

# PRIDE ST. LOUIS, INC. 2023 CORPORATE PARTNERSHIP PACKET



COMMEMORATING THE 44<sup>th</sup> ANNIVERSARY OF PRIDE ST. LOUIS.

JUNE 24-25, 2023



Pride St. Louis, Inc. • P.O. Box 15051, St. Louis, Mo. 63110

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Thank you for your consideration and support of Pride St Louis, Inc. and St. Louis PrideFest 2023!

The Board of Pride St. Louis is honored to present to you this 2023 Corporate Partnership Packet and look forward to working with you as we bring together our friends, family, allies and our valuable partners for one of the largest LGBTQIA+ festivals in the Midwest!

With hundreds of thousands of guests, we aim to bring back a bigger and better St. Louis PrideFest. **Once again, our partners will have the opportunity to share their values, brands and logos with nearly 300,000 guests at a festival with sold out vendor spaces, parade participants and VIP Experience.**

Please use this 2023 Corporate Partnership Packet as a guide to start a discussion of ways we may work together for St. Louis PrideFest 2023, bring brand awareness and impact of your business to our attendees while we celebrate as a community.

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

**Todd Alan**  
Co-Director of Corporate Sponsorship  
Director of VIP Experience  
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**Jesse Daggendorf**  
Co-Director of Corporate Sponsorship  
[jesse@pridestl.org](mailto:jesse@pridestl.org)



## 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.**

## Impressions & ROI

Like previous St. Louis PrideFests, by partnering with Pride St. Louis for this exciting event, each of our corporate partners will enjoy an extraordinary opportunity to reach the LGBTQIA+ community to show support, promote career opportunities, and more.

Since Pride St. Louis completed its corporate rebranding in 2018, we have reached tens of thousands of people through our website, email lists, and newsletters. Additionally, Pride St. Louis has been very active on social media networks and our website, Twitter, Instagram and Facebook continue to receive a large abundance of hits, likes and click-throughs. Facebook analytics has previously determined that Pride St. Louis reached more than a half million people in the week leading up to previous PrideFests. Social media networks before and during St. Louis PrideFest are consistently awash with photos from all areas of the festival, the City of St. Louis and the Civil Courts Building lit in Pride colors.

In addition to St. Louis Pride's own resources outlined above, additional media coverage of St. Louis PrideFest 2022 was provided by:

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



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## NAMING RIGHTS

In addition to the impressions that our corporate partners will enjoy, Pride St. Louis is also excited to again announce that St. Louis PrideFest 2023 will have several festival elements that can be named for our corporate partners. These naming right opportunities include, but are not limited to:

- Main Stage
- Pride Dance Experience
- Entry Plazas
- Vendor Plaza
- VIP Experience
- Children & Family Area
- Food Court Plaza
- Corporate Plaza
- Nonprofit Plaza
- Specific Artists / Entertainers



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***PRIDE ST. LOUIS OFFERS A FULL RANGE OF OPERATIONAL AND ORGANIZATIONAL GRANT OPPORTUNITIES IN ADDITION TO THE FOLLOWING PARTNERSHIPS.***

**CORPORATE PARTNERSHIP LEVELS**

**Title**

**(Level to be Discussed)**

- Contact Pride St. Louis, Inc

**Presenting - 4 Available**

**(Level to be Discussed)**

- Contact Pride St. Louis, Inc

**Rainbow - \$25,000 (6 Available)**

- Exclusivity: Industry Exclusivity
- Parade: Entry; Preferred Placement (first 25%)
- Vendor Space: Up to 30' x 10'; Preferred Placement
- Website: Logo, Link and Large Banner on Entry Page and Sponsor Page
- PrideGuide: Two (2) Page Spread
- Banners: As Requested at All Events with Preferred Placement
- Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners and Main Stage Scrim
- Naming Rights: One (1) Primary Element
- VIP Experience: Eight (8) Two-Day Tickets
- Invitations: To Year-Round Events

**Diversity - \$20,000**

- Parade: Entry; Preferred Placement (first 25%)
- Vendor Space: Up to 20' x 10'; Preferred Placement
- Website: Logo, Link and Banner on Entry Page and Sponsor Page
- PrideGuide: One (1) Page
- Banners: As Requested at All Events with Preferred Placement
- Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners and Main Stage Scrim
- Naming Rights: One (1) Secondary Element
- VIP Experience: Six (6) Two-Day Tickets
- Invitations: To Year-Round Events

**Unity - \$17,500**

- Parade: Entry
- Vendor Space: Up to 10' x 10'; Placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page
- PrideGuide: Half (1/2) Page
- Banners: Three (3) at PrideFest and the Pride Parade
- Logo Placement: All Signage, Festival Banners and Main Stage Scrim
- VIP Experience: Four (4) Two-Day Tickets
- Invitations: To Year-Round Events

**Dignity - \$12,500**

- Parade: Entry
- Vendor Space: Up to 10' x 10'; Placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page
- PrideGuide: Quarter (1/4) Page
- Banners: Two (2) at PrideFest and the Pride Parade
- Logo Placement: All Signage, Festival Banners and Main Stage Scrim
- VIP Experience: Two (2) Two-Day Tickets
- Invitations: To Year-Round Events

**Equity - \$8,000**

- Parade / Vendor Space: Parade Entry or up to 10' x 10' with placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page
- PrideGuide: Discounted Advertising Rates
- Banners: One (1) at PrideFest and the Pride Parade
- Logo Placement: All Signage, Festival Banners and Main Stage Scrim

**Community Proud (Level to be Discussed)**

- Contact Pride St. Louis and create a Partnership that best fits you!

**Please note that the above benefits and levels are meant to be a starting point for discussions with our partners.**

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**Thank you for your consideration and support of Pride St. Louis and PrideFest 2023!** Please use this 2023 Corporate 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 partnership to our PrideFest 2023 attendees.

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

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