



**Fresno Rainbow Pride 2022**  
*Pride Parade & Festival*

# ***Saturday, June 4, 2022***

## **Sponsorship Opportunities**

**Contact Information:**

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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 LGBT Parade and Festival. We will be celebrating our 32nd anniversary on Saturday June 4, 2022.

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

- **Visibility to LGBT communities**
- **Fresno Rainbow Pride is recognized as a leader in Pride outreach. Our connections with community groups, pride organizations and LGBT communities throughout the Valley provide an excellent opportunity to be seen and noticed.**
- **We are seeing a greater number of families, both mainstream and non-traditional participate in Pride celebrations. To accommodate this, the Festival site now contains areas specifically designed to entertain families, young adults and children.**
- **Partner with us to be visible in both LGBT and mainstream media today.**
- **Let us know if you have a particular demographic that you are attempting to reach through sponsoring Fresno Rainbow Pride**
- **We look forward to working with your company/organization to maximize your exposure.**



## **The Fresno Rainbow Pride Parade and Festival turns 32**

32 years ago, a small one-day event was created for Lesbian, Gay, Bisexual, Transgender, Questioning+ (LGBTQ+) and their allies in Fresno and now, it has grown into an amazing festival. During the 2019 Fresno Rainbow Pride Parade and Festival, we are proud to say, over 50 local, regional and national sponsors participated in our event. Our attendance has grown from just a few dozen all those years ago to nearly 5,000 participants and attendees making this the largest Pride event in the entire California Central Valley.

While LGBTQ+ people around the world and in our own community continue to face violence and inequality, this event provides a safe space on a dedicated day, to show pride in our diversity, celebrate the accomplishments of those who have made significant achievements and recognize those who have helped us grow. We are grateful for the love the valley has shown us over these last 32 years and have seen the impact the event has had on our youth, our family relationships, and increased acceptance of the LGBTQ+ community on our region. None of this is possible without the generosity of our sponsors.

## **Why become a Sponsor of the Fresno Rainbow Pride Parade and Festival**

This event continues to grow year after year. Attendance has increased so much that it requires the area we celebrate to increase in size and more food and entertainment to accommodate all who come to enjoy the festivities. Our festival reaches and engages an LGBTQ+ audience of several thousand through strategic marketing, social media, and word of mouth. Geographically, our core visitation comes from as far north as Modesto and as far south as Bakersfield.

Community Link, the parent organization of Fresno Rainbow Pride is a 501(C)(3) organization. Your sponsorship, at any level, allows the organization to focus on making the event bigger, brighter, and more exciting year after year. As a sponsor, your organization's generosity will be apparent to all those contacted about, viewing information for, or attending this event. Depending on your level of sponsorship, your support will be advertised throughout the year on our website and social media.

Fresno Rainbow Pride Parade and Festival is the perfect opportunity for your organization to reach a fiercely loyal and vocal community often neglected by other corporations and organizations. This year, a combination of marketing channels such as social media, print, website/web links, and visual marketing will be utilized to increase the visibility of our Pride Partners.

- **VISIBILITY**: Tap into our network of partners. Since its inception, Fresno Rainbow Pride has built strong and lasting relationships with local and regional businesses, corporations, community faith-based organizations, colleges, universities, art institutions, entertainers, promoters, political leaders, and other pride festivals all over the globe

- **VARIETY**: Fresno Rainbow Pride Parade and Festival makes inclusion a top priority. By being a sponsor of this event, you are informing all those our event reaches that you do too.

- **VALUE**: This is a unique opportunity for your business or organization. Rainbow Pride offers an opportunity to engage both existing and potential customers, support diversity in your workplace, and be part of a growing movement. Our audience is loyal, engaged, and has real spending power. 50% of attendees have college or post-graduate degrees, 55% of attendees report annual incomes exceeding \$50,000, 26% of the population of Central California identifies as LGBTQ.








## SPONSORSHIP OPPORTUNITIES

As a sponsor, your business is showing support for the LGBT 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.

***\*Additional Event branding can be negotiated***

All sponsorships must be paid before amenities can be applied. Payment options can be created on request.

Contact us today at (916) 627-9963!

