



Photo Credit Michelle Rap

PRIDE 2015 SPONSORSHIP OPPORTUNITIES

WWW.COLUMBUSPRIDE.ORG
WWW.STONEWALLCOLUMBUS.ORG

PRIDE FESTIVAL
PRIDE PARADE & FESTIVAL
PRIDE BRUNCH

FRIDAY, JUNE 19TH
SATURDAY, JUNE 20TH
SUNDAY, JUNE 21ST

STONEWALL COLUMBUS PRIDE 2015 SPONSORSHIP LEVELS

**PLEASE NOTE OUR SPONSORSHIP RESTRICTIONS,
CONDITIONS AND 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 \$1,500 split in half (\$750 each). Each sponsor receives 1/2 of the benefits for the Patron Level.

**Interested in becoming a
Pride Sponsor?
This is what to do...**

- Review the Pride Sponsorship opportunities in this booklet.
- Contact Karla Rothan, Executive Director of Stonewall Columbus, to discuss your Sponsorship:

Karla Rothan

Executive Director, Stonewall Columbus

Phone: 614.930.2261

Mobile: 614.562.0430

Email: krathan@stonewallcolumbus.org

Mail: Stonewall Columbus
1160 N. High Street
Columbus, OH 43201

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Premium Levels

	DIAMOND \$20,000	PLATINUM \$10,000	GOLD \$6,000	SILVER \$3,000
PRINT RECOGNITION				
Complimentary Ad in Official Pride Guide	2 Full Pages	1 Full Page	1/2 Page	1/4 Page
Logo on All Stage Banners	•	•	None	None
Logo on Back of Pride Volunteer T-Shirts	•	•	•	None
Logo on Official Pride Posters & Print Ads (as space is available)	•	•	•	None
Logo on Festival Entrance Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
ONLINE RECOGNITION				
Rotating Ad on Pride Website	•	•	None	None
Logo Placement in 1 Pride eNewsletter (leading up to Festival)	•	•	•	None
Logo & Link on Pride Website Sponsor Page	•	•	•	•
Lavender Listings Online Ad for 1 year	Showcase Plus	Showcase Plus	Showcase Plus	Showcase
ADDITIONAL RECOGNITION				
Verbal Recognition from Pride Stages	•	•	•	None
Authorized Use of Official SWC Pride Logo	•	•	•	•
VENDOR BENEFITS				
Maximum # of 10'x10' spaces	3	3	2	1
Maximum # of Tables	Any	Any	2	1
Maximum # of Chairs	Any	Any	4	2
Maximum Tent Size	10x30'	10x30'	10x20'	10x10'
PARADE BENEFITS				
Maximum # of Parade Entries	2	2	1	1
TICKETS & MERCHANDISE				
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	20	8	4	2
Tickets to the Pride Brunch	10	8	4	2
Dog Tags	10	8	4	2

IMPORTANT

Sponsors who want a Booth or who would like to participate in the Parade MUST complete the separate Vendor and/or Parade registration process. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.

Supporter Levels

PRIDE 2015 SUPPORTER LEVEL BENEFITS

	PATRON \$1,500	BOOSTER \$750
PRINT RECOGNITION		
Logo on Festival Entrance Welcome Sign	•	•
Logo in Pride Brunch Program	•	•
Logo in Official Pride Guide	•	•
ONLINE RECOGNITION		
Logo & Link on Pride Website Sponsor Page	•	•
Lavender Listings Online Ad for 1 year	Showcase	None
ADDITIONAL RECOGNITION		
Authorized Use of Official SWC Pride Logo	•	•
VENDOR BENEFITS		
Maximum # of 10'x10' spaces	1	50% Discount on 1
Maximum # of Tables	None	None
Maximum # of Chairs	None	None
Maximum Tent Size	None	None
PARADE BENEFITS		
Maximum # of Parade Entries	1	1
TICKETS & MERCHANDISE		
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2	2
Tickets to the Pride Brunch	2	None
Dog Tags	2	2

