

# DENVER PRIDE

## 2023

*Celebrating 48 years of Pride in the Rocky Mountains*

June 24 & 25 • Denver, CO

## Sponsorship Opportunities





Dear Friends,

The Center on Colfax is thrilled to invite you to be a part Denver Pride, the Rocky Mountain Region's largest pride celebration!

Denver Pride provides a unique opportunity for corporations and organizations to show their solidarity with the LGBTQ+ community at the largest pride festival in the Rocky Mountain region. Sponsors enjoy unparalleled access to all official PrideFest activities, with both in-person and online messaging opportunities. Most importantly, sponsors support the mission of The Center on Colfax, a non-profit organization serving LGBTQ+ Coloradans since 1976.

# DENVER PRIDE

This past June, after a 2-year hiatus, the Mile High City dressed in rainbow flags and goodwill as The Center on Colfax produced the return of the Rocky Mountain region's largest annual celebration of LGBTQ+ pride. Our 2022 celebration was special as Denver Pride returned to a full-fledged two-day festival and parade after COVID-19 prevented us from fully celebrating. A record-breaking 535,000 people attended the festival at Denver's Civic Center Park. Hundreds of thousands joined the celebration for the Coors Light Denver Pride Parade that marched proudly down Colfax Avenue on Sunday morning, entertaining throngs of onlookers. And 2400 runners kicked off PrideFest weekend in support of The Center at the PRIDE 5K on Saturday morning.

Pride is not only a festival that happens every June, but something our community looks forward to all year long. It is not only a way for us to unite, but an opportunity for all LGBTQ+ Coloradans to celebrate our achievements and remind the world that **we exist**.

Thank you again for your support, and we can't wait to see you this June!



Yours in Solidarity,

A handwritten signature in black ink that reads "Rex R. Fuller". The signature is written in a cursive, flowing style.

Rex Fuller  
CEO

For more information about how you can become a sponsor of Denver Pride, visit [DenverPride.org/sponsors](https://DenverPride.org/sponsors) or contact Kris Sickles at [ksickles@lgbtqcolorado.org](mailto:ksickles@lgbtqcolorado.org) or 303.951.5204



# DENVER PRIDE

is one of the leading LGBTQ+ pride festivals in the United States with an estimated annual attendance of more than half a million people!



---

## **Denver PRIDE 5K**

Saturday, June 24 @ 9:30 AM  
Lincoln Park

---

## **Denver PrideFest**

Saturday, June 24, 11:00 AM to 7:00 PM  
Sunday, June 25, 10:00 AM to 6:00 PM  
Civic Center Park

---

## **Denver Pride Parade**

Sunday, June 25, 9:30 AM  
Cheesman Park to Civic Center Park via Colfax

---



# About

# DENVER PRIDE

DENVER **PRIDE** features a two-day festival that draws visitors from throughout the state of Colorado and the Rocky Mountain region. Saturday kicks off with the annual **PRIDE 5K** and continues with high-energy entertainment on three stages. The festival includes over 250 exhibitors and 20 food vendors over the course of the weekend. The centerpiece of the festival is the **Denver PRIDE Parade** on Sunday morning. As the parade marches down Colfax Avenue to Civic Center Park, one hundred thousand spectators cheer on the floats and marchers, making Denver PrideFest one of the most popular annual festivals in Colorado.

Sponsors enjoy unparalleled access to Denver's LGBTQ+ community. Sponsors deliver their messages to a targeted, affluent, and responsive urban audience. In addition to one-on-one connections with community members at the festival and throughout the parade, sponsors benefit from PrideFest promotion and advertising that boosts the sponsor profile in the community. Sponsors also benefit from increased exposure through social media and web traffic.

DENVER **PRIDE** honors the active and diverse achievements of the lesbian, gay, bisexual and transgender communities of Colorado. The festival raises funds for **The Center on Colfax**, the largest LGBTQ+ non-profit community center in the Rocky Mountain region that engages, empowers, enriches, and advances the LGBTQ+ community of Colorado. Your sponsorship helps The Center, which serves as a hub for Colorado's LGBTQ+ community, offers support groups, community meeting space, community resources and referrals, and year-round programming for LGBTQ+ youth, families, and seniors.



## STATISTICS

*Estimated  
Festival & Parade  
Attendance:*  
**535,000+**

*Parade Participation:*  
**270 entries**

*PRIDE 5K  
Participants:*  
**3000 runners**



# DENVER PRIDE FEST

*at a glance*

---

## **Sponsorship Activations**

Sponsors receive prominent placement in the highest-traffic areas of the festival, including Broadway and the promenade leading to the center of the festival. Customized placement is also available.