Sponsorship Packages	Website	Program Ad	Parade	Logo On T Shirts	Festival Booth Space	Additional Promo
<b>Platinum</b> \$10,000	Your logo listed FIRST on every page of the Fresno Rainbow Pride website	Double-Center page ad in program (available on a first come basis)*	Choice of position in the parade and a free parade entry *		10 X 20 canopied pavilion	15 free 2022 Pride T-Shirts
<b>Gold</b> \$5,000	Your logo listed second on every page of the Fresno Rainbow Pride website	Full page ad on back cover of program (available on a first come basis)*	Choice of position in the parade and a free parade entry *		10 x 20 canopied pavilion	10 free 2022 Pride T-Shirts
<b>Silver</b> \$4,000	Your logo listed third on every page of the Fresno Rainbow Pride website	Full page ad on front inside cover of program (available on a first come basis)*	Choice of position in the parade and a free parade entry *		10 x 20 canopied pavilion	8 free 2022 Pride T-Shirts
<b>Purple</b> \$3,000	Your logo listed fourth on every page of the Fresno Rainbow Pride website	Full page ad on back inside cover of program (available on a first come basis)*	Choice of position in the parade and a free parade entry *		10 x 20 pavilion	6 Free 2022 Pride T-Shirts
<b>Blue</b> \$2,000	Listed on sponsor's page on website	Full page ad in program	Choice of position in the parade and a free parade entry *		10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
<b>Green</b> \$1,500	Listed on sponsor's page on website	½ page ad in program	Free parade entry		10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
<b>Yellow</b> \$1,000	Listed on sponsor's page on website	1/3 page ad in program	Free parade entry		10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
<b>Orange</b> \$500	Listed on sponsor's page on website	Business card page ad in program	Free parade entry		10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
<b>Red</b> \$250	Listed on sponsor's page on website	Small Box ad (1.75 inches x1.75 inches) in program	Free parade entry		10 x 10 booth space w/ 1 table & 2 chairs (no canopy)	
<b>Honorable Mentions</b> Any donation						

\* Parade entries for top sponsors may choose their position line up for the parade; largest sponsors get first choice of position followed by the next largest sponsor and so forth. When sponsors are at the same financial level choice of position will go first to the sponsor who has the earliest received sponsorship agreement.

### **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 LGBT pride celebration. Media sponsorships require a matching dollar value exchange for goods and services. Additional Event branding may be negotiated related to the agreed upon value. 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. Additional Pride Event branding may be negotiated related to an agreed upon value of the media sponsorship.

### **In-Kind sponsorship is available for:**

Printing services

Food & Beverages

Accommodations & Lodging

Raffle prizes

Venue and space for fundraisers, meetings, and other related Pride activities

Equipment

Transportation

Plaques and awards

T-shirts and other Pride merchandise

Security Services

Volunteer Crews/Services

*Fresno Rainbow Pride: LGBT 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.*

# Contract

I/We agree to sponsor the Fresno Rainbow Pride Parade & Festival 2022. I have read and understand the branding opportunities and benefits that will be extend to the sponsor based on sponsorship levels. I understand it is the responsibility of the sponsor to submit all needed materials, such as contracts, advertising and logos by the stated deadlines. I understand that branding opportunities may not be extended after the deadline and that option will no longer be available to my/our company. All sponsorships must be paid before amenities can be applied. Payment options can be created on request.

Company or Organization's Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, and Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

## 2022 Sponsorship Level

- |   |          |
|---|----------|
| <input type="checkbox"/> Platinum Sponsor                   | \$10,000 |
| <input type="checkbox"/> Gold Sponsor                       | \$5,000  |
| <input type="checkbox"/> Silver Sponsor                     | \$4,000  |
| <input type="checkbox"/> Purple Sponsor                     | \$3,000  |
| <input type="checkbox"/> Blue Sponsor                       | \$2,000  |
| <input type="checkbox"/> Green Sponsor                      | \$1,500  |
| <input type="checkbox"/> Yellow Sponsor                     | \$1,000  |
| <input type="checkbox"/> Orange Sponsor                     | \$500    |
| <input type="checkbox"/> Red Sponsor                        | \$250    |
| <input type="checkbox"/> Media Sponsors                     |          |
| <input type="checkbox"/> In-Kind Sponsorships Opportunities |          |

Sign \_\_\_\_\_ Title \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

*Please return the completed form and payment to: Community Link, Inc., P.O. Box 4959, Fresno, CA 93744 Checks and money orders should be made payable to Community Link.*