

2023

CINCINNATI PRIDE
SPONSORSHIPS



CINCINNATI PRIDE FESTIVAL

Cincinnati's third largest event will return to Downtown Cincinnati once again! A full day of festivities will start with a massive parade through the city's urban core, celebrating the LGBTQIA+ community.

Live music and entertainment will take place in Sawyer Park / Yeatman's Cove, overlooking the Ohio River. Additionally, there will be a number of PRIDE events taking place throughout the city leading up to the parade and festival.

JUNE 24, 2023

PARADE STEPS OFF AT 11 AM

Festival runs from 12 pm to 9 pm

Estimated Parade Attendance: 150,000

Estimated Festival Attendance: 250,000



*CINCINNATI PRIDE IS A NON-PROFIT 501(C)3

FESTIVAL SPONSORSHIPS

THE BENEFITS

	\$25,000 PRESENTING	\$20,000 DIAMOND	\$13,000 PLATINUM	\$6,500 GOLD	\$3,000 SILVER
Marketing rights as "Presenting Pride Sponsor"	✓				
Support mentioned in radio ads as "Presenting Pride Sponsor"	✓				
Marketing rights as a "Official Pride Sponsor"		✓			
Support mentioned in Radio Ads as "Official Pride Sponsor"		✓	✓		
Logo included on Downtown Street Banners and Festival Signage	✓	✓	✓		
Logo included on Cincinnati Pride homepage and sponsor page	✓	✓	✓	✓	✓
Logo presence on all press releases & email blasts	✓	✓	✓		
Social media acknowledgement	✓	✓	✓		
Logo included on volunteer t-shirts	✓	✓	✓	✓	✓
Parade entry waived (Lead Sponsor Position)	✓	✓	✓	✓	✓
Festival entry waived (Prime booth location)	✓	✓	✓	✓	✓
Verbal "Thank You" from Main Stage	✓				
Verbal "Thank You" from both Music Stages	✓	✓	✓	✓	

**DON'T SEE WHAT YOU'RE LOOKING FOR?
LET'S TALK CUSTOMIZATIONS!**

Please make all checks payable to:

Cincinnati Pride Inc.
PO BOX 14246
Cincinnati, Ohio 45250

All invoices will be received
via Square.



For more information and questions,
please contact:

Robert Palmer Jr.
Director of Development at
development@cincinnati pride.org

INCLUSIVE ZONE(S) SPONSORSHIPS

(EACH SPONSORSHIP INCLUDES NAMING RIGHTS TO THE ZONE)

\$2,000

YOUTH / FAMILY FUN
ZONE

inflatables, games, activities, snacks/water,
**must be a youth-appropriate sponsor in
advertising**

\$2,000

TEEN
ZONE

games, activities, age-appropriate programming,
or entertainment, **must be a youth-appropriate
sponsor**

\$2,000

SOBER
ZONE

games, activities, informational booths,
speakers/sessions, **must be a community-
appropriate sponsor in advertising**
(no alcohol brands, casinos, or bars)

THE BENEFITS

- Logo included on Cincinnati Pride homepage & sponsor page
- Logo presence on all press releases & email blasts
- Logo included on signage in physical zone
- Festival and parade entry waived, prime festival booth location
- Verbal "Thank You" from both music stages
- Opportunities for product placement and programming (with approval from Cincinnati Pride)

VIP SPONSORSHIPS

\$9,000 (or customizable)

- Logo included on some print advertising, physical signage in location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo presence on all press releases, social media & email blasts
- Logo added to volunteer t-shirts
- Announced in radio advertising as the "[Company] VIP Zone"
- Festival and parade entry waived, prime festival booth location (*if desired*)
- Verbal "Thank You" from both music stages
- Opportunities for product placement, logo placement within the physical location
- Opportunities for programming such as entertainment or activities (*as approved by Cincinnati Pride*)



MUSIC STAGE NAMING RIGHTS

(NAMING RIGHTS MAY BE SUBJECT TO HEADLINER / ARTIST APPROVED)

\$11,000
MAIN MUSIC
STAGE

- Logo included on Downtown Street Banners, Festival Signage, Print advertising, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement "[Company] Main Stage"
- Festival and parade entry waived
- Verbal "Thank You" from both music stages

\$7,000
TUNNEL MUSIC
STAGE

- Logo included on Festival Signage, Print Advertisement, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement as "[Company] Tunnel Stage"
- Festival and parade entry waived
- Verbal "Thank You" from both music stages

REDGATE MUSIC STAGE

**OPEN TO LOCAL ORGANIZATIONS LGBTQIA+ RUN OR OPERATED NONPROFIT GROUPS ONLY, PREFERABLY IN THE ARTS OR ENTERTAINMENT COMMUNITY; BUT NOT LIMITED.*

\$2,500
REDGATE MUSIC
STAGE

- Logo included on festival signage, logo placement in physical stage location
- Logo included on Cincinnati Pride homepage & sponsor page
- Logo Included on all press releases & email blasts
- Support mentioned in radio advertisement as "[Organization] Redgate Community Stage"

DISCLAIMERS

Naming Rights

- Naming rights for entertainment stages and zones may be subject to artist and/or approval by the board of Cincinnati Pride, Inc.

Advertising & Sponsor Benefits

- Advertising and promotions methods are subject to change.
- Any changes to sponsor level benefits will be communicated immediately.

Festival & Parade

- All information regarding sponsor parade & festival entries must be submitted to Cincinnati Pride by May 1, 2023.
- Festival entries can include up to 3- 10x10 spaces, 10 tables and 20 chairs.
- Questions about the parade and festival should be sent to parade@cincinnatipride.org or festival@cincinnatipride.org, respectively.
- Special requests for the parade and festival are subject to the approval of the Parade and Festival Chairs.
- Parade entries can include people and up to two vehicles, including floats.
- Sponsor entries must follow all instructions and safety measures for the parade and festival.
- Questions regarding safety should be sent to compliance@cincinnatipride.org. Changes to safety guidelines must be approved by the Director of Compliance, in coordination with local authorities and in compliance with applicable laws.
- Instructions, including parade and festival maps, will be provided by early June.
- **Space is limited. Be sure to complete your sponsorship early!**



We look forward to discussing sponsorship opportunities that highlight your organization's support!

For more information, please contact:

Robert Palmer Jr., *Director of Development*

development@cincinnatipride.org