PRIDE SPONSORSHIP 2019
“Two decades ago, slapping a rainbow on a liquor bottle one month a year was enough for a brand to consider themselves “gay-friendly.”

Findings from LGBT economic experts, however, have taught corporations the value of LGBT brand loyalty. More than 75 percent of LGBT adults and their friends, family, and relatives say they would switch to brands that are known to be LGBT friendly. In 2017 alone, the LGBT consumer buying power was over $917 billion.”

Justin Nelson & Chance Mitchell
National Gay & Lesbian Chamber of Commerce
January 2, 2018

For more information please contact Juan Moreno at jmoreno@outboulder.org
When you partner with Out Boulder County your sponsorship dollars will have a broad reach into the local community as well as the Denver Metro area. In addition to brand support of the LGBTQ community, we have designed a sponsorship packet that will allow you to multiply the number of conversations your team is able to have across our loyal and active community with a focus on youth between the ages of 13 and 25.

The national influencer Movement Advance Project assumes that between 3% and 10% of the national population identifies within the LGBTQ population. That being true and using the midline number of 5% there are at least 15,000 LGBTQ community members in Boulder County, not including allies and partners.

As comparison and verification, Out Boulder County served just under 15,000 in 2018.

For more information please contact Juan Moreno at jmoreno@outboulder.org
$500
Premier booth space
Logo and website link on event page
(2) social media mentions (Twitter)

$1,000
Banner at Pride
Premier booth space
Logo and website link on event page
Mention from the stage
(3) social media mentions (Twitter, Facebook)
Logo on poster
(6) tickets to Pride party
Logo included on print media ads
(4) tickets to VIP section at Pridefest

$2,500
Banner at Pride
Premier booth space
Logo and website link on event page
Mention from the stage
(6) social media mentions
Logo on poster
(8) tickets to Pride party
Logo included on print media ads
Inclusivity Training for up to 25
(6) tickets to VIP section at Pridefest

$5,000
Banner at Pride
Premier booth space
Logo and website link on event page
Mention from the stage
(8) social media mentions
Logo on poster
(10) tickets to Pride party
Logo included on print media ads
Inclusivity Training for up to 50
Opportunity to name one “sponsored by” event at Pride
(8) tickets to VIP section at Pridefest

If you would like to sponsor the Rainbow Run 5K at Boulder Pridefest please contact Juan Moreno at jmoreno@outboulder.org for sponsorship levels

Attendees: 6,500 Facebook: 5,000+ | Newsletter: 3,000+ | Twitter: 1,500+ | Instagram: 1,000+
<table>
<thead>
<tr>
<th>Level 1</th>
<th>$500</th>
<th>Level 2</th>
<th>$1,000</th>
<th>Level 3</th>
<th>$2,500</th>
<th>Level 4</th>
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| Benefits | Banner at Pride  
Logo and website link on event page  
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Logo on poster  
Logo included on print media ads  
Inclusivity Training for up to 25  
Opportunity to name one “sponsored by” event at Pride | Banner at Pride  
Logo and website link on event page  
Mention from the stage  
(8) social media mentions  
Logo on poster  
Logo included on print media ads  
Inclusivity Training for up to 50  
Logo on sponsor Facebook banner for 3 months  
Marketing materials included in Longmont Pride goody bags  
Logo included on official event t-shirt |

Attendees: 3,500  
Facebook: 5,000+  
Newsletter: 3,000+  
Twitter: 1,500+  
Instagram: 1,000+  

Longmont Pride Week  
June 17, 2019 – June 22, 2019
Are there sponsorship levels in between?
Absolutely! We are a small, Colorado non-profit. We are effective because we are agile and passionate, as are our sponsors. If you have a specific need for your brand or business, we love little more than finding a right fit for you in our sponsorship.

Have you done this before?
We have been a force in Boulder County since 1994. Our events and staff and resources have evolved, but our focus has not. Pridefest has been a growing, successful event in both Longmont and Boulder for years, with increased attendance and visibility totaling over 8,000. Companies from Seagate Technology to Google to Capital One to Terrapin Care Station have supported us, not only for the exposure, but for their understanding that this is not yet a battle won.

Are LGBTQ issues still affecting us in Boulder?
Yes.

How do you view the role of sponsors in your events?
We understand that this is a significant choice, and we will work with you to maximize not only your exposure but the incredible commitment that it represents. In addition to the sponsorship levels, our staff and our team of volunteers will actively promote your brand outside of simple logos on posters.

For more information please contact Juan Moreno at jmoreno@outboulder.org
Pridefest is the fun part.
It helps pay for the real work.

People ask us what percent of our fundraising goes directly to the community. The answer is all of it.

**Every dollar we spend raises two.**

When people ask that question, they aren’t really asking about the specifics of how we spend our money. What they are really asking is, “should you trust us as a non-profit organization to fight rabidly for the day-to-day rights of our community?”

We pride ourselves on spending our hard-earned donations as frugally and effectively as any small not-for-profit organization could possibly hope.

We hope that you will continue supporting us through donations and volunteering, and we thank you deeply for your ongoing support that lets us keep fighting the good fight, holding the right hands, and keeping our door open to all.

For more information please contact Juan Moreno at jmoreno@outboulder.org