

MOUNTAIN PRIDE'S PRIDE IN THE PARK

JUNE 18, 2022

NOTTINGHAM PARK, AVON, CO



SPONSORSHIP
OPPORTUNITIES

ABOUT PRIDE IN THE PARK

Pride in the Park is a day-long celebration, accompanied by a week of activities, that draws visitors from throughout the mountains of Colorado. Saturday's celebration ends the week's jam-packed schedule of activities designed to keep everyone engaged. Numerous local organizations, businesses, and vendors participate in the celebration. The Drag Show and Parade around Nottingham Lake are the festival's focal points.

Sponsors of Pride in the Park receive the opportunity to create more visibility for their brand in front of a large and influential audience while also creating goodwill in the community.

Sponsors deliver their messages to a targeted, affluent and responsive LGBTQIA+ audience. Sponsors benefit from Pride in the Park promotion and advertising, which raises the sponsor's profile in the community, particularly among LGBTQIA+ individuals, in addition to one-on-one connections with community members at the festival and throughout the parade. Sponsors benefit from increased exposure via social media and web traffic as well.

Pride in the Park celebrates the active and diverse accomplishments of Colorado's LGBTQIA+ communities. The festival raises funds for Mountain Pride, a local organization that serves our LGBTQIA+ community throughout the Colorado Mountains.

DIAMOND

\$5,000

AUDIENCE ENGAGEMENT

- 10x20 booth in sponsor section of the festival (provided by sponsoring company)
- Public address announcement from stage (6 announcements)
- Opportunity to speak on stage

PRIDE SIGNAGE AND MARKETING MATERIAL

- Prominent sponsor logo presence on the flyer & event schedule
- Four sponsor banners displayed on festival grounds. (banners provided by sponsoring company)
- Sponsor logo prominently displayed on directional signage at the festival
- Sponsor advertising or video messaging on LED Screen (30 second visual video spot, sponsor to provide)

WEBSITE

- Sponsor logo and link on website homepage
- Sponsor logo and link on website sponsor page
- Promotion of co-branded content in social media (5 posts)

EMAIL MARKETING

- Sponsor logo in all email newsletters
- Sponsor offer or message in 2 email newsletters *
- Sponsor logo in thank you email

PROMOTIONAL MATERIALS

- Sponsor logo in paid advertising in Vail Daily
- Logo on event T-Shirts
- Acknowledgment of top sponsor in a press release with a quote*
- Recognition in Radio Advertisement

Additional

- Opportunity to speak on stage

Inclusion Deadline of April 15

GOLD

\$2,500

AUDIENCE ENGAGEMENT

- 10x10 booth in sponsor section of the festival (provided by sponsoring company)
- Prominent sponsor logo presence in the flyer & event schedule
- Public address announcement from stage (2 announcements)
- Opportunity to speak on stage

PRIDE SIGNAGE AND MARKETING MATERIAL

- Prominent sponsor logo presence on the flyer & event schedule
- Two sponsor banners displayed on festival grounds. (banners provided by sponsoring company)
- Sponsor logo on LED Screen

WEBSITE

- Sponsor logo and link on website sponsor page

SOCIAL MEDIA

- Promotion of co-branded content in social media (2 posts)

EMAIL MARKETING

- Sponsor logo in all email newsletters
- Sponsor message in email newsletters (1)
- Sponsor logo in thank you email

PROMOTIONAL MATERIALS

- Sponsor logo in paid advertising in Vail Daily
- Acknowledgment of sponsorship in a press release



SILVER

\$1,000

AUDIENCE ENGAGEMENT

- 10x10 booth in sponsor section of the festival (provided by sponsoring company)
- Public address announcement from stage (1 announcement)

PRIDE SIGNAGE AND MARKETING MATERIAL

- One sponsor banners displayed on festival grounds. (banners provided by sponsoring company)
- Sponsor advertising or messaging on LED Screen

WEBSITE

- Sponsor logo and link on website sponsor page

SOCIAL MEDIA

- Promotion of co-branded content in social media (2 post)

EMAIL MARKETING

- Sponsor logo in thank you email

PROMOTIONAL MATERIALS

- Acknowledgment of sponsorship in a press release

COMMUNITY PARTNER

\$500

AUDIENCE ENGAGEMENT

- 10x10 booth in sponsor section of the festival (provided by sponsoring company)
- Public address announcement from stage (1 announcement)

