



2021 Sponsor Level Matrix

To be used in conjunction with 2021 Sponsor Packet

Sponsor Level	Amount	Parade*		Festival*						Website		Marketing				Other	
		Pride Parade Entry	Announcer Shout-Out	Festival Booth	Naming Rights	Hourly Main Stage Sponsor Acknowledge	Main Stage "Radio" Ads	Headliner Meet and Greet	Banners at Festival	Logo w/ Link on Website	Ads on Website	Logo on Advertising	Logo on sponsor banners	Mention in Press Releases	Pride Guide	Kick-Off Event* Admission	Logo on volunteer shirts
Presenting	\$20,000	Premier Position	Recognition as Presenting sponsor	20x20' Presenting Sponsor Tent with premier placement (incl. tables, chairs, power)	Presenter recognition (name and/or logo) on all branding and anywhere Pride is mentioned; and, Main Stage naming rights	X	Up to four 1-min audio ads (to be provided by sponsor)	12 passes	Pop-up/retractable banners on main stage; up to 4 banners at main gates and festival; members/employees comped entry at gates	Presenting logo placement	Premier banner or ad on home page w/ link	Presenter recognition, and logo placement	Presenter recognition, and logo placement	Listing as Presenting Sponsor on all releases	Back cover/full page ad; logo on sponsor page	20 comp admissions	Logo on volunteer shirts
Red	\$10,000	Premier Position	X	2 - 10x10' booths (together or separate) with premier placement (incl. tables, chairs)	Area Naming Rights	X	Up to two 1-min audio ads (to be provided by sponsor)	6 passes	Up to 4 main gates and festival	Premier logo placement	Ad w/ link on website	Premier logo placement	Premier logo placement	Listing on major releases	Premier full page ad and logo on sponsor page	10 comp admissions	
Orange	\$5,000	X	X	1 - 10x10' booth with select placement		X		4 passes	Up to two	Select logo placement		X	X		Full page ad and logo on sponsor page	6 comp admissions	
Yellow	\$2,500	X	X	X		X			Up to two	X		X	X		Half page ad and logo on sponsor page	4 comp admissions	
Green	\$1,000	X		X						X		X	X		Half page ad and logo on sponsor page	2 comp admissions	
Blue (Non-Profit, Gov & Educational Orgs Only)	\$500	X		X						Listing		X	X		Logo on Sponsor page		

Purple (In-Kind)	In-kind is based on value of donation to determine sponsorship level.
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Options for Naming Rights:
 Dance Tent
 Youth Chill Zone
 Family Playland
 Kick-Off Event

*** Format of Parade, Festival, and Kick-Off Event will be dependent on local COVID-19 related event restrictions. Any sponsorship benefits affected will be discussed with sponsors prior to event dates to ensure equitable replacement benefits can be determined, if applicable.**