

COMEOUTWITHPRIDE.COM



# 2021

SPONSORSHIP  
OPPORTUNITIES

COME OUT <sup>with</sup>  
**PRIDE**  
ORLANDO

# we're committed

In early 2020, our team was eagerly planning the Come Out With Pride annual parade & festival. Budgets were set, a brand new theme was chosen, and we were excited to continue our work serving the community.

By mid-March, it became clear this was all in jeopardy. The COVID-19 pandemic raged around the world and our Board convened to discuss options. Would in-person events by October be possible? Would we be able to raise necessary funds? Would our all-volunteer team have the capacity and resources to stay engaged?

Sadly, many events we knew of had to postpone or cancel. It certainly would have been easy for us to halt all 2020 efforts and save our energy for the following year.

**We knew this was never an option. Our mission does not end even when we face unprecedented challenges.**

The commitment to our community is what drives us, especially at a time when people are facing extreme economic and health-related hardships. So we got to work.

Throughout the year we began a series of virtual events such as **Pride In The House, Stay In With Pride** and **A Seat At The Table** where panelists discuss important topics each month. Our **Pride In The Streets** 17-mile and social distance-friendly vehicle procession traversed through several Orlando neighborhoods. These efforts allowed us to reach new audiences and **help raise over \$16,000 for the Central Florida LGBTQ+ Relief Fund.**

While many of last year's early plans were put on hold, this year will have several major initiatives.

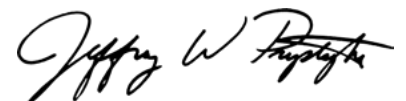
First and foremost — assuming it's safe and allowable to do so — **we're anticipating the return to our parade and festival at Lake Eola this October.**

In addition, given the incredible growth and progress we've had over the years, **we're bringing on an Executive Director** to help manage day-to-day operations and provide some relief to our volunteer miracle workers.

Finally we're focused over the coming months on **preparing our bid to host WorldPride in Orlando in 2026.**

We've set some high goals and aspirations for 2021 and are confident that meeting these objectives will translate into tremendously positive results for the community. If you have been a prior supporter of Come Out With Pride, we're looking forward to another bright year of partnership. If you are brand new, you can be sure that by working together your contributions will have a significant impact.

At a time when COVID-19 has reduced budgets and charitable funding, we are immensely grateful for any support your organization can provide. Let's work together and build a better future for our Orlando LGBTQ+ community!



Jeff Prystajko  
Board President





# our mission

Produce an annual pride event that fosters a sense of community, encourages LGBTQ+ citizens to live openly and with pride, and educates the general public of our shared cultural heritage.

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Encourage fellowship and support among participating businesses, professionals, individuals, and charitable pursuits in the LGBTQ+ and allied communities.

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Provide positive role models in the LGBTQ+ and allied communities.

Oppose prejudice in society at large and within the LGBTQ+ and allied communities on the basis of sexual orientation and gender identity.

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Foster communication, tolerance, and mutual support among LGBTQ+ persons and the allied communities.

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Provide financial support to other LGBTQ+ oriented non-profit organizations in the local area through the making of grants made possible by the proceeds from each year's event.





# sponsorship

Come Out With Pride truly values the support of businesses and organizations. Without great sponsors helping drive awareness, our mission would not be possible. We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, grass roots activations, B2B opportunities and more. There is truly a sponsorship level for everyone! †

