



www.columbuspride.org
www.stonewallcolumbus.org

PRIDE 2014

SPONSORSHIP

OPPORTUNITIES

Pride Festival
Pride Parade & Festival
Pride Brunch

Friday June 20
Saturday June 21
Sunday June 22

Stonewall Columbus
krothan@stonewallcolumbus.org
(P) 614-930-2261 (F) 614-299-4408
1160 North High Street
Columbus, Ohio 43201

STONEWALL COLUMBUS PRIDE 2014 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 2014-2015 Lavender Listings Print advertising orders must be placed and paid in full no later than April 1, 2014 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.
- Contact Karla Rothan, Executive Director of Stonewall Columbus, to discuss your sponsorship:
 - Phone: 614-930-2261 (office) or 614-562-0430 (mobile)
 - Email: krothan@stonewallcolumbus.org
 - Postal: Stonewall Columbus, 1160 N. High Street, Columbus, OH 43201

PRIDE 2014 SPONSORSHIP PACKAGES

PREMIUM SPONSORS	Diamond \$20,000 Cash only	Platinum \$10,000	Gold \$6,000	Silver \$3,000
Complimentary Ad in Official Pride Guide	2 full pages	1 full page	1/2 page	1/4 page
Rotating Ad on Pride Website	•	•		
Verbal Recognition from Pride Stages	•	•	•	
Logo on all Stages Banners	•	•		
Logo on Back of Pride Volunteer T-Shirts	•	•	•	
Logo on Official Pride Posters & Print Ads, as space is available	•	•	•	
Logo on Festival Entrance General Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•	•	•
Logo Placement in 1 SWC Pride eNewsletter leading up to Festival	•	•	•	
Authorized Use of Official SWC Pride logo	•	•	•	•
Number of 10'x10' Vendor Booth(s) ①	any #	any #	1-3	1-2
Vendor Booth Tables ①	any #	any #	any #	
Vendor Booth Chairs ①	any #	any #	any #	
Vendor Booth Tent ①	any # & size	any # & size	any # & size	
Parade Entry ②	any #	any #	1	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	10	6	4	2
Tickets to the Pride Brunch	10	6	4	2
Dog Tags	10	6	4	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	1-2 Free ads any size	1 Free ad any size	50% off	25% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration. None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!

MEDIA SPONSORS

	Media A \$20,000	Media B \$10,000	Media C \$5,000	Media D \$3,000
Complimentary Ad in Official Pride Guide	Full page	1/2 page	1/4 page	
Rotating Ad on Pride Website	•	•		
Verbal Recognition from Pride Stages	•	•	•	
Logo on all Stages Banners	•	•		
Logo on Back of Pride Volunteer T-Shirts	•	•		
Logo on Official Pride Posters & Print Ads, as space is available	•	•		
Logo on Festival Entrance General Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•	•	•
Logo Placement in 1 SWC Pride eNewsletter leading up to Festival	•	•		
Authorized Use of Official SWC Pride logo	•	•	•	•
Number of 10'x10' Vendor Booth(s) ①	1-2	1	1	1
Vendor Booth Tables ①	1	1		
Vendor Booth Chairs ①	2	2		
Vendor Booth Tent ①	1	1		
Parade Entry ②	1	1	1	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	8	6	4	2
Tickets to the Pride Brunch	10	6	4	2
Dog Tags	10	6	4	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	1-2 Free ads any size	1 Free ad any size	50% off	25% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration. None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!

ESSENTIAL SPONSORS

	Patron \$1,500	Booster with Vendor Booth \$750	Booster with Parade Entry \$750
Logo on Festival Entrance General Welcome Sign	•	•	•
Logo in Pride Brunch Program	•	•	•
Logo in Official Pride Guide	•	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•	•
Authorized Use of Official SWC Pride logo	•	•	•
Number of 10'x10' Vendor Booth(s) ①	1	25% off	none
Parade Entry ②	1	none	•
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2	2	2
Tickets to the Pride Brunch	2	2	2
Dog Tags	2	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	10% off	5% off	5% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration. None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!

No benefit substitutions permitted for Booster Level Sponsorship

BRUNCH SPONSOR	\$18,000	\$6,000
Maximum of three \$6000 Sponsorships Available		
Exclusive Rights	•	
First Right of Refusal for Pride 2014	•	
Rotating Ad on Pride Website	•	
Verbal Recognition from Pride Stages	•	
Logo on all Stages Banners	•	
Logo on Official Pride Posters & Print Ads, as space is available	•	•
Logo on Festival Entrance General Welcome Sign	•	•
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	2 Full pages	1/2 page
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo Placement in 1 SWC Pride eNewsletter leading up to Festival	•	•
Authorized Use of Official SWC Pride logo	•	•
Number of 10'x10' Vendor Booth(s) ①	any #	1-3
Vendor Booth Tables, Chairs and Tents, as desired ①	any # & size	any # & size
Parade Entry ②	•	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	10	4
Tickets to the Pride Brunch	10	4
Dog Tags	8	4
Lavender Listings Print Ad in 2014-2015 edition (except covers)	Free	50% off

2 Sponsorships Left!

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration.
None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration.
None of these items will be reserved for you without a completed registration!

