

AUSTIN

★ PRIDE ★

WHY SPONSOR AUSTIN PRIDE?



LGBT+ Buying Power



America's LGBTQ+ buying power is listed over 1 Trillion as of 2020



71% of LGBTQ+ consumers stated they would remain loyal to a brand that was supportive of and friendly to LGBTQ+ issues



4 out of 10 LGBTQ+ consumers prefer to purchase products from companies that advertise in LGBTQ+ media and celebrate their culture



27% of LGBTQ+ consumers ask for brand names, especially with alcohol



55% of LGBTQ+ consumers choose to do business with companies that they know have a commitment to diversity and equal treatment of employees

Austin Demographics

Austin is ranked the 3rd LARGEST percentage of LGBTQ+ population in the nation

Austin PRIDE has welcomed Celebration guests from over thirty (30) states and twelve (12) foreign countries

Austin PRIDE is the second largest Pride Celebration in the state. In 2022 there were more than 450,000 in attendance

On average, over seventy-five (75) organizations utilize discounted festival and parade entry fees to promote their causes, raise awareness of issues facing the LGBTQ+ community, and to recruit volunteers to assist in advancing their missions annually

Austin PRIDE is the largest single day event based on attendance in the city: larger than Austin City Limits Music Festival (75,000 per day) and SXSW (285,000)

Austin PRIDE has a social media reach of over 55K fans and followers on Facebook, Instagram, and Twitter combined



Austin PRIDE Cares

The Austin Pride Foundation (APF) formed the Austin PRIDE Cares program in 2011 to further its mission to educate, resource, and connect the lesbian, gay, bisexual, transgender, and queer (LGBTQ+) community in Austin, Texas. A component of the program includes the board evaluating its financials annually, and, if practicable, donating surplus Austin PRIDE celebration proceeds back into the community. Since its inception, the Austin PRIDE Cares program has donated over \$215,000 to various non-profit organizations and causes!



AUSTIN PRIDE SPONSORSHIP

2024 Sponsor Levels	Rainbow \$30,000	Red \$20,000	Orange \$15,000	Yellow \$10,000	Green \$7,500	Blue \$5,000	Purple \$3,500
Festival Business Category Exclusivity	✓						
Wristband/ Ticketing Underwriting	✓	✓					
Underwriting Opportunity of your Choice* wristbands not included (opportunities limited)	✓	✓	✓				
Individual Full Screen Logo on Main Stage	✓	✓	✓				
Logo Included in Printed Event Collateral*	✓	✓	✓	✓			
Logo on Main Stage in Logo Screen	✓	✓	✓	✓	✓		
Logo Included in Austin Pride App	✓	✓	✓	✓	✓		
Print Guide Advertisement*	✓ See PRIDE	✓ See PRIDE	✓ Full Spread	✓ Full Page	✓ 1/2 Page	✓ 1/4 Page	
Complimentary Parade Entry** (online registration mandatory)	✓ Best Placement	✓ Best Placement	✓ Best Placement	✓ Best Placement	✓ Better Placement	✓ General Placement	(A) General Placement
Complimentary 10x10 Festival Booth** (online registration mandatory)	✓ Two Booths, Best Placement	✓ Two Booths, Best Placement	✓ Two Booths, Better Placement	✓ Best Placement	✓ Better Placement	✓ General Placement	(A) General Placement
Logo on Volunteer T-Shirts*	✓	✓	✓	✓	✓	✓	
Logo with Click-Through to Sponsor with Recognition on austinpride.org	✓	✓	✓	✓	✓	✓	✓



*Only sponsorships paid in full prior to applicable printing deadline of July 15, 2023, will obtain this benefit.

**Subject to availability at the time full payment is processed and registration completed.

(A) Purple level includes selection of either the Parade entry or Festival booth but not both.

Sponsorship Levels are customizable. Should you want to customize your sponsorship or for additional information about sponsorship opportunities, please contact:

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★ P R I D E ★

UNDERWRITING OPPORTUNITIES

included with **ORANGE LEVEL** or higher sponsorship levels

FESTIVAL TICKETS & WRISTBANDS

ONE OPPORTUNITY

Logo displayed on Festival tickets and wristbands.

FESTIVAL VIQ

ONE OPPORTUNITY

Name added to the Festival VIQ hosting area (i.e., VIQ Presented By...), products and promotional materials displayed in Festival VIQ.

FESTIVAL MAIN STAGE

TWO OPPORTUNITY

Logo added to the Festival Main Stage Screen on heavy rotation, with designation as Main Stage Sponsor

FESTIVAL SECOND STAGE

ONE OPPORTUNITY

Logo added to the Festival Main Stage Screen on heavy rotation, with designation as Stage Sponsor

PRIDE GUIDE ADVERTISING*



Size	Details	Price*
Full Spread	10.76" x 16.76" Full Bleed	\$1,500
Back Page	5.38" x 8.38" Full Bleed (One Opportunity)	\$1,250
Inside Front Page	5.38" x 8.38" Full Bleed (One Opportunity)	\$1,150
Inside Back Page	5.38" x 8.38" Full Bleed (One Opportunity)	\$1,150
Full Page	5.38" x 8.38" Full Bleed	\$900
1/2 Page	5.38" x 4.19" Non Bleed	\$500

Space is LIMITED. The PRIDE Guide is Austin PRIDE's annual Magazine that includes entertainer interviews, grand marshal spotlights, schedules of events, maps, event information and select advertising. The glossy, full color magazine is the perfect way to promote your brand to the LGBTQ+ audience. Over 10,000 physical copies of the PRIDE Guide will be distributed to various locations throughout Central Texas in late July and will also be available at all Austin PRIDE Celebration events, as well as a digital version available through our mobile app and www.austinpride.org

***Deadline:** Pride Guide Ads must be paid in full and have artwork submitted prior to July 15. Please make sure and include .25" bleed and .25" margin. Full page final trim size is 5.38" wide by 8.38" tall. For additional information about pride guide advertising, please contact us at info@austinpride.org

For more information, please visit our FAQs at austinpride.org/sponsorships