



[www.columbuspride.org](http://www.columbuspride.org)  
[www.stonewallcolumbus.org](http://www.stonewallcolumbus.org)

# **PRIDE 2012**

## **SPONSORSHIP**

### **OPPORTUNITIES**

**Pride Festival**

**Pride Parade & Festival**

**Pride Brunch**

**Friday June 15**

**Saturday June 16**

**Sunday June 17**

Stonewall Columbus  
1160 North High Street Columbus, Ohio 43201  
(P) 614-299-7764 (F) 614-299-4408  
[krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org)



[www.columbuspride.org](http://www.columbuspride.org)

Dear Friend of Stonewall,

Stonewall Columbus Pride Holiday 2012 will be held Friday through Sunday, June 15-17, 2012 and is considered to be one of the largest Gay Pride celebrations of its kind in the Midwest and one of the top 10 in the country. GayCities.com, the world's largest lesbian, gay, bisexual and transgender (LGBT) community-driven city guide, announced the annual "Best of GayCities" winners and Columbus, Ohio, received a special award as the "Up-and-Coming Gay City of 2011."

This year marks our 31<sup>st</sup> anniversary of Stonewall Columbus Pride Holiday and we anticipate a bigger and better event than the Greater Columbus LGBT and allied community has ever seen. Attendance at this celebration of diversity and community spirit was outstanding last year with an estimated 210,000 participants. Pride Holiday is a crucial fundraising venture for Stonewall Columbus. Funds raised at the Pride events support Stonewall Columbus and its pursuit of equality, fairness and safety for the entire LGBT community.

The theme of our upcoming Pride Festival is "*Allies and Equality*" and in 2012 Stonewall Columbus will also celebrate the Bicentennial of Columbus, Ohio by honoring Mayor Michael B. Coleman as our Pride grand marshal and true ally. Mayor Coleman has been our champion and he values the LGBT community. Under his guidance in 2011, the city extended workers' health benefits to domestic partners. Below is a quote from a June 2011 article of 614 Magazine, "Why is Columbus so Gay?" Mayor Coleman was the first Mayor to attend a Pride Festival and March and this is what he had to say about his experience and our event:

*"I view it as an opportunity to market to the rest of the country," Mayor Coleman said. "This is an asset of our city. The GLBT community is a community that is very creative, a community that brings a lot of opportunity with it. Jobs, economic viability . . . it all adds value to the community in a big way. When I go out recruiting businesses, I say this is one of the reasons why they should relocate their business to Columbus."*

It is our hope that your business will be among our partners in Pride in June 2012 as we host the following Pride events for the community: Run for Pride 5K, the Pride Festival and Parade on June 15 & 16th and the Pride Brunch on Sunday, June 17.

Enclosed you will find sponsorship opportunities listing many ways in which you can support Stonewall Columbus and the 2012 Pride Holiday. If you have additional questions, please visit our website at [www.columbuspride.org](http://www.columbuspride.org), contact Executive Director Karla Rothan at (P) 614-930-2261 or Email [sponsors@columbuspride.org](mailto:sponsors@columbuspride.org).

We look forward to hearing from you. Thank you in advance for your continued support of Stonewall Columbus and the LGBT community.

Sincerely,

A handwritten signature in black ink that reads "Karla R. Rothan".

Karla Rothan  
Executive Director  
Stonewall Columbus



Stonewall Columbus  
1160 North High Street  
Columbus, Ohio 43201  
(P) 614-299-7764  
(F) 614-299-4408  
[www.stonewallcolumbus.org](http://www.stonewallcolumbus.org)

# STONEWALL COLUMBUS PRIDE 2012 SPONSORSHIP PACKAGES

## Please note our Sponsorship Restrictions, Conditions & Limitations

- Stonewall Columbus has the right to accept or refuse sponsorship depending on the commitments already in place or if the sponsorship offer does not meet the needs of the organization.
- If a sponsorship is split, the total benefits for that level will be split between the two sponsors. Example: Patron Sponsorship of \$1500 split in half (\$750 each). Each sponsor receives ½ of the benefits for the Patron Level.
- Unless otherwise indicated, Vendor Booths do not include tables, chairs or tents.
- All 2012-2013 Lavender Listings Print advertising orders must be placed and paid in full no later than March 1, 2012 to qualify for free or discounted pricing as part of a Pride Sponsorship. Lavender Listings orders received after this deadline will not be eligible for special pricing.

