

2019 KENTUCKIANA PRIDE SPONSORSHIP OPTIONS

	Festival Presenting Sponsorship	Parade Presenting Sponsorship	Festival Main Stage Sponsorship	Pride Festival VIP Sponsorship	Main Gate Sponsorship	Kids and Family Zone	Kentuckiana Stage	Recharge Station	Main Bar Sponsorship	Volunteer Hospitality	Rideshare Lounge	River Road Stage	Friend Sponsorship	Support Sponsorship
Sponsorship Benefits:														
Print Name/Logo inclusion on:														
All print marketing	•	•	•	•	•	•	•	•	•	•	•			
All collateral materials, including posters and flyers	•	•	•	•	•	•	•	•	•	•	•			
Event website and social media	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Radio														
"Presented by" radio tags leading up to the event	•													
"Sponsored by" radio tags leading up to the event		•	•	•										
Billboards														
Logo included all on festival billboards	•													
Premium Booth Location														
10'x10' booth location during the event					•	•	•	•	•	•	•	•	•	•
10'x20' booth location during the event	•	•	•	•										
Recognition														
Verbal recognition of sponsorship throughout Festival	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Logo included on thank you banners at festival	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Logo included on 1000 festival wristbands	•	•												
Logo included on 4000 General Admission wristbands					•									
Logo placement on all VIP lanyards	•			•										
Complimentary Tickets														
General Admission Weekend Passes	12	8	6	6	6	4	4	4	4	4	4	4	4	2
VIP Weekend Passes	8	6	6	6	4	4	4	4	4	4	4	2	2	2
Sponsorship Specific Branding														
Presenting naming rights to the 2019 Pride Festival	•													
Presenting naming rights to the 2019 Pride Parade		•												
Presenting naming rights to the festival Main Stage			•											
Presenting naming rights to the festival VIP Area				•										
Naming rights to the Main Entrance					•									
Naming rights to area of the festival						•	•	•	•	•	•	•		
Logo placement on all volunteer shirts at the festival	•									•				
Logo and branding incorporated into all festival branding	•													
Logo and branding incorporated into all Pride Parade branding		•												
Logo placement at start of Pride Parade route	•	•												
Logo and branding incorporated into entrance banners	•	•	•	•	•									
Sponsorship Investment	\$20,000	\$15,000	\$12,000	\$10,000	\$8,500	\$7,500	\$6,000	\$5,000	\$5,000	\$5,000	\$5,000	\$3,500	\$3,500	\$2,500