



Building Bridges. Building Community.



# 2024 PRIDE FESTIVAL SPONSORSHIP

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# WHO WE ARE

## BACKGROUND

As a project of PFLAG, Pride St. Charles hosted the first ever pride event in St. Charles County at St. Charles Community College on May 30, 2015. Amid the pouring rain we had 3,500 attendees and a beautiful double rainbow that appeared at the end of the day that signaled a new beginning for progress and better visibility for those in the LGBTQIA+ community in St. Charles County and surrounding areas. Pride St. Charles exists to promote equality and intersectionality within St. Charles County and advocate for the LGBTQIA+ community through positive events, support, education, and resources. We are proud and honored to be able to continue to provide events that enhance the quality of life where all can feel welcome. Building Bridges, Building Community.

## CELEBRATING THE LGBTIA+ COMMUNITY OF ST. CHARLES

In the small county of St. Charles Missouri, our modest pride festival has elevated and celebrated the LGBTIA+ communities for over 5 years running. This one-day-long event is the culmination of the efforts of countless individuals who have worked towards creating a more accepting and empathetic place to live and work. While June is celebrated as Pride Month, we stay engaged by hosting events catered to the LGBTIA+ community throughout the year. About The Event Each June brings with it a surge of festivities and celebration by and for the LGBTIA+ communities across the world. This June, celebrate with us.

## WHAT ARE WE ABOUT?

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Sweltering heat, storms, and accessibility issues are always potential hurdles to overcome for any Midwestern pride event. To combat the number of factors out of our control and to take into consideration the comfort and safety of our attendees and vendors, Pride St. Charles is once again paving the way for future Pride events by holding the nation's **first and only indoor pride festival** at the St. Charles Family Arena.

## THE VENUE

The St. Charles Family Arena is a multi-purpose arena in St. Charles, Missouri. The arena seats up to 11,522 for concerts, has a total of 39,900 square feet (3,710 m<sup>2</sup>) of exhibit space (17,900 square feet (1,660 m<sup>2</sup>) on the arena floor and 22,000 square feet (2,000 m<sup>2</sup>) on the arena concourse.

## ATTENDEES

People of all orientations come from all over the Missouri and Illinois area to experience Pride with us. The attendance of Pride St. Charles has gone from 3,000 in our first year all the way up to 16,000 attendees who congregate in St. Charles to celebrate Pride and experience community unity. As equality and acceptance grows, the projected number of attendees is only expected to continue climbing.

## DID YOU KNOW?

### PURCHASING POWER

The LGBTQIA+ community has \$917 billion in buying power in the US.

### DISPOSABLE INCOME

There is 23% higher median income in same-sex households compared to straight households.



# WHY SPONSOR?

With the rise of social activism, people are keeping a watchful eye on brands closer than ever for true support. One of the best parts of Pride is seeing the rainbows pop up everywhere in support of the LGBTQIA+ community. However, with great pride comes great responsibility, and activists have been busily scrutinizing brands that outwardly support the Pride movement for something more than just a recolored logo. Pink capitalism, also known as rainbow capitalism, is a hot topic among LGBTQIA+ spaces, and for good reason. Queer people frame rainbow capitalism as using the LGBTQIA+ demographic as a means to an end, rather than a truly valued community of consumers. Many brands have come under fire as a result of neglecting to take action, prompting many people in the Pride community to withdraw support. When brands do more than just coloring their logos, they are demonstrating that they aren't just riding the coattails of Pride to unlock extra money. By donating and volunteering, companies are putting their words into action, and everybody involved is able to benefit from both the added support towards the Pride community and support of brands by the Pride community.

## STILL NEED SOME MORE REASONS?

### **Sponsorship Exposes You to a Very Brand Loyal Audience**

The LGBTQIA+ community are arguably the most brand-loyal community. In fact, 76% of LGBTQIA+ people say they are more likely to buy from a brand that they see as LGBTQIA+ friendly, while only 11% of the community say friendly brands do not affect their purchasing decision.

### **Let Your Employees Embrace the Rainbow**

Sponsoring Pride events is a great way to attract LGBTQIA+ consumers to your business, but it can also boost morale within your company. Corporate Pride sponsorship is an easy way to let LGBTQIA+ employees know that they are valued members of the workplace and can lead to higher employee retention rates. Additionally, letting these employees and their allies march in your local Pride parade is a great annual event that everyone can look forward to.

### **You're helping make a difference!**

Your donation helps us provide the St. Charles LGBTQIA+ community with safe spaces, events and resources.



# PICK A COLOR



## EVENT RECOGNITION & PERKS

Booth	20' x 10'	20' x 10'	20' x 10'	20' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Name a Zone	Stage	●	●	●				
Speak at Opening	●							
Private VIP Suite	●							
Spot in Parade*	●	●						
Logo on the Pride shirt	●	●	●	●	●			
Logo on Banner and Ribbon Boards	●	●	●	●	●	●	●	
First Year of Proud Partners Membership	●	●	●	●	●	●	●	●

## WEBSITE & SOCIAL MEDIA RECOGNITION

Website Recognition	●	●	●	●	●	●	●	●
Social Media Posts	4	3	2	2	2	2		

**Zones**  
 Family Zone  
 Sensory Zone  
 Cooling Zone

**Proud Partners**  
 A spot on the Pride St. Charles website of businesses that support the LGBTQIA+ community

**\*Parade**  
 Subject to if parade takes place

## ALLY

Our Ally level is a build your own level. Pride St. Charles will gladly work with you and your company/group to find the perfect way for you to help out. Here are just some of the other ways that you can help support PSC:

**Volunteer**  
 Volunteers are what allow our events to happen. Are you able to get a group together to help at Pride? Do you have one or two people who can give a few hours a month? We can use volunteers in any capacity and would love to work with you!

**Services**  
 Sometimes businesses don't necessarily have a donation budget, but can offer services that would greatly help out. These can be services like printing signs for pride, offering space to hold an event, donating items for raffles or giveaways, and so much more!

Let a team member know you're interested in our Ally level to start a discussion and make the perfect level for you and your company/group!



# Thank You!

Pride St. Charles is only made possible by the contributions of people like you. We deeply appreciate your time, and welcome any feedback or questions. Through your contributions, we are able to make a safer, prouder, and more intersectional community.

Pride St. Charles.  
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