## Interested in a Pride Sponsorship? Here's what to do!

- Review the Pride Sponsorship Opportunities in this document.
- Select the Pride Sponsorship you are interested in and complete page 2.
- Return page 2 to us in one of the following ways:
  - Fax: 614-299-4408
  - Email: [krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org)
  - Post: Stonewall Columbus, 1160 N. High Street, Columbus, OH 43201
- We will contact you to discuss your sponsorship.

### Questions?

Contact Karla Rothan  
(P) 614-930-2261  
[krothan@stonewallcolumbus.org](mailto:krothan@stonewallcolumbus.org)

# I am interested in the following Pride Sponsorship

Level	Exclusive	Shared
Beverage	<input type="checkbox"/> \$15,000	
Media A		<input type="checkbox"/> \$20,000
Media B		<input type="checkbox"/> \$10,000
Media C		<input type="checkbox"/> \$6,000
Media D		<input type="checkbox"/> \$3,000
Platinum		<input type="checkbox"/> \$10,000
Gold		<input type="checkbox"/> \$6,000
Silver		<input type="checkbox"/> \$3,000
Patron		<input type="checkbox"/> \$1,500
Booster		<input type="checkbox"/> \$750
Pride Brunch	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$6,000
Pride Run/Walk		<input type="checkbox"/> \$2,500
Leadership Lounge	<input type="checkbox"/> \$6,000	<input type="checkbox"/> \$3,000
Family Area	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,500
Trailblazer Tent	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,500
Dining Areas	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$1,500
Volunteer Area		<input type="checkbox"/> \$3,000
Bike Corral	<input type="checkbox"/> \$1,500	

**Fax:**  
614-299-4408

**Email:**  
krothan@stonewallcolumbus.org

**Post:**  
Stonewall Columbus  
1160 N. High Street  
Columbus, OH 43201

**Thanks and We will  
contact you soon!**

## Here is my contact information

Business/Organization Name

Contact Name

Phone 1

Phone 2 (optional)

Email

# PRIDE 2012 SPONSORSHIP PACKAGES

## PRIDE BEVERAGE SPONSORSHIP

	<b>\$15,000 Exclusive</b>
First Right of Refusal for Pride 2013	•
Exclusive Rights	•
Sponsor Spotlight	•
Logo on Official Pride Posters	•
Logo on Shelter House Stage Banner at Pride Festival	•
Verbal Recognition from Pride Stages	•
Logo in Pride Brunch Program	•
Logo on Back of Pride Volunteer T-Shirts	•
Name and Logo at Exclusive Leadership Lounge	•
Logo in Official Pride Guide	•
Complimentary Ad in Official Pride Guide	1/2 page
Logo in Pride Print Advertisements	•
Logo & Web Link on Pride Website Sponsors Page	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•
Nomination for Ally Pride Brunch Recognition	•
Pride Vendor Booth (requires separate Vendor registration)	Any #, Any size
Pride Vendor Booth Tables, Chairs and Tents, as desired	•
Pride Parade Entry (requires separate Parade registration)	unlimited
Admissions to the Exclusive Parade Viewing Area	8
Admissions to the Exclusive Leadership Lounge	8
Tickets to the Pride Brunch	8
Dog Tags	8
Lavender Listings Print Ad in 2012-2013 edition (except covers)	Free

