



CINCINNATI PRIDE

2024

SPONSORSHIPS

CINCINNATI PRIDE PARADE & FESTIVAL

Cincinnati's third largest event will return to Downtown Cincinnati once again! Celebrating Pride in Cincinnati since 1973, we will have a full day of festivities celebrating the rich history of the LGBTQIA+ community with an enormous parade and festival through the city's urban core.

Live music and entertainment will take place at Sawyer Point/Yeatman's Cove, overlooking the Ohio River. In addition, there will be several PRIDE events taking place throughout the city leading up to parade and festival. Check out all our events at cincinnatipride.org.

JUNE 22, 2024

PARADE STEPS OFF AT 11AM

Festival runs from 12pm to 9pm

Estimated Parade Attendance: 150,000

Estimated Festival Attendance: 250,000





PARADE & FESTIVAL SPONSORSHIPS

<u>THE BENEFITS</u>	\$25,000 PRESENTING	\$20,000 DIAMOND	\$13,000 PLATINUM	\$6,500 GOLD	\$3,000 SILVER
Marketing rights and Radio Ads "Presenting Sponsor"					
Marketing rights and Radio Ads "Official Sponsor"					
VIP Passes for Festival Event	4 Included	3 Included	2 included	2 included	1 included
Cincinnati Pride Branded Merchandise					
Logo incl. on Street Banners And Festival Signage					
Logo incl. on Cincinnati Pride sponsor page					
Logo presence on all press releases & email blasts					
Social media acknowledgement					
Logo included on Volunteer t-shirts					
Parade entry waived (Lead Sponsor Position)					
Festival entry waived (Prime booth location)					
Verbal "Thank You" from both Music Stages					
Verbal "Thank You" from Main Stage					

DON'T SEE WHAT YOU'RE LOOKING FOR? LET'S TALK CUSTOMIZATIONS!

Please make all checks payable to:

Cincinnati Pride Inc.
PO BOX 14246
Cincinnati, Ohio 45250

All invoices will be received via Square.



For more information and questions, please contact:
Robert Palmer Jr.
 Director of Development at:
development@cincinnatipride.org

INCLUSIVE ZONE(S) SPONSORSHIPS

(EACH SPONSORSHIP INCLUDES NAMING RIGHTS TO THE ZONE)



\$2,500

YOUTH/FAMILY FUN
ZONE

Inflatables, games, activities, and snacks/water. Must be a youth/family appropriate sponsor in advertising.



\$2,500

TEEN ZONE

Games, activities, age-appropriate programming, or entertainment. Must be a youth-appropriate sponsor.



\$2,500

SOBER ZONE

Games, activities, informational booths, speakers/sessions. Must be a community appropriate sponsor in advertising {no alcohol brands, casinos, or bars}



\$2,500

ART ZONE

Arts & crafts, games, activities, snack/water. Must be a youth/family appropriate sponsor in advertising.

THE BENEFITS

- Logo included on Cincinnati Pride homepage & sponsor page
- Logo presence on all press releases & email blasts
- Logo included on signage in physical zone
- Festival and parade entry waived, prime festival booth location
- Verbal "Thank You" from both music stages
- Opportunities for product placement and programming (with approval from Cincinnati Pride)



MUSIC STAGE NAMING RIGHTS

(NAMING RIGHTS MAY BE SUBJECT TO HEADLINER/ ARTIST APPROVED)

\$11,000

MAIN MUSIC STAGE

- Logo included on Downtown Street Banners, Festival Signage, Print advertising, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement "[Company] Main Stage"
- Festival and parade entry waived
- Verbal "Thank You" from both music stages

\$7,000

TUNNEL MUSIC
STAGE

- Logo included on Festival Signage, Print Advertisement, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement as "[Company] Tunnel Stage"
- Festival and parade entry waived
- Verbal "Thank You" from both music stages

REDGATE MUSIC STAGE

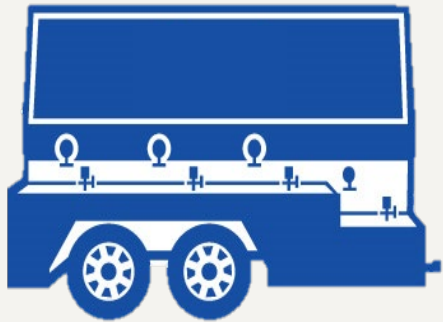
*OPEN TO LOCAL ORGANIZATIONS LGBTQIA+ RUN OR OPERATED NONPROFIT GROUPS ONLY, PREFERABLY IN THE ARTS OR ENTERTAINMENT COMMUNITY; BUT NOT LIMITED.

