

Fresno Rainbow Pride 2010

“20 in 2010”

Saturday, June 5th, 2010

Sponsorship Opportunities



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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 20th anniversary on Saturday June 5, 2010.

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.

Last year the Fresno Bee quoted the Fresno Police Department that the attendance for the parade and festival were well over 3,000 people.

Imagine over 3,000 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 the other consumers, 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?

How about that 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 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 the 2010 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 can 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 2010.

Thank, you for your time.

Sincerely,

Jeffery Robinson, Fresno Rainbow Pride Coordinator

Join these past and present sponsors of Fresno Rainbow Pride:





Fresno Rainbow Pride 2010 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

Purple Sponsor (1 available) \$3000+

- Logo on every page of the website
- Full back page ad in program
- Free parade entry
- Logo on Pride T-Shirts
- Logo included in all promotional material, including Newslink*
- 2 Free T-Shirts
- Logo at any promotional events
- 10 x 10 booth w/ 1 table & 2 chairs (no canopy)

Blue Sponsor (2 available) \$2000

- Listed on sponsor's page on website
- Full ad in program (inside cover or back inside cover - 1st gets choice)
- Logo on Pride T-Shirts
- Logo included in all promotional material, including Newslink*
- Free parade entry
- 10 x 10 booth w/ 1 table & 2 chairs (no canopy)

Green Sponsor (unlimited) \$1500

- Listed on sponsor's page on website
- Full ad in program
- Logo on Pride T-Shirts
- Logo included in all promotional material, including Newslink*
- Free parade entry
- 10 x 10 booth w/ 1 table & 2 chairs (no canopy)

Yellow Sponsor (unlimited)	\$1000
Listed on sponsor's page on website	
1/2 page ad in program	
Logo on Pride T-Shirts	
Logo included in all promotional material, including Newslink*	
Free parade entry	
10 x 10 booth w/ 1 table & 2 chairs (no canopy)	
Orange Sponsor (unlimited)	\$500
Listed on sponsor's page on website	
1/3 page ad in program	
Logo included in all promotional material, including Newslink*	
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	
Business card ad in program	
Logo included in all promotional material, including Newslink*	
Free parade entry	
10 x 10 booth w/ 1 table & 2 chairs (no canopy)	
Honorable Mention (unlimited)	Any \$
Mentioned on sponsor's page on website	
Listed in program	

Trade sponsors are negotiated on a per company basis.
Raffle prizes are also needed.

Additional recognition given for these items.

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.

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