## PRIDE MEDIA SPONSORSHIPS

	<b>Media A</b> <b>\$20,000</b> Shared	<b>Media B</b> <b>\$10,000</b> Shared	<b>Media C</b> <b>\$5,000</b> Shared	<b>Media D</b> <b>\$3,000</b> Shared
Sponsor Spotlight	•	•	•	•
Verbal Recognition from Pride Stages	•	•	•	
Logo on Official Pride Posters	•	•	•	•
Logo on Main Stage Banner at Pride Festival	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo on Back of Pride Volunteer T-Shirts	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
Complimentary Ad in Official Pride Guide	1/2 page	1/4 page	1/8 page	
Logo in Pride Print Advertisements	•	•	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•	•	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•	•	•
Pride Vendor Booth Space (requires separate Vendor registration)	One 10' x 10'	One 10' x 10'	One 10' x 10'	One 10' x 10'
Pride Vendor Booth 1 Table, 2 Chairs and 1 Tent, as desired	•	•		
Pride Parade Entry (requires separate Parade registration)	1	1	1	1
Admissions to the Exclusive Parade Viewing Area	8	6	4	2
Admissions to the Exclusive Leadership Lounge	8	6	4	2
Tickets to the Pride Brunch	8	6	4	2
Dog Tags	8	6	4	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	Free	Free	50% off	25% off

## PRIDE PREMIUM SPONSORSHIPS

	<b>Platinum \$10,000 Shared</b>	<b>Gold \$6,000 Shared</b>	<b>Silver \$3,000 Shared</b>
Sponsor Spotlight	•	•	
Verbal Recognition from Pride Stages	•	•	
Logo on Official Pride Posters	•	•	•
Logo on Main Stage Banner at Pride Festival	•	•	
Logo in Pride Brunch Program	•	•	•
Logo on Back of Pride Volunteer T-Shirts	•	•	•
Logo in Official Pride Guide	•	•	•
Complimentary Ad in Official Pride Guide	1/2 page	1/8 page	
Logo in Pride Print Advertisements	•	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•	•
Nomination for Ally Pride Brunch Recognition	•	•	
Pride Vendor Booth (requires separate Vendor registration)	Any #, Any size	1 Booth up to 10' x 30'	1 Booth up to 10' x 20'
Pride Vendor Booth Tables, Chairs and Tents, as desired	•	•	
Pride Parade Entry (requires separate Parade registration)	unlimited	1	1
Admissions to the Exclusive Parade Viewing Area	6	4	2
Admissions to the Exclusive Leadership Lounge	6	4	2
Tickets to the Pride Brunch	6	4	2
Dog Tags	6	4	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	Free	50% off	25% off

## PRIDE SUPPORTER SPONSORSHIPS

	Patron \$1,500 Shared	Booster \$750 Shared
Logo in Pride Brunch Program	•	
Name in Pride Brunch Program		•
Name in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•
Pride Vendor Booth (requires separate Vendor registration)	One 10' x 10'	<b>See note 1 below</b>
Pride Parade Entry (requires separate Parade registration)	1	<b>See note 1 below</b>
Admissions to the Exclusive Parade Viewing Area	2	2
Admissions to the Exclusive Leadership Lounge	2	2
Tickets to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	10% off	5% off

### Note 1

The Booster Level is entitled to **EITHER** a discounted 10' x 10' Vendor Booth or a free Parade Entry, not both:

- If a 10' x 10' Vendor Booth is selected, the cost is 25% off the regular booth price
- If a Pride Parade Entry is selected, there is no charge.

No benefit substitutions permitted for Booster Level Sponsorship.

