



2024 Sponsor Level Matrix

To be used in conjunction with 2024 Sponsor Details

Sponsor Level	Amount	Parade*		Festival*						Website		Marketing			Other			
		Pride Parade Entry	Announcer Shout-Out	Festival Booth	Naming Rights	Main Stage Sponsor Acknowledgment	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	VIP Tent Admission (\$75 value)	Kick-Off Party Admission	Logo on volunteer shirts
Presenting	\$20,000 - \$35,000	Presenting-Level Sponsorship(s) Available - Please contact us to discuss sponsorship benefits.																
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 30-sec audio ads (to be provided by sponsor)	6 passes	Up to 4 banners at gates and festival, logo with area naming rights	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	6 comp admissions	6 comp admissions	
Orange	\$5,000	X	X	1 - 10x10' booth with select placement		X		4 passes	One banner	Select logo placement		X	X		Full page ad and logo on sponsor page	4 comp admissions	4 comp admissions	
Yellow	\$3,000	X	X	X		X		2 passes	One banner	X		X	X		Half page ad and logo on sponsor page	2 comp admissions	2 comp admissions	
Green	\$1,000	X		X						X		X	X		Half page ad and logo on sponsor page			
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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* Fulfillment of sponsorship benefits are dependent on date of sponsorship commitment and receipt of payment. Sponsorship benefits cannot be guaranteed after deadlines.