## **Exhibitors and Vendors**

We attract high-quality local, regional, and national exhibitors including non-profits, retail, and corporate vendors. On average, attendees enjoy almost 5 hours of local outdoor dining options in 2 food courts and refresh themselves at 20 beverage stands.

## **VIP Area**

Open Saturday and Sunday, the VIP Experience offers sponsors and major donors of The Center on Colfax complimentary food, beverages, and an unbeatable view of Center Stage entertainment. VIPs also receive tickets to our infamous rooftop Pride Parade viewing party.

## **Transgender Resource Area**

Located on the lawn near our sponsor area, the Transgender Resource Area offers an open and welcoming area for the trans community and allies to gather and celebrate.

## **Entertainment**

Live and diverse entertainment thrills the crowd on three stages. Headliners light up our popular Center Stage, national acts excite the audience at the Latinx Stage, and the region's hottest DJs wow the crowd at Dance World with high-energy dance music.

## **Family Area**

LGBTQ+ and allied families are right at home in our family area, enjoying special activities throughout the weekend created by local cultural institutions.

## **Youth Alley**

A safe and substance-free space for youth ages 12-21, Youth Alley provides entertainment and resources for LGBTQ+ teens. Youth Alley is produced by The Center's youth program: Rainbow Alley.

## **West of 50 Resource Area**

The West of 50 Resource Area provides information and activities for adults 50+.



# BRANDED **SPONSORSHIP** OPPORTUNITIES\*

## **Center Stage Entertainment Sponsorship | \$50,000**

---

High-quality entertainment takes a high-quality investment from our sponsors. As a sponsor of our weekend entertainment, you'll receive unparalleled access to Denver PrideFest and exclusive recognition at Center Stage. Each year, Denver Pride secures some of the most prominent names in entertainment. Past years Center Stage entertainment has included Todrick Hall, Nina West, Crystal Waters, and En Vogue.



## **Headliner Sponsorships | \$25,000**

---

Each year, Denver Pride brings together some of the best artists, musicians, and entertainers to headline specific areas of PrideFest. As a sponsor, you'll receive unparalleled access to the respective performance areas your company is supporting.

*\*Branded Sponsorships include Stonewell level benefits plus additional, customizable benefits*

# BRANDED **SPONSORSHIP** OPPORTUNITIES

*continued*



## **Centerpiece Art Installation** **\$25,000**

---

As a tribute to our movement, Denver Pride brings together some of the most renowned LGBTQ+ artists to create an art installation in the center of Civic Center Park. With your support, we'll be able to showcase the work of these partners while highlighting the history and challenges of achieving full equality.

## **Sustainability Sponsor** **\$30,000**


---

Creating an environmentally sustainable festival will require additional funding to institute and maintain. This sponsorship funds the infrastructure to create and support this new program. The sponsor supporting this new venture will receive all the benefits of a Supporting Sponsorship plus additional marketing and visibility opportunities associated with the Denver PrideFest Sustainability Program.



*\*Branded Sponsorships include Stonewell level benefits plus additional, customizable benefits*

# DENVER PRIDE FEST SPONSORSHIPS

BENEFIT	Stonewall (\$20,000)	Advocate (\$12,500)
Activation at Pride Fest	10x20 booth on Sponsor Row	10x20 booth on Sponsor Row
Complimentary Parade Entry	Premier Placement, Section 1A	Prominent Placement, Section 1B
Logo Placement on PrideFest Signage and Marketing Collateral	Premier Placement	N/A
Denver Pride Sponsor Page Logo Placement**	Premier Placement	Prominent Placement
Social Media** 	2 posts	2 posts
E-Mail Engagement**	Sponsor logo in all Pride e-blasts, Sponsor message or offer in 2 e-newsletters	Sponsor message or offer in one e-newsletter, Sponsor logo in "Thank You" e-blast
Licensing Allotment – Utilize "Denver Pride" for off-site events (subject to approval)	3 Events	2 Events


*Continue to next page for more sponsorship opportunities*





# DENVER PRIDE FEST SPONSORSHIPS

*continued*

BENEFIT	Friend (\$7,500)	Community Partner* (\$3,000)
Activation at Pride Fest	10x10 booth on Sponsor Row	10x10 booth
Complimentary Parade Entry	Select Placement, Section 1C	General Placement, Section 1C
Denver Pride Sponsor Page Logo Placement**	Small Logo Included	Sponsor Name Listed
Social Media Engagement** 	1 post	n/a
E-Mail Engagement**	Sponsor logo in "Thank You" e-blast	Sponsor logo in "Thank You" e-blast
Licensing Allotment - Utilize "Denver Pride" for off-site events (subject to approval)	1 Event	N/A



*\*Community Partners is a special sponsorship opportunity for 501c3 organizations with annual budgets under \$3 million*

*\*\*All marketing collateral (logos, social media posts, messages, and other digital assets) must be provided by the sponsor to Denver Pride by April 30, 2023.*

