's LGBT Chamber of Commerce, Come Out With Pride, Inc. is proud to produce the event for the 12th year in a row.

Come Out With Pride has grown into a major pride event, becoming one of the largest pride festivals in Florida with attendance above 140,000 in 2015. Between vendors, entertainment, parade and a variety of food and beverage choices, this event caters to a diverse audience. In addition to the main event day, COWP also hosts special events throughout the year.

Each year Come Out With Pride carries out a message and theme for its pride event. Following the awareness and success of last year's theme, we are once again happy to present:

PRIDE UNITED

This is a simple and impactful message that reminds us of the importance of joining together to make our community stronger. We hope this message inspires our community to come together in new ways, ensuring all LGBTQ+ individuals and their families feel safe, secure, and supported.

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.





sponsorship

OCTOBER 6 - 8, 2016

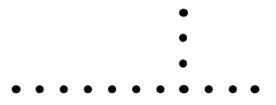
With three days of events, sponsorship is an opportunity not to be missed. We have opportunities for general sponsorships as well as special branding opportunities, and believe there is a sponsorship level for everyone.

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.

		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 official pride event pages	✓	✓	✓	✓	✓		
	Logo on sponsorship web page	✓	✓	✓	✓	✓	✓	✓
	Link to sponsor website	✓	✓	✓	✓	✓	✓	✓
EMAIL BLASTS	Listing with logo visibility	✓	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA IMPACT	Logo in official event photos	✓	✓					
	Postings over social media platforms (Twitter, Facebook, Instagram, etc.)	✓	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓			

There's no better opportunities to interact with the community than by having your group engage with visitors at a Pride Marketplace festival booth and by participating in "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!

festival



	WALKERS	WALKERS + 1 MOTORIZED VEHICLE	WALKERS + 2 MOTORIZED VEHICLES	WALKERS + 3 MOTORIZED VEHICLES	10X10 BOOTH
For-Profit	\$200	\$300	\$350	\$400	\$400
Non-Profit	\$125	\$200	\$250	\$300	\$350



Early-bird pricing valid through June 30, 2016

parade





did you know?

Come Out With Pride is a 501C3 non-profit organization run entirely by a **VOLUNTEER** board and production team.

140,000+ attendees in 2015, 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 LGBT.

Come Out With Pride had an approximate **3 MILLION DOLLAR** economic impact to the City of Orlando in 2015.

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

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

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

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

78% OF LGBT ADULTS AND THEIR FRIENDS, FAMILY AND RELATIVES would switch to brands that are known to be LGBT-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 over 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



MAIN STAGE - \$6,000

Throughout the festival, various artists perform at the Disney Amphitheater, and these acts represent a variety of genres within entertainment and music. Join in on the main stage entertainment and brand the stage with your business. Sponsorship includes Pride Silver 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 NIGHT CLUB - \$5,000

Beginning at 5 PM, the Pride Night Club offers a place for our guests to dance the night away with a live DJ. Over 2,500 guests experienced this area in 2015, and your business will be featured throughout this area using banners and recorded announcements.

PRIDE MARKETPLACE STAGE - \$4,000

Set in the Pride MarketPlace area, this stage will showcase local talent throughout the day. With over 100 vendors, food, and bars nearby, this stage will attract a large crowd and draw attention to your brand. Sponsorship includes Pride Bronze 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 to enjoy the day. Be sure to capture their attention by sponsoring this zone. 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. Brand this area with your business and show your support.





next steps

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 2016 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.

Please contact our team by emailing
SPONSOR@COMEOUTWITHPRIDE.ORG

We look forward to your
involvement and partnership!



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