		Presenting	Diamond	Gold	Silver	Bronze	Local Partner
		\$50,000	\$20,000	\$10,000	\$5,000†	\$2,000†	\$500
<b>PARADE</b>	Customizable parade units included §	4	3	2	1	1	
<b>FESTIVAL</b>	SponsorWalk booth space	30x30	10x20	10x10	10x10	10x10	
185,000+ visitors (2019)	Exclusive Pride presenting banner	✓	✓	✓	✓	✓	
	Banner placement	✓	✓	✓	✓	✓	
	Recognition in festival announcements	✓	✓	✓	✓	✓	
<b>WEBSITE</b>	Banner ad on home page	✓	✓	✓	✓	✓	
comeoutwithpride.com	Logo placement on home page	✓	✓	✓	✓	✓	
(100-120K+ annual visits)	Logo on sponsorship page & link to site	✓	✓	✓	✓	✓	✓
<b>EMAIL BLASTS</b>	Logo in email blasts (8K+ subscribers)	✓	✓	✓	✓	✓	
<b>SOCIAL MEDIA</b>	Facebook posts (38K+ followers)	3	2	1	1	1	1
	Twitter posts (6K+ followers)	3	2	1			
	Instagram (4.5K+ followers)	3	2	1			
<b>PRIDE GUIDE</b>	Official Pride Guide advertisement	2 Pages	1 Page	1/2 Page	1/4 Page		
<b>LOGO VISIBILITY</b>	Sponsor logo added to COWP logo	✓					
	Board & Production Team shirts	✓					
	Volunteer T-shirts	✓	✓				
	Pride Guide sponsor listing	✓	✓	✓	✓	✓	✓
	Main stage LED wall	✓	✓	✓	✓	✓	✓
	Advertising as available	✓	✓	✓	✓	✓	
<b>VIP EXPERIENCE</b>	VIP Lounge access passes	15	10	6	2		
	Other pride event access passes	✓	✓	✓			

† Level amounts are based on a cash donation or in some cases an in-kind trade based on the documented market value of provided goods and services. Benefits expire if unused and cannot be exchanged or transferred without prior approval. Media/advertising sponsorships are classified separately and can be customized based on levels and benefits shown above when services rendered are based on standard non-profit rates provided in a current rate card.

‡ Small businesses and non-profits with 20 or fewer employees and under \$2M in annual revenue will receive 50% off Silver and Bronze base levels.

§ (1) Parade unit is defined as either: a) an allotment of 50 walkers; b) 1 vehicle (non-float) + 30 walkers/passengers; c) 1 float + 20 walkers/passengers.

# extras

Extra opportunities are in addition to existing sponsorship levels and begin at the pricing shown below, are exclusive (unless otherwise noted) and require a minimum base sponsorship level. Extra opportunities may include additional benefits and requirements, please inquire with our sponsorship team for details.

## PARADE \$10,000 + BASE SPONSORSHIP

As one of the most visible segments of our festival, this will bring attention to your brand and show your support for the LGBTQ+ community. Your banner, float and marchers will help kick off the parade. (Gold level or higher)

## ENTERTAINMENT STAGE \$10,000 + BASE SPONSORSHIP

With vendors, food and bars nearby, each stage will feature top entertainment, attract a captive crowd and draw attention to your brand. Sponsorship is per stage. (Gold level or higher)

## PRIDE MARKETPLACE \$10,000 + BASE SPONSORSHIP

This high-traffic area is regularly home to 200+ vendors, bars and entertainment acts that our guests will visit throughout the day, ensuring your brand will be highly visible. (Gold level or higher)

## VIP EXPERIENCE LOUNGE \$5,000 + BASE SPONSORSHIP

Our VIP Lounges are a perfect platform to host and entertain. Located by main stages, each provides fantastic views of fireworks and live entertainment. Sponsorship is per lounge. (Gold level or higher)