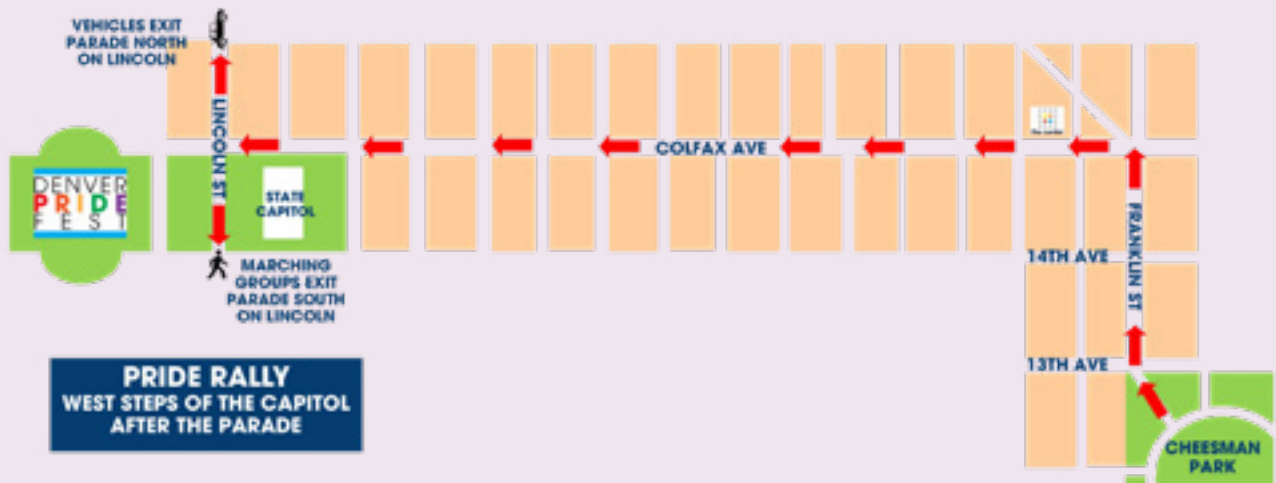


# DENVER PRIDE

## 2022 Festival Map



## 2022 Parade Map





# DENVER PRIDE 5K

Saturday, June 24 • 9:30 AM • 5K Run/Walk • 3,000 Participants

The **Denver PRIDE 5K** kicks off Denver Pride. Thousands of racers line up on Saturday morning at Civic Center Park for a chip-timed race to Cheesman Park and back. Denver PRIDE 5K offers potential sponsors an ideal opportunity to address the health-conscious segment of the LGBTQ+ community.






DENVER

**P R I D E 5K**

**S P O N S O R S H I P S**

BENEFIT	Presenting (\$25,000)	Gold (\$10,000)	Silver (\$5,000)
Activation at Race Start/Finish	✓	✓	✓
Activation at PrideFest	10x20 booth on Sponsor Row	10x10 booth on Sponsor Row	n/a
Complimentary Parade Entry	Premier Placement, Section 1A	Moderate Placement, Section 1B	Select Placement, Section 1C
Logo placement on 5K digital assets	Above 5K logo	Premier	Prominent
Logo placement on 5K poster	Above 5K logo	Premier	n/a
Logo placement on race arch	Above 5K logo	Premier	Prominent
Logo placement on participant race shirts	Above 5K logo	Premier	Prominent
Complimentary race registrations	20	15	10
Promotional item in race packets±	✓	✓	✓
Promotional fundraising incentive item	✓	✓	✓
Social Media Engagement* 	2 sponsored posts boosted to Denver Pride followers and opportunity to host a social series	2 posts	n/a
E-Mail Engagement*	Sponsor logo in all PRIDE 5K eblasts, Sponsor logo in "Thank You" e-blast	Sponsor logo in Denver Pride "Thank You" e-blast	Sponsor logo in Denver Pride "Thank You" e-blast

*Continue to next page for more sponsorship opportunities*



DENVER

**P R I D E** 5K

**S P O N S O R S H I P S**

*continued*

BENEFIT	Bronze (\$2,500)	Participating (\$1,000)
Activation at Race Start/ Finish	✓	n/a
Logo placement on 5K digital assets	Name Listed	Name Listed
Logo placement on participant race shirts	Name Listed	n/a
Complimentary race registrations	6	n/a
Promotional item in race packets±	✓	n/a
Promotional fundraising incentive item	✓	n/a
E-Mail Engagement*	Sponsor name listed in Denver Pride "Thank You" e-blast	Sponsor name listed in Denver Pride "Thank You" e-blast



*\*All marketing collateral (logos, social media posts, messages, and other digital assets) must be provided by the sponsor to Denver Pride by April 30, 2023*