



Fresno Rainbow Pride 2011

Saturday, June 4th, 2011

Sponsorship Opportunities

Contact Information:

Jeffery Robinson
P.O. Box 4959, Fresno, Ca. 93744

Daytime: (559) 493-8528
Evenings: (559) 486-3464
Cell: (559) 978-2524

Email: CLinkinc@aol.com

Website: www.FresnoRainbowPride.com



Sponsorship Opportunities with Fresno Rainbow Pride

We are looking for local and national businesses to show their support as sponsors for Fresno Rainbow Pride, the Central Valley's Gay and Lesbian Parade and Festival. We will be celebrating our 21st anniversary on Saturday June 4, 2011.

Fresno Rainbow Pride is the largest one-day gathering of the Gay and Lesbian community in the Central Valley. An annual outdoor community celebration featuring a parade and followed by festival of live music, entertainment, food, information and merchandise booths, children's activities, and dancing.

The Fresno Bee and the Fresno Police Department have estimated the attendance for the parade and festival was between 3,000 – 4,000 people.

Imagine over 4,000 potential new and extremely loyal customers gathered in one spot for a 6 hour period, who will be accessible for direct marketing by your business.

Your sponsorship is a powerful way to connect with the area's Gay and Lesbian consumers, a very lucrative market with an estimated buying power of over \$485 billion nationally. The Gay and Lesbian community is a market segment, with more discretionary income than that of other consumer groups, including Latin Americans and Asian Americans, as reported by the online media company PlanetOut Inc.

Why would this be of importance to you and your business?

Gays and Lesbians are an extremely loyal customer base. According to Simmons, "Gay customers are 87% more likely to buy brands that advertise to them directly." Additionally, "63% of Gay customers said they are willing to pay more for products from companies that are Gay and Lesbian friendly" based on research by Greenfield Online.

Given that the current economy has stretched many consumers' budgets and have lead them to cut back on many leisure activities and even on necessities, Gays and Lesbians continue to have more discretionary income.

In the marketing and advertising fields Gay and Lesbian households are often referred to as DINKS, Double Income No Kids, leaving them more discretionary income for social activities such as, vacations, dinning out, and entertainment. More discretionary income also equates to non-necessity purchases such as new cars, electronic equipment, clothing, home furnishings, home improvements, and recreational items. Not to be forgotten Gays and Lesbians are more likely to spend their money on travel and on pampering themselves at the salons, spas, and retreats.

Research shows that 83% of Gay and Lesbian Americans have attended college or have a graduate degree, leading to the above average incomes. 39% of Gay men and 23.6% of Lesbians report annual incomes in excess of \$60,000 as reported by GL Census Partners, A Syracuse University and OpusComm Group Partnership.

By becoming a sponsor of Fresno Rainbow Pride you and your business would be reaching loyal individuals who could become your new loyal costumers. Customers who say their purchasing decisions are favorably influenced by corporate sponsorship of events and participation in gay related functions.

“88% of Gay men and 91% of Lesbians” are heavy influenced by such corporate sponsorships to become new costumers for such business, according to a survey sponsored by Absolut beverage and conducted by Community Marketing, Inc. and Rivendale Media.

What this mean to you and your business?

Sponsoring Fresno Rainbow Pride will increase awareness of your business, including brand name recognition and identity.

There are a variety of sponsorship levels that are affordable for any budget. Each level presents an excellent opportunity to introduce your business or to say “thank you” for your continued patronage.

Please consider joining with our other sponsors who are helping to create a successful pride celebration. Sponsorship information and a partial list of pervious sponsors have been provided in this package. I look forward to discussing your sponsorship of Fresno Rainbow Pride.

Thank, you for your time.

Sincerely,

Jeffery Robinson, Fresno Rainbow Pride Coordinator

Join these past and present sponsors of Fresno Rainbow Pride:





Sponsorship Levels

As a sponsor, your business is showing support for the GLBT community. Your sponsorship also affords you the opportunity to access and market your business, service, or products to a very loyal and active audience. This is an opportunity too good to miss. Contact us today at (559) 486 3464!