No benefit substitutions permitted for Booster Level Sponsorship

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Media Levels

PRIDE 2015 MEDIA LEVEL BENEFITS

	MEDIA A \$20,000	MEDIA B \$10,000	MEDIA C \$6,000	MEDIA D \$3,000
PRINT RECOGNITION				
Complimentary Ad in Official Pride Guide	1 Full Page	1/2 Page	1/4 Page	None
Logo on All Stage Banners	•	•	None	None
Logo on Back of Pride Volunteer T-Shirts	•	•	None	None
Logo on Official Pride Posters & Print Ads (as space is available)	•	•	None	None
Logo on Festival Entrance Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
ONLINE RECOGNITION				
Rotating Ad on Pride Website	•	•	None	None
Logo Placement in 1 Pride eNewsletter (leading up to Festival)	•	•	None	None
Logo & Link on Pride Website Sponsor Page	•	•	•	•
Lavender Listings Online Ad for 1 year	Showcase Plus	Showcase Plus	Showcase Plus	Showcase
ADDITIONAL RECOGNITION				
Verbal Recognition from Pride Stages	•	•	•	None
Authorized Use of Official SWC Pride Logo	•	•	•	•
VENDOR BENEFITS				
Maximum # of 10'x10' spaces	2	1	1	1
Maximum # of Tables	1	1	None	None
Maximum # of Chairs	2	2	None	None
Maximum Tent Size	10x20'	10x10'	None	None
PARADE BENEFITS				
Maximum # of Parade Entries	1	1	1	1
TICKETS & MERCHANDISE				
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	6	4	4	2
Tickets to the Pride Brunch	6	4	4	2
Dog Tags	6	4	4	2

IMPORTANT

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Pride Brunch

The Pride Brunch is held on the Sunday of Pride Weekend from 11am-1pm and is a wonderful way to wrap-up the weekend's festivities by honoring our Grand Marshal, Sponsors, Volunteers and Supporters while enjoying great food, drinks and music.

PRIDE BRUNCH 2015 SPONSOR BENEFITS

	\$6,000.00
PRINT RECOGNITION	
Logo on Official Pride Brunch Banner	●
Logo on Official Pride Brunch Poster and Hot Card	●
Logo on Official Pride Brunch Invitation	●
Logo on Brunch Gift Bags (Stonewall logo on opposite side)	●
Complimentary Ad in Official Pride Guide	1/2 Page
Logo on Back of Pride Volunteer T-Shirts	●
Logo on Official Pride Posters and Ads (as space is available)	●
Logo in Official Pride Guide	●
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
ONLINE RECOGNITION	
Logo and Link on Official Brunch Web Site	●
Logo & Link on Pride Website Sponsor Page	●
Logo Placement in 1 SWC Pride eNewsletter (leading up to Festival)	●
Lavender Listings Online Ad for 1 year	Showcase Plus
ADDITIONAL RECOGNITION	
Placement of Sponsor materials in Brunch Gift Bags	●
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10'x10' spaces	2
Maximum # of Tables	2
Maximum # of Chairs	4
Maximum Tent Size	10x20'
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	4
Tickets to the Pride Brunch	10
Dog Tags	4

IMPORTANT

Sponsors who want a Booth or who would like to participate in the Parade MUST complete the separate Vendor and/or Parade registration process. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.

Jaeger Run For Pride 5K

Runners and walkers get their fitness on and enjoy a beautiful route through Columbus at this fabulously fit event Friday night in Goodale Park during Pride weekend.



