The Board of Pride St. Louis is honored to present to you the 2020 Corporate Sponsorship Packet and look forward to working with you as we bring together our friends, family, allies, and your valuable partners and employees for one of the largest PrideFest celebrations in the Midwest!

As we celebrated our 2019 theme “Millions of Moments,” dozens of community leaders, partner not-for-profits and sponsor representatives led off the Grand Pride Parade as a show of unity standing up for equality for all.

2019 continued Pride St. Louis’ dedication to bridge the gap of services since our last LGBT Center closed its doors in 2015. The PrideCenter of St. Louis is honored to operate the only LGBTQIA+ center in the region, located within, and as a program of, Pride St. Louis, Inc. Through the creation of a safer space for people in the community, we hope to expand our role as a community-based leader.

Now 7 years removed from our move to Downtown, PrideFest represents one of the greatest event success stories with 2019 attendance reaching nearly 300,000 guests, an over 500% increase since before the move.

A sold-out vendor space, parade and VIP Experience, an expanded Children’s & Family Area, and the City’s most notable buildings adorned with lights of the colors of the rainbow helped bring attention to the Festival and our sponsoring brands and logos. Additionally, a St. Louis Civil Courts Building was adorned with the colors of the transgender flag in a unique testament to that community.

For more than 40 years, Pride St. Louis has been working to raise acceptance and understanding of LGBTQIA+ individuals in our community as we celebrate together with our allies. We are a community based, completely volunteer driven, 501(c)(3) organization where diversity can be celebrated believing in a world where prejudice can be eliminated.
OUR MISSION STATEMENT:
To foster an understanding of, and equality for, the LGBT community in the general population by raising awareness through educational programs and events ultimately leading up to the annual PrideFest in St. Louis.

MEDIA STATISTICS
Pride St Louis completed its corporate brand reworking and reached tens of thousands of new people through our website, mobile app, weekly newsletter and even our own Pride St Louis radio webcast.

Social media networks played a huge role in 2019. Our webpage, Twitter, Instagram and Facebook all received record hits, likes, and click throughs. According to Facebook analytics just in the week leading up to Festival we reached more than half MILLION people. Facebook was awash with photos from all areas of the City of the Civil Courts building the night it was lit with the Pride colors and the colors of the transgender flag.

Over 30,000 copies of the only Official Pride Guide were distributed at locations across the Metro area as an insert to The Riverfront Times and the June issue of OUT in STL bringing exposure to our maps, entertainment lineups, editorial content and Sponsor advertisements.

ADDITIONAL MEDIA COVERAGE WAS PROVIDED BY:

- Boom Magazine
- Feast Magazine
- Go! Magazine
- The Riverfront Times
- St. Louis Post Dispatch
- stltoday.com
- St. Louis Magazine
- The St. Louis American
- KDHX
- KMOX
- KTRS
- KWMU
- KDNL
- 1380AM
- Z107.7
- KSDK
- KMOV
- FOX 2
- KPLR
- iHeart Radio
- Wild 104.9

Pride St. Louis, Inc. • 3738 Chouteau Ave, St. Louis, Mo. 63110
SAMPLE LIST OF 2019 PRIDE PARTNERS

Stonewall 50 & PrideFest 40

SAINT LOUIS LGBTQIA+ PRIDEFEST

Pride St. Louis, Inc. would like to thank the following for the amazing support and commitment to our LGBTQIA+ community.

PRESENTING SPONSORS

SPONSORS

Pride St. Louis, Inc. • 3738 Chouteau Ave, St. Louis, Mo. 63110
SAMPLE LIST OF 2019 PRIDE PARTNERS
PRIDE ST. LOUIS OFFERS A FULL RANGE OF OPERATIONAL AND ORGANIZATIONAL GRANT OPPORTUNITIES IN ADDITION TO SPONSORSHIPS

LOCAL PARTNERSHIPS ARE ONLY FOR ST. LOUIS AREA OWNED AND OPERATED SMALL BUSINESSES AND SMALL PRIVATELY HELD COMPANIES IN SUPPORT OF PRIDE ST. LOUIS, INC. LIMITED IN-KIND SPONSORSHIP OPPORTUNITIES ARE ALSO AVAILABLE.

PRESENTING-$6,000
- Parade: One float or vehicle-preferred placement
- Festival: Up to one 30’x10’ size booth or space-preferred placement
- Web: Logo and link on opening web page
- Print ad: Half page ad in Official Pride Guide
- Banner: Logo on 4 banners throughout Festival, preferred placement
- Logo placement: All PrideFest signage, ads, collateral materials
- Invitations to year round events
- Logo on Main Stage scrims
- Named Sponsorship of one Main Stage performer

PLATINUM-$5,000
- Parade: One float or vehicle
- Festival: Up to one 20’x10’ size booth or space
- Web: Logo and link on Sponsor page
- Print ad: Quarter page ad in Official Pride Guide
- Banner: Logo on 3 banners throughout Festival
- Logo placement: PrideFest banners
- Invitations to year round events

GOLD-$4,000
- Parade: One marching group or vehicle
- Festival: Up to one 10’x10’ size booth or space
- Web: Logo and link on Sponsor page
- Print ad: Discounted ad rates in Official Pride Guide
- Banner: Logo on 1 banner at festival
- Invitations to year round events

SILVER-$3,000
- Parade: One marching group
- Festival: Up to one 10’x10’ size booth or space
- Web: Logo and link on Sponsor page
- Print ad: Discounted ad rates in Official Pride Guide

10% discount applied to all Sponsorships paid prior to 12/31/19
Thank you for your consideration in support of Pride St Louis, Inc and PrideFest 2020! Please use this Partnership Packet as a guide to start a discussion of ideas and ways to work together to make this the best possible PrideFest and bring brand awareness and impact of your Corporation to our PrideFest attendees.

If you have any questions or need additional information, please feel free to contact us!

Cheers,

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