



**Fort Wayne Pride
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The board members of Fort Wayne Pride would like to thank you for the opportunity to present this year's sponsorship packet to you. Pride will be held July 27-28 at Headwaters Park with events running throughout the week.

For over two decades, Fort Wayne Pride, Inc has worked to increase the visibility of Fort Wayne's lesbian, gay, bisexual, and transgender citizens. We are a completely volunteer-driven 501(c)3 which coordinates events for the LGBT community and our straight allies, including the July festival.

In 2017, over 13,000 people attended the two day festival. FW Pride has grown continuously since its inception two decades ago and the 2018 festival is again expected to grow. With increased media coverage and social acceptance, Pride has become a staple summer festival in Fort Wayne.

As previously stated, Fort Wayne Pride will be held on July 27-28, 2018 at Headwater's Park, Fort Wayne's main festival plaza located in the heart of the city. The festival includes entertainment throughout both days, a Pride March, a vendor market, a beer tent, workshops, KidSpace, food, sports tournaments and a great day in the park with the community. The Pride celebration has extended to over a week of activities including a comedy night and Pride Night at the Tincaps, a minor league baseball team.

Last year's Pride March had over 3,000 participants, growing tenfold since the first March six years ago. That number is expected to grow again in 2018!

The task of planning this event is not easy. Due to growing size and the increasing cost of venue rental, security, entertainment, equipment, and insurance premiums, it is imperative to obtain sponsors for an event of this magnitude. With your generous sponsorship, we can continue to grow and reach a wider, more diverse audience while spotlighting your business' commitment to diversity.

Thank you for your time and consideration. Please read over our sponsorship packet and consider our request. I believe you will find that LGBT consumers are viable in today's market. The foundation of our success builds year-to-year with valued contributors like you. I look forward to hearing from you and in the meantime; should you have any questions, please do not hesitate to contact me or visit our website at www.fwpride.org.

Sincerely,

Nikki Fultz

Fort Wayne Pride Director 2018
nikki@fwpride.org
260-602-6860

Fort Wayne Pride

Sponsorship Opportunities



Mission

Fort Wayne Pride seeks to educate, increase visibility and provide opportunities for connection to the lesbian, gay, bisexual, transgender and straight ally community (LGBTQA).

History

Since 1997, Fort Wayne Pride has strived to create events for LGBT people in Fort Wayne and the surrounding area. The nonprofit has grown from producing an annual one day festival with less than 100 participants to hosting events one to three times per month plus the Pride Week celebration including a two day festival attended by over 13,000 people and march with 3,000 participants. The volunteer board of directors work year-round to ensure that people in the community find a sense of connection while continuing our mission of education and visibility.

**Demographics

| <u>Age</u> | | <u>Household Income</u> | |
|------------|-----|-------------------------|-----|
| Under 25 | 26% | Less than \$30,000 | 14% |
| 25-39 | 38% | \$30,000-\$49,999 | 25% |
| 40-54 | 27% | \$50,000-\$69,999 | 23% |
| 55+ | 9% | \$70,000-\$89,999 | 26% |
| | | \$90,000+ | 12% |

Pride attendees come from diverse racial and economic backgrounds and include 77% who live in Allen County with the remaining living in counties throughout Indiana, northwest Ohio and southern Michigan.

** Based on survey of 1,700 attendees of Pride 2016

Benefits

A survey conducted by the International Events Group revealed that 78% of companies agree that participating in LGBT festivals have a measurable impact on sales and provide one of the most conducive environments for marketing.

71% of LGBT adults are more likely to remain loyal to a brand they believe are supportive to the LGBTQ community.

Fort Wayne Pride Sponsorship Levels

Official Sponsor

\$5,000

- Banner ads posted at festival stage and entrance
- Up to four covered prime booth spaces at Pride Vendor Market with your logo on event map
- Your logo printed on the event beer pitchers
- Logo and link on fwpride.org website
- 2 FULL page COLOR ads in the Pride program in prime locations, including back cover
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement
- The option to play a commercial two times each evening on our entertainment screen
- Listed as an official sponsor on our evening entertainment screen and recognized from the stage throughout the event
- Inclusion on Pride's social media including Facebook with nearly 8,000 followers and our Twitter and Instagram

Presenting Sponsor

\$3,500

- Banner ads posted at festival stage
- Up to three covered prime booth spaces at Pride Vendor Market with your logo on event map
- Recognition from the stage throughout Pride
- Logo and link on fwpride.org website
- 1 FULL page COLOR ads in the Pride program
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement
- The option to play a commercial two times each evening on our entertainment screen
- Your logo/ ad appearing on our evening entertainment screen each evening as a presenting sponsor
- Inclusion on Pride's social media including Facebook with nearly 8,000 followers and our Twitter and Instagram

Corporate Sponsor of Fort Wayne Pride

\$2,000

- Banner ads posted within Pride festival
- Two covered prime booth spaces at Pride Vendor Market
- Recognition from the stage throughout Pride
- Logo and link on fwpride.org website
- 1 FULL page COLOR ad in the Pride program
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement
- The option to play a commercial one time each evening on our entertainment screen
- Your logo/ ad appearing on our evening entertainment screen each evening as an official sponsor

Supporting Sponsor

\$1,000

- One banner ad posted within Pride festival
- Two covered booth spaces at Pride Vendor Market
- Recognition from the stage during Pride
- Logo and link on fwpride.org website
- 1 FULL page COLOR ad in the Pride program.
- Logo added on Print Media

Event Sponsor

\$500

- One covered booth space at Pride Vendor Market
- Recognition from the stage during Pride
- Logo and link on fwpride.org website
- 1 HALF page COLOR ad in the Pride program

Fort Wayne Pride Sponsorship Agreement

Contact Info

Company or Organization Name: _____

Contact Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Sponsorship Level

- Official Sponsor \$5,000
- Presenting Sponsor \$3,500
- Corporate Sponsor \$2,000
- Supporting Sponsor \$1,000
- Event Sponsor \$500

Pride works with businesses to ensure needs are met, including in-kind sponsorship opportunities. Please contact Nikki with questions.

Payment Info

Please make checks payable to: Fort Wayne Pride.

Payment must be received by **May 31, 2018** in order to ensure printing and advertising deadlines.

For more information on a sponsorship contact Nikki Fultz, Director, at 260-602-6860 or by email at nikki@fwpride.org.

Please mail Sponsorship Information to:

Fort Wayne Pride
7829 Noble Ridge Place
Fort Wayne, IN 46825