Our Leadership Lounge is an exclusive covered space offering complimentary full bar, food, and restroom facilities. This area is open at specified hours during the Pride Festival to Leadership Lounge VIP's.

LEADERSHIP LOUNGE SPONSOR	\$10,000	\$3,000
Exclusive Rights	•	
First Right of Refusal for Pride 2015	•	
Name and Logo at Exclusive Leadership Lounge	•	•
Sponsor Table permitted in Leadership Lounge	•	•
Rotating Ad on Pride Website	•	
Verbal Recognition from Pride Stages	•	
Logo on all Stages Banners	•	
Logo on Official Pride Posters & Print Ads, as space is available	•	
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Logo on Back of Pride Volunteer T-Shirts	•	
Logo in Official Pride Guide	•	•
Complimentary Ad in Official Pride Guide	Full page	1/4 page
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo Placement in 1 SWC Pride eNewsletter leading up to Festival	•	
Authorized Use of Official SWC Pride logo	•	•
Number of 10'x10' Vendor Booth(s) ①	1-3	1-2
Vendor Booth Tables, Chairs and Tents, as desired ①	•	
Parade Entry ②	1	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	6	2
Tickets to the Pride Brunch	6	2
Dog Tags	6	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	50% off	25% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration. None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!

Our Pride Patio is a highly visible/high profile area located at the very entrance of the Festival at Goodale Avenue and Park Street The Patio offers 3 beer trucks, live DJ's, live performers, a digital photo booth, a lighted dance floor along with raffles and contests for festival attendees.

PRIDE PATIO SPONSOR	\$6,000	\$3,000
Maximum of three \$3000 Sponsors Available	Cash Only	
Exclusive Rights & Naming Rights	•	
Logo at Pride Patio	•	•
Complimentary Ad in Official Pride Guide	2 page	1/4 page
Logo on Back of Pride Volunteer T-Shirts	•	
Logo on Official Pride Posters & Print Ads (space is available)		•
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Logo in Official Pride Guide	•	•
Logo & Website on Festival Website Sponsor Page	•	•
Logo Placement in 1st VC Pride eNews Broadcast up to Festival		
Authorized use of Official \$/C Pride logo		•
Number of 10'x10' Vendor Booth(s) ①	1-3	1-2
Vendor Booth Tables	any #	any #
Vendor Booth Chairs ①	any #	any #
Vendor Booth Tent ①	any # & size	any # & size
Parade Entry ②	any #	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	4	2
Tickets to the Pride Brunch	4	2
Dog Tags	4	2
Lavender Listings Print Ad in 2014-2015 edition	50% off	25% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration.
None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration.
None of these items will be reserved for you without a completed registration!

Our Fusion Tent is where our college-age community members can gather together for Pride.

FUSION TENT SPONSOR

\$1,500

Maximum of two \$1500 Sponsors Available

Exclusive Rights	
Naming Rights to Venue	
Logo and Name at Community Tent	•
Logo on Festival Entrance General Welcome Sign	•
Logo on Pride Brunch Program	•
Logo on Official Pride Guide	•
Commemorative Pin Official Pride Guide	•
Logo on Web Local Pride Website Sponsor Page	•
Logo on Pride Brunch Program	•
Authorized Use of Official SWC Pride Logo	•
Number of 10' x 10' Vendor Booth(s) Granted	1
Parade Entry Card	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	10% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration. None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!

Our Park Street and Goodale Avenue Relaxation Stations are 20' x 40' tented areas supplied with tables and chairs so that festival attendees may eat, rest or socialize with their friends and family in a cool, shaded area.

RELAXATION STATIONS SPONSOR

	\$3,000 2 Stations	\$1,500 1 Station	\$750 1 Station
Exclusive Rights	•	•	
Naming Rights to Venue	•	•	
Logo and Name at Relaxation Station	•	•	•
Complimentary Ad in Official Pride Guide	1/4 page		
Logo on Festival Entrance General Welcome Sign	•	•	•
Logo in Pride Brunch Program	•	•	•
Logo in Official Pride Guide	•	•	•
Logo & Web link on Pride Website Sponsors Page	•	•	•
Logo in Pride Brunch Program	•	•	•
Authorized Use of Official S/C Pride logo	•	•	•
Number of 10'x10' (Vendor or Booths) ①	1-2	1-2	1
Parade Entry ②	1	1	1
VIP Admissions to exclusive Leadership Lounge & Parade Viewing Area	2	2	2
Tickets to the Pride Brunch	2	2	2
Dog Tags	2	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off	25% off	10% off

IMPORTANT!

① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration. None of these items will be reserved for you without a completed registration!

② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!

