



PRIDE

B O I S E

2022 SPONSORSHIP OPPORTUNITIES

JOIN US!

SEPTEMBER 9-11, 2022





PRIDE BOISE

After 2021's successful and safe Boise Pride Fest and Parade, we are excited for what 2022 has in store. The 33rd Annual Boise Pride Fest and Pride Parade will take place in September and the Festival will once again be a 3-day event.

Our mission is to promote unity and celebrate the diversity of sexual orientations and identities in Boise year-round. We need your support to continue to improve LGBTQ+ equality in Boise and the Treasure Valley and present the region's largest LGBTQ+ Pride celebration while keeping it free and open to the public.

We invite you to explore our new 2022 Partnership Packages and work with us to find the right benefits for your business. Interested in a customized sponsorship package that fits your unique marketing objectives? Let us know! We would be delighted to have you on board as a sponsor. Please contact our sponsorship team at sponsorships@boisepridefest.org.



"We would not have made it to our 33rd year without the support of our sponsors. We are excited to have you join us in making Idaho an even greater place to call home!"

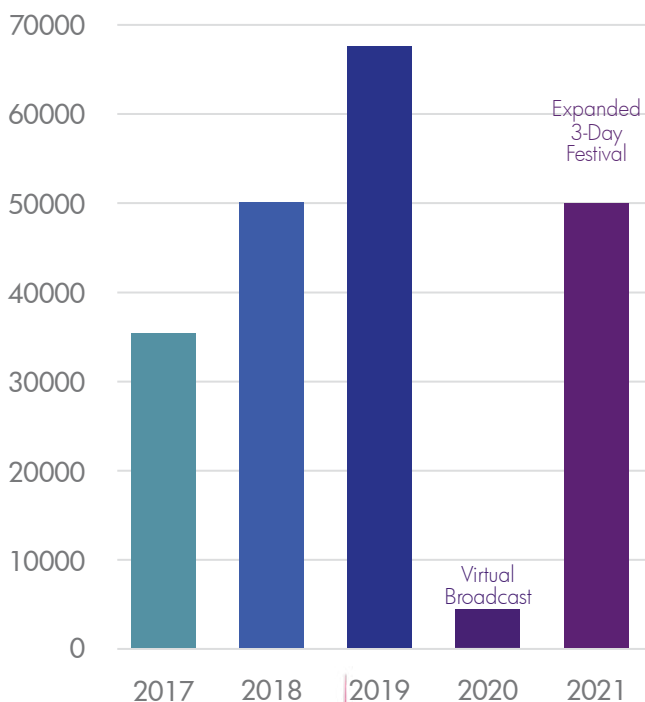


Becoming a sponsor of the 2022 Boise Pride Fest will place your brand in front of thousands of people who identify as LGBTQ+ and their allies. Our sponsorship program can help meet your strategic goals, maximize your brand visibility, deliver your message of support not only to attendees but also to your employees and current and potential customers.

A sponsorship of Boise Pride Fest affords your business the opportunity to:

- Increase and enhance brand awareness amongst a loyal demographic
- Access a highly educated, progressive community with one of the highest disposable incomes in Idaho.
- Participate in one of the top two Pride events in the Pacific Northwest, 4th largest in the eight state mountain west, and the largest and longest continuous Pride Festival in Idaho.

BOISE PRIDEFEST ATTENDANCE



“Whether you are interested in consumers with disposable income, or you are a champion of LGBTQ+ rights and being a good corporate citizen, you have a chance to shine with Boise Pride.”



\$1 TRILLION

LGBTQ+ Community Buying Power
(source: LGBT Capital, 2020)



79% AGREE

“I think more positively about companies that sponsor LGBTQ community organizations and events.”¹



70% AGREE

“LGBTQ-supportive companies have made a positive difference for their LGBTQ employees.”¹



74% AGREE

“I am more likely to purchase from a company that outreaches and advertises to the LGBTQ community.”¹



82% AGREE

Pride events are “important to our community.”¹

¹ July 2021 research study of the LGBTQ+ community conducted by Community Marketing, Inc., the world’s leading, most-respected LGBTQ+ research firm.