WEBSITE

- Sponsor logo and link on website sponsor page

SOCIAL MEDIA

- Promotion of co-branded content in social media (1 post)

EMAIL MARKETING

- Sponsor logo in thank you email

BENEFIT	DIAMOND (\$5,000)	GOLD (\$2,500)	SILVER (\$1,000)
Pride Booth	10x20 booth in premier section of the festival	10x10 booth in sponsor section of the festival	10x10 booth in sponsor section of the festival
Pride Signage and Marketing Material	<ul style="list-style-type: none"> • Prominent sponsor logo presence in the event schedule, flyer & directional signage • Sponsor banners displayed on festival grounds (4) • Sponsor advertising on LED Screen 	<ul style="list-style-type: none"> • Sponsor logo presence on flyer & schedule • Sponsor banners displayed on festival grounds (2) • Sponsor logo on LED Screen 	<ul style="list-style-type: none"> • Sponsor logo presence on flyer • Sponsor banners displayed on festival grounds (1)
Social Media	Promotion of co-branded content on social media (5 posts)	Promotion of co-branded content on social media (2 posts)	Promotion of co-branded content on social media (2 posts)
Website	Sponsor logo and link on website homepage & sponsor page	Sponsor logo on sponsor page	Sponsor logo on sponsor page
Email Marketing	<ul style="list-style-type: none"> • Sponsor logo in all email newsletters • Sponsor message in 3 email newsletters • Sponsor logo in thank you email 	<ul style="list-style-type: none"> • Sponsor logo in all email newsletters • Sponsor message in 1 email • Sponsor logo in thank you email 	Sponsor logo in thank you email
Promotional Materials	<ul style="list-style-type: none"> • Sponsor logo in paid advertising in Vail Daily • Logo on event T-Shirts • Acknowledgment of top sponsor in a press release with a quote • Recognition in Radio Advertisement 	<ul style="list-style-type: none"> • Sponsor logo in paid advertising in Vail Daily • Acknowledgment of sponsorship in a press release 	Acknowledgment of sponsorship in a press release
Additional	<ul style="list-style-type: none"> • Opportunity to speak on stage • Public address announcement from stage (6) 	<ul style="list-style-type: none"> • Opportunity to speak on stage • Public address announcement from stage (2) 	<ul style="list-style-type: none"> • Public address announcement from stage (1)



TABLEING

\$100 Suggested Donation

OPTION OF HAVING A DESIGNATED AREA FOR A TABLE. THIS DONATION HELPS TO ENSURE THE EVENT, SPACE, DATE, AND ACTIVITY COSTS ARE COVERED.

RESPONSIBLE TO PROVIDE TABLE & TENT

SUGGESTED DONATION, NOT REQUIRED

SPONSORSHIP COMMITMENT FORM

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- I/MY ORGANIZATION IS COMMITTED TO BECOMING A \$5,000 DIAMOND SPONSOR
- I/MY ORGANIZATION IS COMMITTED TO BECOMING A \$2,500 GOLD SPONSOR
- I/MY ORGANIZATION IS COMMITTED TO BECOMING A \$1,000 SILVER SPONSOR
- I/MY ORGANIZATION IS COMMITTED TO BEING AN EXHIBITOR AT PRIDE IN THE PARK,
CONTRIBUTING \$-----
- I/MY ORGANIZATION IS COMMITTED TO DONATING TO PRIDE IN THE PARK,
CONTRIBUTING \$-----

PLEASE LIST ME/US IN PROMOTIONAL MATERIALS AS FOLLOWS:

NAME: _____ **TITLE:** _____

ORGANIZATION: _____

MAILING ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ **EMAIL:** _____

INSTAGRAM HANDLE: _____

FACEBOOK PAGE: _____

SIGNATURE: _____

WHO IS YOUR CONTACT FOR LOGO/AD BENEFIT INFORMATION?

NAME: _____ **PHONE:** _____

EMAIL: _____

PLEASE EMAIL THIS FORM TO:
MOUNTAINPRIDEEC@GMAIL.COM

ALL CHECKS MADE OUT TO:
MOUNTAIN PRIDE

SEND TO:
PO BOX 6443
AVON CO 81620