

# Sponsorship Packages

INVESTING IN THE FUTURE OF PRIDE

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# About The Event

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*Each June brings with it a surge of festivities and celebration by and for the LGBT+ communities across the world. This June, celebrate with us.*



## Celebrating the LGBT+ Community of St. Charles

In the small county of St. Charles Missouri, our modest pride festival has elevated and celebrated the LGBT+ 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 LGBT+ community throughout the year.

### 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.

### OBJECTIVE

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.

# Why Sponsor Us

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***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 LGBT+ 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 LGBT+ spaces, and for good reason. Queer

people frame rainbow capitalism as using the LGBT+ 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.

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## 6 Ways Sponsorship Boosts Your Brand

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### Queer Purchasing Power

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It is estimated that the current purchasing power of the LGBT+ community hovers around the \$3.7 trillion area globally, and only continues to go up in the future.

2

### More Than June

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LGBT+ people are more likely to continue supporting brands that demonstrate LGBT+ support and values, meaning investments in LGBT+ organizations yield major brand loyalty 12 months a year.

3

### Shopaholics

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Studies have shown that LGBT+ households spend around 10-20% more time out for shopping trips in malls and other brick and mortar retail locations.

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### Higher Average Income

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Most LGBT+ households are classified as DINK, or "Double Income No Kids," giving them a much higher than average expendable income throughout the year.

5

### Business-to-Business

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In B2B spending, 30% of LGBT+ employees control purchasing decisions. 60% of those people say the reputation of a vendor company for being LGBTQ-friendly affects their purchasing decisions.

6

### Millions of Connections

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As of 2014, it was estimated that there were 14.8 million and 25.8 million LGBT+ Americans living throughout the country, all potential customers to the right brands with the right culture and voice.

## THE BENEFITS

The support from companies like yours is the lifeblood of Pride St. Charles, and we strive to give you the benefits you deserve as a sponsor. By sponsoring Pride St. Charles, your brand isn't just unlocking a mass of potential consumers, you're contributing to a worldwide effort to build bridges between communities for a safer, more peaceful world.



### Build networks & relationships

Like every other community, Pride organizations are closely knit and interwoven. Your support will ripple across the LGBT+ community, building potential for new networking capabilities and relationships.



### Promotion directly to your product

Pride St. Charles is proud to offer brand promotion directly to the community to support the companies who believe in supporting LGBT+ causes. Both social media and print advertising opportunities are available.



### Align company message

Millennials and zennials have made it clear that companies who stand for their morals will get their business. When your company speaks out for equality, consumers listen and respond positively.



# Sponsorship Levels



## LEVEL RED

- 20x10 Vendor Booth** with Chairs & Table
- Naming Rights to **1 Major Festival Element**
- Your Logo On Back of **All PSC Advisory Council Shirts**
- 4 Content-Driven Social Media Posts** Featuring Your Company
- Standard **Social Media Posts** About Support
- Exclusive Access** to Private VIP Suite for Volunteers
- Hospitality Services** During Festival
- Logo, Link, & Sponsorship Information **Featured On Our Website**
- Logo On **All Signage, Print Material & Banners** for Festival
- Logo Featured On Main Stage**
- Logo On Banner **Shown at All PSC-Attended 2021 Events**
- One **Free 10x10 Vendor Space** For the Nonprofit of Your Choice

**\$10,000**



## LEVEL ORANGE

- 20x10 Vendor Booth** with Chairs & Table
- Naming Rights to **1 Major Festival Element**
- Your Logo On Back of **All PSC Advisory Council Shirts**
- 2 Content-Driven Social Media Posts** Featuring Your Company
- Standard **Social Media Posts** About Support
- Exclusive Access** to Private VIP Suite for Volunteers
- Hospitality Services** During Festival
- Logo, Link, & Sponsorship Information **Featured On Our Website**
- Logo On **All Signage, Print Material & Banners** for Festival
- Logo Featured On Main Stage**

**\$7,500**



**LEVEL YELLOW**

- 20x10 Vendor Booth** with Chairs & Table
- Your Logo On Back of **All PSC Advisory Council Shirts**
- Standard **Social Media Posts** About Support
- Exclusive Access** to Private VIP Suite for Volunteers
- Hospitality Services** During Festival
- Logo, Link, & Sponsorship Information **Featured On Our Website**
- Logo On **All Signage, Print Material & Banners** for Festival
- Logo Featured On Main Stage**



**LEVEL GREEN**

- 10x10 Vendor Booth** with Chairs & Table
- Standard **Social Media Posts** About Support
- Logo, Link, & Sponsorship Information **Featured On Our Website**
- Logo On **All Signage, Print Material & Banners** for Festival
- Logo Featured On Main Stage**

**\$5,000**

**\$3,000**

# Sponsorship Levels Cont.

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## LEVEL BLUE

**10x10 Vendor Booth** with Chairs & Table  
Standard **Social Media Posts** About Support  
Logo, Link, & Sponsorship Information **Featured On Our Website**  
Logo On **All Signage, Print Material & Banners** for Festival  
**Logo Featured On Main Stage**

**\$2,000**



## LEVEL PURPLE

**10x10 Vendor Booth** with Chairs & Table  
Standard **Social Media Posts** About Support  
Logo, Link, & Sponsorship Information **Featured On Our Website**  
Logo On **All Signage, Print Material & Banners** for Festival  
**Logo Featured On Main Stage**

**\$1,000**



**LEVEL PINK**

10x10 Vendor Booth with Chairs & Table

Standard Social Media Posts About Support

Logo Featured On Main Stage

**\$500**

**New!**

**INCLUSIVITY  
DISCOUNT**

Any sponsor that provides proof of sponsorship for at least **2 other Missouri or Illinois area Pride organizations** will receive an exclusive **10% discount** on their sponsorship price for PSC.







# 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. Building Bridges. Building Communities.

## PRIDE ST. CHARLES 2020 SPONSORS

### CONTACT

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### WEBSITE

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