\$2,500

REDGATE MUSIC
STAGE

- Logo included on festival signage, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement as "[Organization] Redgate Community Stage"

HOT! Sponsorships



\$6,000

WATER STATIONS

- Logo included on Cincinnati Pride Sponsor page
- Parade entry waived (Lead Sponsor Position)
- Festival entry waived (Prime booth location)
- Verbal "Thank You" from Music Stages
- Logo on Volunteer T-shirts
- 1 VIP Pass



\$4,500

MISTING STATION

- Logo included on Cincinnati Pride Sponsor page
- Parade entry waived (Lead Sponsor Position)
- Festival entry waived (Prime booth location)
- Logo on Volunteer T-shirts
- 1 VIP Pass



\$1,500

SUNSCREEN

- Logo included on Cincinnati Pride Sponsor page
- Parade entry waived (Lead Sponsor Position)
- Festival entry waived (Prime booth location)



ALL-YEAR SPONSORSHIPS (PICK 2 OR 3)

Support Cincinnati Pride all year around with our various programming! Now you can add 2 or 3 other events that your organization would like to support in addition to the Parade & Festival event. Sponsoring more events in the packages below, allows your organization opportunity to have extra involvement, more brand presence and support the LGBTQIA+ community throughout the year!

Parade & Festival	Pick 2	Pick 3
\$25,000 PRESENTING	+\$7,000	+\$10,000
\$20,000 DIAMOND	+\$7,500	+\$10,500
\$13,000 PLATINUM	+\$9,000	+\$12,000
\$6,500 GOLD	+\$10,000	+\$13,000
\$3,000 SILVER	+\$10,000	+\$13,000

What events can I pick from?

- Cincinnati Pride Night at Kings Island (\$9,000 value)
- Pride Night with the Reds (\$3,500 value)
- Pride Night at the Cincinnati Zoo (\$4,000 value)
- Pride Pink Party (\$3,000 value)
- Pride Winter Market at the Park
- Pride 5K Run
- More to be announced!

*Offer only good when purchasing Parade & Festival Sponsorship. These additional sponsorship opportunities will be offered as individual opportunities in the future.



DISCLAIMERS

Naming Rights

- Naming rights for entertainment stages and zones may be subject to artist and/or approval by the board of Cincinnati Pride, Inc.

Advertising & Sponsor Benefits

- Advertising and promotions methods are subject to change.
- Any changes to sponsor level benefits will be communicated immediately.

*Interested in a one time or in-kind donation? Contact Robert Palmer Jr. at development@cincinnatipride.org

Festival & Parade

- All information regarding sponsor parade & festival entries must be submitted to Cincinnati Pride by May 1, 2023.
- Festival entries can include up to 3- 10x10 spaces, 10 tables and 20 chairs.
- Questions about the parade and festival should be sent to parade@cincinnatipride.org or festival@cincinnatipride.org, respectively.
- Special requests for the parade and festival are subject to the approval of the Parade and Festival Chairs.
- Parade entries can include people and up to two vehicles, including floats.
- Sponsor entries must follow all instructions and safety measures for the parade and festival.
- Questions regarding safety should be sent to compliance@cincinnatipride.org. Changes to safety guidelines must be approved by the Director of Compliance, in coordination with local authorities and in compliance with applicable laws.
- Instructions, including parade and festival maps, will be provided by early June.
- **Space is limited. Be sure to complete your sponsorship early!**



We look forward to discussing sponsorship opportunities that highlight your organization's support!

For more information, please contact:
Robert Palmer Jr., *Director of Development*
development@cincinnatipride.org