## FIREWORKS \$5,000 + BASE SPONSORSHIP

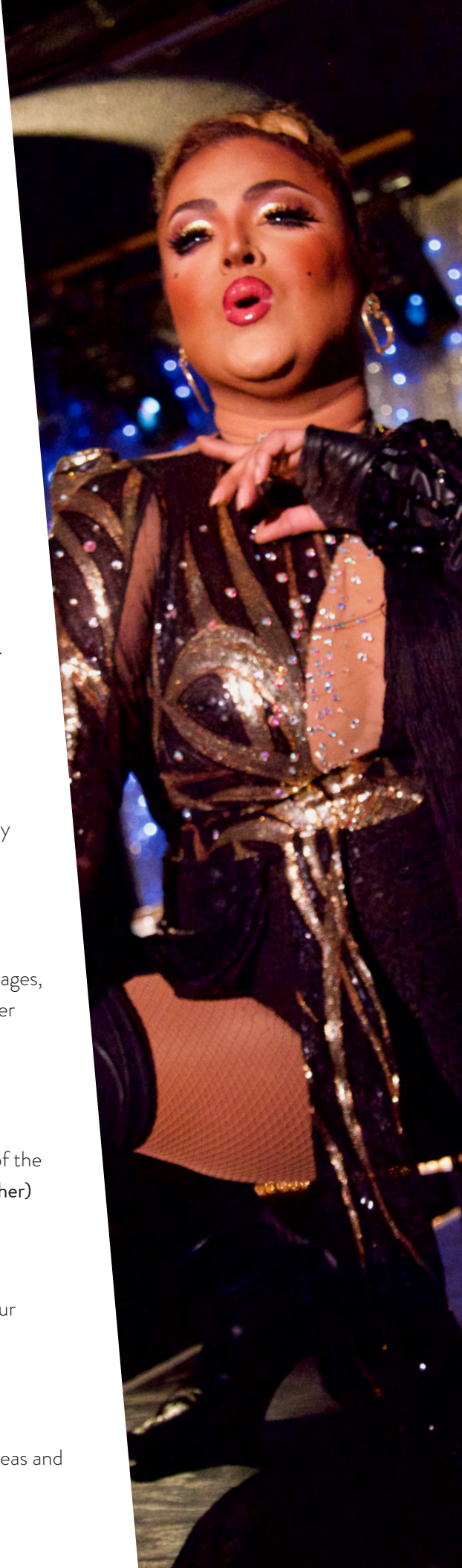
Paired to a musical soundtrack, this spectacle over Lake Eola is often called one of the best in Orlando and ensures viewers end the night with a smile. (Gold level or higher)

## DRAG RACE 5K \$4,000 + BASE SPONSORSHIP

Help us kick off our week of Pride events with a family-focused run celebrating our community's diversity. (Silver level or higher / non-exclusive)

## ADDITIONAL OPPORTUNITIES

Please contact a member of our sponsorship team to learn about several other areas and events that could showcase your brand.





# keep dancing

Throughout our parade and festival we #KeepDancingOrlando to remember, honor and celebrate the lives of those affected by the attack at Pulse on June 12, 2016. In the days and months that followed this tragedy, the world showed Orlando enormous love and compassion. In 2026, ten years later, we hope to again bring the world together right here by hosting WorldPride — a massive two-week event that could attract over a million visitors to our region and foster further positive change for the LGBTQ+ community on a global scale.

We will be assembling and presenting our bid this year and your pledge of support will help make this effort possible.

Please email [worldpride@comeoutwithpride.org](mailto:worldpride@comeoutwithpride.org) to learn more about how to get involved.







# we give back

Every year Come Out With Pride, Inc. awards grants and scholarships for Central Florida LGBTQ+ organizations, LGBTQ+ students and allied organizations doing an outstanding job at educating and providing services to our community.

**As of 2020 we have proudly helped present over \$140,000** in scholarships, cash grants and promotional/logistical assistance since the Pride Gives Back program began four years ago.



The Pride Takes Action initiative strives to educate the public about the most pressing issues affecting the local LGBTQ+ community; we also encourage activism by promoting volunteer, donation and learning opportunities.