2015 RUN FOR PRIDE 5K SPONSOR BENEFITS

	GOLD \$6,000	SILVER \$3,000	PATRON \$1,500	SUPPORTER \$750	BOOSTER \$500
PRINT RECOGNITION					
Logo on Run for Pride 5K Run/Walk T-Shirt	Top Billed Logo	Large Logo	Small Logo	Company Name Listed	None
Complimentary Ad in Official Pride Guide	1/2 Page	1/4 Page	None	None	None
Logo & Link on Run for Pride Website	•	•	•	•	•
Logo on Run for Pride Official Poster	•	•	Small Logo	Company Name Listed	Company Name Listed
Logo on Run for Pride Hot Card	•	•	•	Company Name Listed	Company Name Listed
Logo on Festival Entrance Welcome Sign	•	•	•	•	None
Logo in Official Pride Guide	•	•	•	Company Name Listed	None
Logo in Pride Brunch Program	•	•	•	None	None
ONLINE RECOGNITION					
Logo & Link on Pride Website Sponsor Page	•	•	•	•	Name Listed w/ Link
Lavender Listings Online Ad for 1 year	Showcase	Showcase	Showcase	None	None
ADDITIONAL RECOGNITION					
Authorized Use of Official SWC Pride Logo	•	•	•	•	•
VENDOR BENEFITS					
Maximum # of 10'x10' spaces	2	1	50% Discount on 1	50% Discount on 1	None
Maximum # of Tables	2	None	None	None	None
Maximum # of Chairs	4	None	None	None	None
Maximum Tent Size	10x20'	None	None	None	None
PARADE BENEFITS					
Maximum # of Parade Entries	2	1	1	1	1
TICKETS & MERCHANDISE					
Run for Pride Entries	4	4	2	2	2
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2	2	2	2	None
Tickets to the Pride Brunch	2	2	2	None	None
Dog Tags	2	2	2	2	None
Corporate Promotional Item in Run Bag	•	•	•	•	•

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Leadership Lounge

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 only.

PRIDE 2015 LEADERSHIP LOUNGE SPONSOR

	\$3,500
PRINT RECOGNITION	
Name and Logo at Exclusive Leadership Lounge	●
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
Complimentary Ad in Official Pride Guide	1/4 Page
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Sponsor Table permitted in Leadership Lounge	●
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10'x10' spaces	1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

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Pride Patio

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

PRIDE 2015 PRIDE PATIO SPONSOR BENEFITS

	\$3,500
PRINT RECOGNITION	
Logo at Pride Patio	•
Logo on Festival Entrance Welcome Sign	•
Logo in Pride Brunch Program	•
Logo in Official Pride Guide	•
Complimentary Ad in Official Pride Guide	1/4 Page
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	•
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	•
VENDOR BENEFITS	
Maximum # of 10'x10' spaces	1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

IMPORTANT

Sponsors who want a Booth or who would like to participate in the Parade MUST complete the separate Vendor and/or Parade registration process. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.

Relaxation Stations

Our Park Street and Goodale Avenue Relaxation Stations are 20'x40' 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.

	<div>Maximum of 2 Shared Sponsorships per Station</div> <div> <div>↓</div> <div>↓</div> </div>			
	\$3,000 Park Street Exclusive	\$3,000 Goodale Avenue Exclusive	\$1,500 Park Street Shared	\$1,500 Goodale Avenue Shared
PRINT RECOGNITION				
Logo and Name at Relaxation Station	•	•	•	•
Sponsor Recognition framed card placed on each table	•	•	•	•
Complimentary Ad in Official Pride Guide	1/4 Page	1/4 Page	None	None
Logo on Festival Entrance Welcome Sign	•	•	•	•
Logo in Pride Brunch Program	•	•	•	•
Logo in Official Pride Guide	•	•	•	•
ONLINE RECOGNITION				
Logo & Link on Pride Website Sponsor Page	•	•	•	•
Lavender Listings Online Ad for 1 year	Showcase	Showcase	Showcase	Showcase
ADDITIONAL RECOGNITION				
Authorized Use of Official SWC Pride Logo	•	•	•	•
PARADE BENEFITS				
Maximum # of Parade Entries	1	1	1	1
TICKETS & MERCHANDISE				
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2	2	2	2
Tickets to the Pride Brunch	2	2	2	2
Dog Tags	2	2	2	2

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Family Area

This area is reserved for our LGBT families and friends. It provides a fun place for kids to enjoy music, games, magic shows, face painting, sports, bounce house and general play.

PRIDE 2015 FAMILY AREA SPONSOR BENEFITS

	\$3,000
PRINT RECOGNITION	
Logo and Name at Family Area	●
Complimentary Ad in Official Pride Guide	1/4 Page
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10x10' spaces	1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

Maximum of 3 Sponsorships available - no duplicate business segments

IMPORTANT

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Volunteer Tent

This tent serves as a haven for volunteers before and after their shifts and during breaks. They may sit in the shade and enjoy complimentary food, soda and water while enjoying the tent space. This check-in point is conveniently located at the southeast portion of the park, near the corner of Park and Goodale Avenue.