Cash Sponsorships

<p>Platinum Sponsor (1 Available) <i>Additional Event branding can be negotiated</i></p> <ul style="list-style-type: none"> Your logo on our Billboard advertisement Your logo listed first on every page of the Fresno Rainbow Pride website Double-Center page ad in program Free parade entry Your Logo prominently displayed on Pride T-Shirts Logo included in all promotional material, including News Link* 15 Free PrideT-Shirts Logo at any promotional events 10 x 20 canopied pavilion 	<p>\$10,000</p>
<p>Gold Sponsor (1 Available) <i>Additional Festival branding can be negotiated</i></p> <ul style="list-style-type: none"> Your logo on our Billboard advertisement Your logo listed second on every page of the Fresno Rainbow Pride website Full page ad on back cover of program Free parade entry Your Logo prominently displayed on Pride T-Shirts Logo included in all promotional material, including News Link* 10 Free Pride T-Shirts Logo at any promotional events 10 x 20 canopied pavilion 	<p>\$5,000</p>
<p>Silver Sponsor (1 Available) <i>Additional Parade branding can be negotiated</i></p> <ul style="list-style-type: none"> Your logo on our Billboard advertisement Your logo listed third on every page of the Fresno Rainbow Pride website Full page ad on front inside cover of program Free parade entry Your Logo prominently displayed on Pride T-Shirts Logo included in all promotional material, including News Link* 8 Free Pride T-Shirts Logo at any promotional events 10 x 20 canopied pavilion 	<p>\$4,000</p>

Cash Sponsorships continued

Purple Sponsor (1 available)	\$3000
Your logo on our Billboard advertisement	
Your logo listed fourth on every page of the Fresno Rainbow Pride website	
Full page ad on back inside cover of program	
Free parade entry	
Logo on Pride T-Shirts	
Logo included in all promotional material, including News Link*	
6 Free T-Shirts	
Logo at any promotional events	
10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
Blue Sponsor (unlimited)	\$2000
Listed on sponsor's page on website	
Full page ad in program	
Logo on Pride T-Shirts	
Logo included in all promotional material, including News Link*	
Free parade entry	
10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
Green Sponsor (unlimited)	\$1500
Listed on sponsor's page on website	
½ page ad in program	
Logo on Pride T-Shirts	
Logo included in promotional material in News Link*	
Free parade entry	
10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
Yellow Sponsor (unlimited)	\$1000
Listed on sponsor's page on website	
1/3 page ad in program	
Logo on Pride T-Shirts	
Logo included in promotional material in the News Link*	
Free parade entry	
10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
Orange Sponsor (unlimited)	\$500
Listed on sponsor's page on website	
Business card page ad in program	
Logo included in promotional material in the News Link*	
Free parade entry	
10 x 10 booth w/ 1 table & 2 chairs (no canopy)	
Red Sponsor (unlimited)	\$250
Listed on sponsor's page on website	
Small Box ad (1.75x1.75) in program	
Logo included in promotional material in the News Link*	
Free parade entry	
10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	

Honorable Mention (unlimited)
Mentioned on sponsor's page on website
Listed in program

Any \$

Media Sponsorships

Fresno Rainbow Pride welcomes the support of media organizations as sponsors of the pride celebration. The aim of media sponsorship is to increase visibility of the Central Valley's premiere one day GLBT pride celebration. Media sponsorships require a matching dollar value exchange for goods and services. Media sponsorship levels and packages will be individually determined.

In –Kind Sponsorships Opportunities

Fresno Rainbow Pride benefits from donations from companies to help offset the costs of the pride event. In-Kind sponsors are negotiated on a per company basis.

In-Kind sponsorship is available for:

Printing services
Food & Beverages
Accommodations & Lodging
Raffle prizes

Fresno Rainbow Pride: GLBT Pride Parade and Festival is a program of Community Link Inc., a non-profit 501(c)(3) organization. Sponsorships are tax-deductible to the full extent allowed by applicable IRS guidelines. For specific tax information regarding any possible tax benefits, please see your tax professional.

* News Link is the San Joaquin Valley's only GLBT newspaper.

A recap of the benefits of sponsoring Fresno Rainbow Pride to your company are:

A Niche Market worth Targeting
With more discretionary income
Influential, trend-conscious, and eager for entertainment
Avid internet users
Online shoppers and bankers
LOYAL! LOYAL! LOYAL CUSTOMERS!

FRESNO

Rainbow Pride