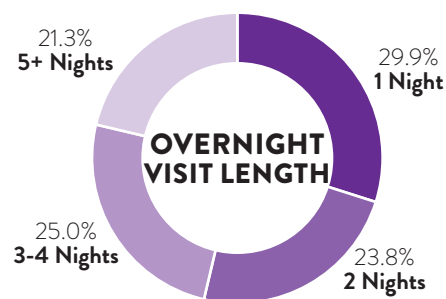
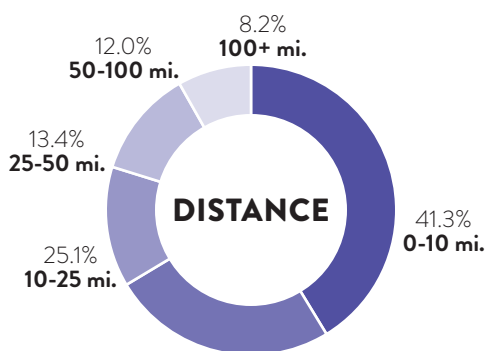
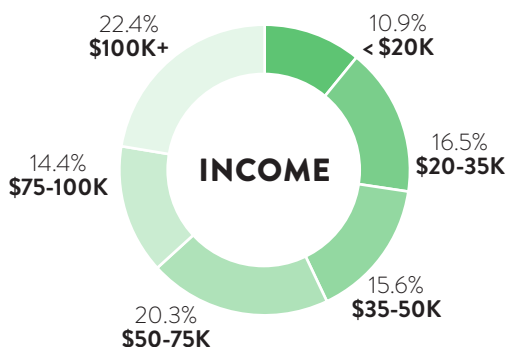
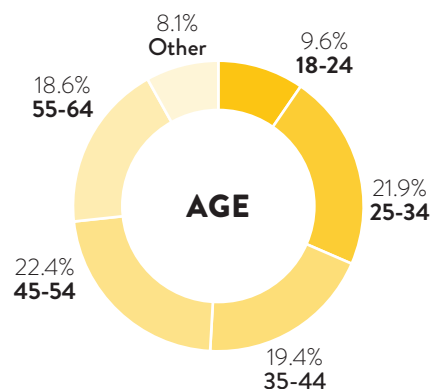
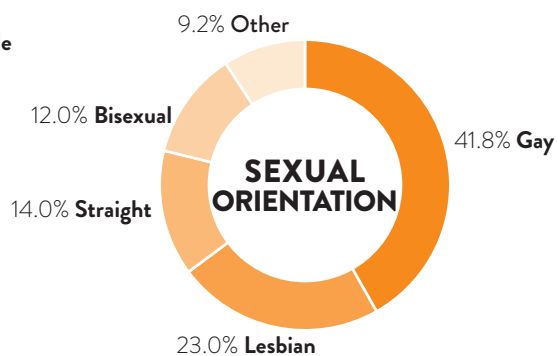
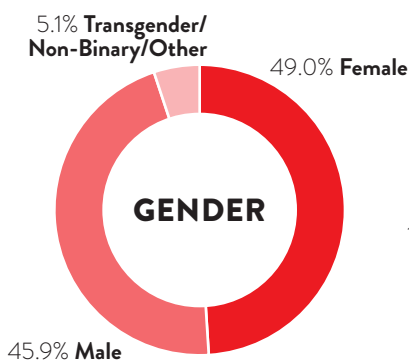


**185,000+** attendees  
in 2019, making  
Come Out With Pride  
one of the largest pride  
events in Florida

Each attendee spent  
an average of **133.80**,  
bringing an approximate  
**\$24,000,000**  
economic impact in 2019

Over **1/4** of attendees  
are brand new visitors;  
**89%** of all are highly  
or extremely likely  
to return

Approximately **74%**  
of attendees patronized  
local businesses  
before and after visiting  
Come Out With Pride



by the numbers





# 2019 & 2020 sponsors



We love showcasing partners who are passionate about advocating for LGBTQ+ progress.  
Want to see your company or organization listed here? Contact our sponsorship team right away!





10/9  
2021

Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event! We hope that you will contact us soon to secure your spot as a 2021 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages.

## next steps

Contact the sponsorship team at  
[sponsor@comeoutwithpride.org](mailto:sponsor@comeoutwithpride.org)

[COMEOUTWITHPRIDE.COM/PARTNERSHIP](https://comeoutwithpride.com/partnership)