PRIDE 2015 VOLUNTEER TENT SPONSOR BENEFITS

	\$3,000
PRINT RECOGNITION	
Logo at Pride Volunteer Area at Pride Festival	●
Complimentary Ad in Official Pride Guide	1/4 Page
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10x10' spaces	1
Maximum # of Tables	1
Maximum # of Chairs	2
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

Maximum of 4 Sponsorships Available

IMPORTANT

Sponsors who want a Booth or who would like to participate in the Parade MUST complete the separate Vendor and/or Parade registration process. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.

Teen Tent

Teen Village offers our 13-19 year old attendees a perfect spot to hang with friends, listen to tunes and socialize in a safe entertaining space.

PRIDE 2015 TEEN TENT SPONSOR BENEFITS

	\$3,000
PRINT RECOGNITION	
Logo and Name at Teen Tent	●
Complimentary Ad in Official Pride Guide	1/4 Page
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10x10' spaces	1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

Maximum of 3 Sponsorships Available
No Duplicate Business Segments

IMPORTANT

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Trailblazer Tent

This tent is reserved for Stonewall Columbus' Central Ohio Group for LGBT Adults 50+. It is located right in the middle of the park and boasts plenty of shade and seating so our 50+ friends can enjoy the festival and keep cool.

PRIDE 2015 TRAILBLAZER TENT SPONSOR BENEFITS

	\$2,500
PRINT RECOGNITION	
Logo and Name at Trailblazer Tent	●
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10x10' spaces	1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

Maximum of 3 Sponsorships Available
No Duplicate Business Segments

IMPORTANT

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Bike Corral

Stay Green this year and take advantage of the Bike Corral, at the corner of Park and Buttles right by the fountain. Bikers can drop off bikes with one of the volunteers who will park it in a safe and secured area

PRIDE 2015 BIKE CORRAL SPONSOR BENEFITS

	\$2,500
PRINT RECOGNITION	
Logo at Bike Corral at Pride Festival	●
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
ONLINE RECOGNITION	
Logo & Link on Run for Pride Website	●
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10x10' spaces	1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

Maximum of 2 Sponsorships Available
No Duplicate Business Segments

IMPORTANT

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Go Green

Our “Go Green” Sponsor encourages festival-goers to dispose of their trash in an Earth-friendly manner and helps to offset the costs of trash recycling at both the Pride Parade and the Pride Festival.

PRIDE 2015 GO GREEN SPONSOR BENEFITS

	\$1,500
PRINT RECOGNITION	
Logo and name on signs at specified areas in the park: Outside the Leadership Lounge, Pride Patio, Relaxation Stations, Family Area, Teen Tent, Trailblazers Tent, Volunteer Tent, Bike Corral, Special Recycling Entrance Sign	●
Logo on Festival Entrance Welcome Sign	●
Logo in Pride Brunch Program	●
Logo in Official Pride Guide	●
ONLINE RECOGNITION	
Logo & Link on Pride Website Sponsor Page	●
Lavender Listings Online Ad for 1 year	Showcase
ADDITIONAL RECOGNITION	
Authorized Use of Official SWC Pride Logo	●
VENDOR BENEFITS	
Maximum # of 10x10' spaces	50% Discount on 1
Maximum # of Tables	None
Maximum # of Chairs	None
Maximum Tent Size	None
PARADE BENEFITS	
Maximum # of Parade Entries	1
TICKETS & MERCHANDISE	
VIP Admissions to Exclusive Leadership Lounge and Parade Viewing Area	2
Tickets to the Pride Brunch	2
Dog Tags	2

Maximum of 3 Sponsorships Available
No Duplicate Business Segments

IMPORTANT

Sponsors who want a Booth or who would like to participate in the Parade MUST complete the separate Vendor and/or Parade registration process. Vendor and Parade slots are not reserved for you and are not guaranteed until these registrations have been completed.

STONEWALL COLUMBUS PRIDE 2015

**FRIDAY AND SATURDAY
JUNE 19-20, 2015**



PRIDE Festival
Jaeger Run For Pride 5K
PRIDE Parade and Festival
PRIDE Brunch

Friday, June 19th
Friday, June 19th
Saturday, June 20th
Sunday, June 21st



**THANK YOU FOR
YOUR SUPPORT!**



Stonewall Columbus

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www.stonewallcolumbus.org