# PRIDE EVENT SPONSORSHIPS

## PRIDE BRUNCH

	<b>Exclusive \$15,000 Exclusive</b>	<b>Shared \$6,000 Shared</b>
Exclusive Rights	•	
First Right of Refusal for Pride 2013	•	
Sponsor Spotlight	•	•
Verbal Recognition from Pride Stages	•	•
Logo on Official Pride Brunch Banner	•	•
Logo on Official Brunch Poster and Hot Card	•	•
Logo on Official Brunch Invitation	•	•
Logo on Brunch Gift Bags (Stonewall logo on opposite side)	•	
Placement of Sponsor materials in Brunch Gift Bags	•	•
Logo on Back of Pride Volunteer T-Shirts	•	•
Logo and Web Link on Official Brunch Web Site	•	•
Logo in Official Pride Guide	•	•
Complimentary Ad in Official Pride Guide	1/2 page	1/8 page
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Print Advertisements	•	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•
Nomination for Ally Pride Brunch Recognition	•	•
Pride Vendor Booth (requires separate Vendor registration)	Any #, Any size	1 Booth up to 10' x 30'
Pride Vendor Booth Tables, Chairs and Tents, as desired	•	•
Pride Parade Entry (requires separate Parade registration)	unlimited	1
Admissions to the Exclusive Parade Viewing Area	2	2
Admissions to the Exclusive Leadership Lounge	2	2
Tickets to the Pride Brunch	8	8
Dog Tags	8	8
Lavender Listings Print Ad in 2012-2013 edition (except covers)	Free	50% off

## PRIDE EVENT SPONSORSHIPS (cont.)

### RUN FOR PRIDE 5K RUN/WALK

**\$2,500**  
Shared

Logo on Run for Pride 5K Run/Walk T-Shirt	•
Logo & Web Link on Run for Pride Web Site	•
Logo on Run for Pride Run/Walk Poster	•
Logo on Run for Pride Run/Walk Brochure Entry Form	•
Logo on Back of Pride Volunteer T-Shirts	•
Logo in Official Pride Guide	•
Logo & Web Link on Pride Website Sponsors Page	•
Logo in Pride Print Advertisements	•
Logo in Pride Brunch Program	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•
Pride Vendor Booth (requires separate Vendor registration)	1 Booth up to 10' x 20'
Pride Parade Entry (requires separate Parade registration)	1
Admissions to the Exclusive Parade Viewing Area	2
Admissions to the Exclusive Leadership Lounge	2
Tickets to the Pride Brunch	2
Run for Pride Entries	2
Dog Tags	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	25% off

## PRIDE AREA SPONSORSHIPS

*Our Leadership Lounge is an exclusive covered space offering complimentary full bar, food, and restroom facilities. This area is open for the duration of the Pride Festival to Leadership Lounge VIP's.*

<b>PRIDE LEADERSHIP LOUNGE</b>	<b>\$6,000 Exclusive</b>	<b>\$3,000 Shared</b>
Exclusive Rights	•	
First Right of Refusal for Pride 2013	•	
Name and Logo at Exclusive Leadership Lounge	•	•
Sponsor Table permitted in Leadership Lounge	•	•
Verbal Recognition from Pride Stages	•	
Logo on Official Pride Posters	•	•
Logo in Pride Print Advertisements	•	•
Logo in Pride Brunch Program	•	•
Logo on Back of Pride Volunteer T-Shirts	•	•
Logo in Official Pride Guide	•	•
Complimentary Ad in Official Pride Guide	1/8 page	
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Advertisements	Logo	Logo
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•
Nomination for Ally Pride Brunch Recognition	•	
Pride Vendor Booth (requires separate Vendor registration)	1 Booth up to 10' x 30'	1 Booth up to 10' x 20'
Pride Vendor Booth Tables, Chairs and Tents, as desired	•	
Pride Parade Entry (requires separate Parade registration)	1	1
Admissions to the Exclusive Parade Viewing Area	6	6
Admissions to the Exclusive Leadership Lounge	unlimited	unlimited
Tickets to the Pride Brunch	4	2
Dog Tags	6	6
Lavender Listings Print Ad in 2012-2013 edition (except covers)	50% off	25% off