“GO GREEN” SPONSOR

\$3,000

\$1,500

Logo and Name on signs at specified areas in the park: Outside the Leadership Lounge, Pride Patio, Fusion Tent, Relaxation Stations, Family Area, Teen Tent, Trailblazers Tent, Volunteer Tent, Bike Corral, Special Recycling Entrance Sign	•	•
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Pride Brunch Program		•
Complimentary Ad in Official Pride Guide	•	
Logo in Official Pride Guide	•	•
Logo on Web link in Pride Website Sponsor Page	•	•
Logo in Pride Brunch Program	•	•
Authorized Use of Official WC Pride Logo	•	•
Number of 10' x 10' Vendor Booth(s)	2	1
Parade Entry @	1	1
VIP Admissions to Fusion, Leadership Lounge & Parade Viewing Area	2	2
Ticket to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off	10% off

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None of these items will be reserved for you without a completed registration!

FAMILY AREA SPONSOR	\$6,000	\$3,000
Logo and Name at Family Area	•	•
Logo on Official Pride Posters & Print Ads, as space is available	•	
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Complimentary Ad in Official Pride Guide	1/2 page	1/4 page
Logo in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Brunch Program	•	•
Logo Placement in 1 SWC Pride eNewsletter leading up to Festival	•	
Authorized Use of Official SWC Pride logo	•	•
Number of 10'x10' Vendor Booth(s) ①	1-2	1
Parade Entry ②	1	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2	2
Tickets to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off	10% off

IMPORTANT!

**① All Vendor Booths, Tables, Chairs and Tents require separate Vendor registration.
None of these items will be reserved for you without a completed registration!**

**② All Parade Floats, Vehicles and Walking Groups require separate Parade registration.
None of these items will be reserved for you without a completed registration!**

TEEN TENT SPONSOR	\$6,000	\$2,000
Exclusive Rights	•	
Logo and Name at Teen Tent	•	•
Logo on Official Pride Posters & Print Ads, as space is available	•	
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Complimentary Ad in Official Pride Guide	1/2 page	
Logo in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Brunch Program	•	•
Logo Placement in 1 SWC Pride eNewsletter leading up to Festival	•	
Authorized Use of Official SWC Pride logo	•	•
Number of 10'x10' Vendor Booth(s) ①	1-2	1
Parade Entry ②	1	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2	2
Tickets to the Pride Brunch	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off	10% off

IMPORTANT!

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TRAILBLAZERS TENT SPONSOR

	\$3,000	\$1,500
Logo and Name at Trailblazer Tent	•	•
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Pride Brunch Program		•
Complimentary Ad in Official Pride Guide	4	g
Logo in Official Pride Guide		•
Logo on Web link in Pride Website Sponsor Page		•
Authorized Use of Official WC Pride Logo		•
Number of 10'x10' Vendor Booth(s)	2	1
Parade Entry		1
VIP Admission to Exclusive Leadership Luncheon & Parade Viewing Area	2	2
Ticket to the Pride Fundraiser	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off	10% off

IMPORTANT!

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② All Parade Floats, Vehicles and Walking Groups require separate Parade registration.
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VOLUNTEER AREA SPONSOR	\$3,000
Logo at Pride Volunteer Area at Pride Festival	•
Logo on Festival Entrance General Welcome Sign	•
Logo in Pride Brunch Program	•
Complimentary Ad in Official Pride Guide	1/4 page
Logo in Official Pride Guide	•
Logo & Web Link on Pride Website Sponsors Page	•
Authorized Use of Official SWC Pride logo	•
Number of 10'x10' Vendor Booth(s) ①	1-2
Parade Entry ②	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off

IMPORTANT!

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RUN FOR PRIDE 5K RUN/WALK SPONSOR	\$3,000	\$1,500
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	•	•
Complimentary Ad in Official Pride Guide	1/4 page	
Logo on Festival Entrance General Welcome Sign	•	•
Logo in Official Pride Guide	•	•
Logo & Web Link on Pride Website Sponsors Page	•	•
Logo in Pride Brunch Program	•	•
Authorized Use of Official SWC Pride logo	•	•
Number of 10'x10' Vendor Booth(s) ①	1-2	1
Parade Entry ②	1	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2	2
Tickets to the Pride Brunch	2	2
Run for Pride Entries	2	2
Dog Tags	2	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	25% off	10% off

IMPORTANT!

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None of these items will be reserved for you without a completed registration!**

BIKE CORRAL SPONSOR	\$2,000
Naming Rights to Venue	•
Logo at Bike Corral at Pride Festival	•
Logo on Festival Entrance General Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
Logo & Web Link on Pride Website Sponsors Page	•
Authorized Use of Official SWC Pride logo	•
Number of 10'x10' Vendor Booth(s) ①	1
Parade Entry ②	1
VIP Admissions to Exclusive Leadership Lounge & Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2
Lavender Listings Print Ad in 2014-2015 edition (except covers)	10% off

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② All Parade Floats, Vehicles and Walking Groups require separate Parade registration. None of these items will be reserved for you without a completed registration!