



2019 Sponsor Level Matrix

To be used in conjunction with 2019 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	Pride Travel Promotions	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	1 min intro during festival opening; 4 additional ads	12 passes	Pop-up/retractable banners on main stage; banners at main gates, up to 8; members/employees comped entry at gates	Presenting logo placement	Premier banner or ad on home page w/ link	Recognition added to Pride logo, and logo placement	Presenting logo placement	Listing as Presenting Sponsor on all releases	Back cover/full page ad; logo on sponsor page	Option to provide marketing material	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, power)	Area Naming Rights	X	2 ads	6 passes	Main gates and festival, up to six	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	Option to provide marketing material	10 comp admissions	
Orange	\$5,000	X	X	1 - 10x10' booth with select placement		X		4 passes	Up to four	Select logo placement		Select logo placement	Select logo placement	Listing on major releases	Full page ad and logo on sponsor page	Option to provide marketing material	6 comp admissions	
Yellow	\$2,000	X	X	X		X			Up to two	X		X	X		Full page ad and logo on sponsor page		4 comp admissions	
Green	\$1,000	X		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