

READY TO BE A SPONSOR? *Let's talk!*

Contact Debra at debra.porta@pridenw.org



we'll see you at pride!

PRIDENW.ORG



SPONSORSHIP INFORMATION

pride NORTHWEST

Thank you for your consideration of PRIDE NORTHWEST

The support of businesses, organizations and members of our community help us produce programming, services and events significant to LGBTQ communities throughout the Pacific Northwest.

While we are best known for the Portland Pride Festival and Parade - one of the largest, independent Pride celebrations in the country and one of the largest celebrations on the West Coast, Pride Northwest is a leading LGBTQ community organization and is active throughout the year. In addition to the festival and parade, we host, sponsor, and assist events dealing with LGBTQ violence, seniors, people with HIV/AIDS, youth, the Trans community, families, and LGBTQ people of color. We support Pride organizations around the state, and connect the LGBT community to resources and civic leaders. We partner with organizations like the City of Portland, United Way of the Columbia-Willamette, AARP, Q Center, Gaylabration, Hot Flash Inferno, and others.



At a time when expectations run high and the economy has been proven difficult for non-profit fundraising, Pride Northwest has expanded its reach into communities across the

Pacific Northwest and created even more opportunities to showcase the contributions of the LGBTQ community—as we remain one of the largest Pride festivals in America without a mandatory gate fee. Your financial support of our efforts goes right back to the community—all of it—in the form of events, support, sponsorships and discounts.



The Portland Pride Festival and Parade is a world-class celebration, attended by approximately 50,000 people, and drawing thousands of visitors from around the region. Each year, we strive to meet our goal of giving our community an opportunity to shine. Portland Pride has grown into a significant regional event, putting hundreds of thousands of dollars a year directly into the local economy — not to mention ancillary dollars spent by the vendors and companies we work with to put on the festival. Tourist dollars resulting from the festival offer a significant financial impact on the City of Portland and local LGBT (and other) businesses. We are the single largest visibility opportunity for many of our community organizations and small businesses.

Portland Pride is a tremendous sponsorship opportunity! Your sponsorship supports our programs, events and initiatives 365 days a year for hundreds of thousands in the Pacific Northwest and beyond. The exposure that you and your organization receive in the LGBTQ and local community, through our events and programs is tremendous, and is unmatched in the LGBT (and beyond) Pacific Northwest. We hope you will help us create opportunities to showcase the culture and contributions of LGBTQ communities in the Pacific Northwest.

join us!



WATERFRONT FESTIVAL AND PARADE SPONSORSHIP OPPORTUNITIES

pride NORTHWEST

PRESENTING SPONSOR \$15,000

- Logo Placement on Pride Northwest Parade Banner
- Logo Placement and Recognition as Presenting Sponsor on Pride Northwest Website
- Presenting Sponsor Placement, Full-Page Ad in Official Pride Guide
- Banner Displayed at Main Gate of Festival Site
- Presenting Sponsor Placement in Pride Parade
- 20'x20' Showcase Exhibitor Booth
- 10 VIP Sponsor Packages
- 20 Regular Festival Entry Passes

MAIN STAGE SPONSOR \$10,000

- Banner Displayed from Pride Soundstage
- Full-Page Ad in Official Pride Guide
- Premier Sponsor Placement in Pride Parade
- Logo Placement on Pride Northwest Parade Banner
- Logo Placement and Recognition as Main Stage Sponsor on Pride Northwest Website
- 20'x10' Premier Exhibitor Booth
- 5 VIP Sponsor Packages
- 10 Regular Festival Entry Passes

PLATINUM SPONSOR \$7,500

- 1/2-Page Ad in Official Pride Guide
- Sponsor Banner Placement at Festival
- Logo Placement on Pride Northwest Parade Banner
- Sponsor Ad Rotation on Pride Northwest Website (3 mos)
- Logo Placement and Recognition as Platinum Sponsor on Pride Northwest Website
- VIP Sponsor Placement in Pride Parade
- 20'x10' Premier Exhibitor Booth
- 5 VIP Sponsor Packages
- 10 Regular Festival Entry Passes

GOLD SPONSOR \$5,000

- Logo Placement on Pride Northwest Parade Banner
- Sponsor Banner Placement at Festival
- Logo Placement and Recognition as Gold Sponsor on Pride Northwest Website
- VIP Placement in Pride Parade
- 10'x10' VIP Corner Booth
- 3 VIP Sponsor Packages
- 5 Regular Festival Entry Passes

SILVER SPONSOR \$3,500

- Logo Placement and Recognition as Silver Sponsor on Pride Northwest Website
- Business Placement in Pride Parade
- 10'x10' Corner Booth
- 3 VIP Sponsor Packages
- 5 Regular Festival Entry Passes

BRONZE SPONSOR \$2,500

- Logo Placement and Recognition as Bronze Sponsor on Pride Northwest Website
- Early Registration in the Pride Parade
- 10'x10' Corner Booth
- 2 VIP Sponsor Packages
- 3 Regular Festival Entry Passes

PRIDE NORTHWEST ALSO HAS A NUMBER OF OTHER OPPORTUNITIES FOR PARTNERSHIP AND COMMUNITY VISIBILITY THROUGHOUT THE YEAR. WE WOULD LOVE TO DISCUSS THESE WITH POTENTIAL PARTNERS AS WELL!