SPONSOR BENEFITS

	Violet \$1,500	Blue \$3,000	Green \$6,000	Yellow \$12,000	Orange \$18,000	Red \$30,000	Presenting \$50,000
Logo on Sponsor Page of Pride Guide Print version inserted into <i>Boise Weekly</i> (plus additional 25K distributed)	✓	✓	✓	✓	✓	✓	✓
Advertisement in Pride Guide				1/4 Page	1/2 Page	Full Page	Inside Cover Back Cover & Inside Page
Social Media Recognition			1	1	1	3	4
Logo on Sponsor Page of Website with link	✓	✓	✓				
Logo on Homepage with link				✓	✓	✓	✓
Logo on Official Boise Pride Fest poster					✓	✓	Presented By
Logo on Official Boise Pride Fest volunteer t-shirts						✓	✓
Logo included in email announcing Festival Headliners				✓	✓	✓	✓
Logo included in Boise Pride emails (August & September)				✓	✓	✓	✓
Logo with link included in email announcing the Boise Pride Fest schedule	✓	✓	✓	✓	✓	✓	✓
Logo with link included in Boise Pride Fest emails (August & September)					✓	✓	✓
Virtual Broadcast Sponsor							✓
2-day Boise Pride Fest Exhibit Space (10' x 10')	✓	✓	✓	✓	✓		
Premium 2-day Boise Pride Fest Exhibit Space (20' x 20')						✓	✓
Premium placement of Boise Pride Fest Exhibit Space (near entrances/stage)				✓	✓	Entrance	Entrance
Logo included on step and repeat backdrop							✓
4' x 8' banner on festival perimeter fencing	1	2	3	5	7	12	16
Premium placement of signage on festival perimeter fencing				✓	✓	✓	✓
Opportunity to brand main Festival entrance							✓
Opportunity to brand secondary Festival entrance						✓	
Mainstage branding (top & bottom of stage)							✓



SPONSOR BENEFITS

Violet
\$1,500

Blue
\$3,000

Green
\$6,000

Yellow
\$12,000

Orange
\$18,000

Red
\$30,000

Presenting
\$50,000

Mainstage naming rights ("Company Name Mainstage")								✓
Mainstage logo placement on two side stage banners				✓	✓	✓	✓	✓
"Food Truck Alley" sponsor (video & sound branding)							✓	
Festival family programming sponsor							Presented By	
Festival "Charging Station" sponsor							Presented By	
30-second video ad screened on Mainstage (content provided by sponsor)							✓	✓
15-second video ad screened on Mainstage (content provided by sponsor)					✓	✓	✓	✓
Logo/Ad on Festival mainstage digital video board (stand alone)				✓	✓	✓	✓	✓
Logo on Festival mainstage digital video board (logo inclusion by sponsorship level)	✓	✓	✓					
Exclusive Sponsor of Pride "Swag Bags" (qty. 150)								✓
Promotional item inclusion in Pride "Swag Bag"				1	2	3	4	
Passes for Partner Hospitality Lounge	0	2	4	6	8	14	20	
Logo included on Lamar Digital Billboards (8-10 locations throughout Treasure Valley)					✓	✓	Presenting	
Logo included on Valley Transit bus advertising (5-8 activations)					✓	✓	✓	
Official Boise Pride Sponsor window cling and digital badge	✓	✓	✓	✓	✓	✓	✓	✓
Pride Parade entry with Priority Placement by sponsor level					✓	✓	✓	
Co-branded Official Boise Pride Parade banner					✓	✓	✓	
Present one Mainstage headliner						✓		
Present one Mainstage performance					✓			
Pride Parade naming rights: "Company Name Pride Parade"						✓		
Festival Fireworks Show: "Presented by Company Name"								✓