## PRIDE AREA SPONSORSHIPS (cont.)

### PRIDE FAMILY AREA

	\$3,000 Exclusive	\$1,500 Shared
Exclusive Rights	•	
Logo and Name at Family Area	•	•
Logo on Official Pride Posters	•	
Logo in Pride Print Advertisements	•	
Name in Pride Brunch Program	•	•
Logo on Back of Pride Volunteer T-Shirts	•	
Logo in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Advertisements	•	
Logo in Pride Brunch Program	•	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•
Pride Vendor Booth (requires separate Vendor registration)	1 Booth up to 10' x 20'	One 10' x 10'
Pride Parade Entry (requires separate Parade registration)	1	1
Admissions to the Exclusive Parade Viewing Area	2	2
Admissions to the Exclusive Leadership Lounge	2	2
Tickets to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	25% off	10% off

## PRIDE AREA SPONSORSHIPS (cont.)

### PRIDE TRAILBLAZER TENT

	\$3,000 Exclusive	\$1,500 Shared
Exclusive Rights	•	
Logo and Name at Trailblazer Tent	•	•
Logo on Official Pride Posters	•	
Logo in Pride Print Advertisements	•	
Name in Pride Brunch Program	•	•
Logo on Back of Pride Volunteer T-Shirts	•	
Logo in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Advertisements	•	
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•
Pride Vendor Booth (requires separate Vendor registration)	1 Booth up to 10' x 20'	One 10' x 10'
Pride Parade Entry (requires separate Parade registration)	1	1
Admissions to the Exclusive Parade Viewing Area	2	2
Admissions to the Exclusive Leadership Lounge	2	2
Tickets to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	25% off	10% off

<b>PRIDE DINING AREAS (Includes both dining areas)</b>	<b>\$3,000 Exclusive</b>	<b>\$1,500 Shared</b>
Exclusive Rights	•	
Logo at both Pride Dining Areas	•	•
Logo on Official Pride Posters	•	
Logo in Pride Print Advertisements	•	
Name in Pride Brunch Program	•	•
Logo on Back of Pride Volunteer T-Shirts	•	
Logo in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Advertisements	•	
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•	•
Pride Vendor Booth (requires separate Vendor registration)	1 Booth up to 10' x 20'	One 10' x 10'
Pride Parade Entry (requires separate Parade registration)	1	1
Admissions to the Exclusive Parade Viewing Area	2	2
Admissions to the Exclusive Leadership Lounge	2	2
Tickets to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	25% off	10% off

## PRIDE AREA SPONSORSHIPS (cont.)

PRIDE VOLUNTEER AREA	\$3,000 Shared
Logo at Pride Volunteer Area at Pride Festival	•
Logo on Official Pride Posters	•
Logo in Pride Print Advertisements	•
Name in Pride Brunch Program	•
Logo on Back of Pride Volunteer T-Shirts	•
Logo in Official Pride Guide	•
Logo & Web Link on Pride Website Sponsors Page	•
Logo in Pride Advertisements	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•
Pride Vendor Booth (requires separate Vendor registration)	1 Booth up to 10' x 20'
Pride Parade Entry (requires separate Parade registration)	1
Admissions to the Exclusive Parade Viewing Area	2
Admissions to the Exclusive Leadership Lounge	2
Tickets to the Pride Brunch	2
Dog Tags	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	25% off

**PRIDE BIKE CORRAL AREA****\$1,500**  
Exclusive

Logo at Bike Corral at Pride Festival	•
Name in Pride Brunch Program	•
Logo in Official Pride Guide	•
Logo & Web Link on Pride Website Sponsors Page	•
Authorized Use of Official SWC Pride logo for Sponsor ad materials	•
“Pride Preferred” Designation on Pride & Visit Gay Columbus Websites	•
Pride Vendor Booth (requires separate Vendor registration)	One 10' x 10'
Pride Parade Entry (requires separate Vendor registration)	1
Admissions to the Exclusive Parade Viewing Area	2
Admissions to the Exclusive Leadership Lounge	2
Tickets to the Pride Brunch	2
Dog Tags	2
Lavender Listings Print Ad in 2012-2013 edition (except covers)	10% off