

COME OUT with
PRIDE
ORLANDO

Oct. 15th

2022

SPONSORSHIP
OPPORTUNITIES

COMEOUTWITHPRIDE.ORG

looking forward

As a community, we have triumphed over challenging and uncertain times during the recent years. Come Out With Pride recognized the sanctity of our space and how much our community mourned our inability to gather in 2020. Therefore in 2021, we were thrilled to bring Pride back to Downtown Orlando with our fun-packed festival, a new longer parade route, two entertainment stages with national headliners, our inclusive family area, an innovative sober space and a fantastic fireworks finale show.

Following CDC guidelines and the commissioning of a survey showing the local LGBTQIA+ community was 92% vaccinated, we invited our community to safely enjoy festivities created by us and for us — a time to celebrate as our authentic selves and love who we love.

Come Out With Pride received an overwhelmingly enthusiastic response from our valued community members, partners and sponsors. Our 2021 Pride celebration was attended by an estimated 200,000 people from all over Central Florida and the Southeast region, surpassing expectations and making it our biggest and best celebration yet!

As a small nonprofit organization, 2021 was a year of tremendous growth for Come Out With Pride:

- The hiring of an Executive Director — I am dedicated to increasing our year-round programming, strengthening our community relations, and focusing on diversity, equity, inclusion and belonging.

- We faced challenging community-centric conversations about police involvement with Pride. Valuable input and feedback led to positive outcomes and opportunities for further dialogue and actions.

- We proudly partnered with the National Trans Visibility March as the first host city outside of the inaugural Washington D.C. March. This was an incredible opportunity to highlight and uplift the trans, gender non-conforming and non-binary voices both locally and nationally.

- Last but not least, we reignited our efforts to build our bid to bring WorldPride 2026 to Orlando. With less than a year to present our bid in late October 2022, we are diligently working to create an incredible presentation showcasing Orlando to a global audience.

As you can imagine, we've set our goals high for 2022. We are confident it will be an even bigger and better year for Come Out With Pride! If you have partnered with us in the past, we greatly appreciate your support and look forward to another amazing year. If you are a new supporter, we warmly welcome you — and rest assured our collaboration and your contributions will have a significant impact on our regional community.

Together, we are resilient. We are strong. We are Orlando, and we will KEEP DANCING. This is your Pride and I look forward to seeing you October 15, 2022!

- Tatiana Quiroga (She/Ella), Executive Director



our mission

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

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

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

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

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

Provide financial support to other LGBTQIA+ 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	\$25,000	\$10,000	\$5,000‡	\$2,500‡	\$500
PARADE	<ul style="list-style-type: none"> Parade units included § See details below 	4	3	2	1	1	
FESTIVAL 200,000+ visitors (2021)	<ul style="list-style-type: none"> Prime Sponsor area booth space Exclusive Pride presenting banner Banner placement Recognition in festival announcements 	30x30 ✓ ✓ ✓	10x20 ✓ ✓	10x10 ✓ ✓	10x10 ✓ ✓	10x10 ✓	
WEBSITE ComeOutWithPride.com (140K annual visits)	<ul style="list-style-type: none"> Banner ad on home page Logo placement on home page Logo on sponsorship page & link to site 	✓ ✓ ✓	✓ ✓	✓	✓	✓	✓
EMAIL BLASTS	<ul style="list-style-type: none"> Logo in email blasts (8K+ subscribers) 	✓	✓	✓	✓	✓	
PRIDE GUIDE	<ul style="list-style-type: none"> Official Pride Guide advertisement 	2 Pages	1 Page	1/2 Pages	1/4 Pages		
SOCIAL MEDIA	<ul style="list-style-type: none"> Facebook posts (39K+ followers) Twitter posts (6.5K+ followers) Instagram (6K+ followers) 	3 3 3	2 2 2	1 1 1	1	1	1
LOGO VISIBILITY	<ul style="list-style-type: none"> Sponsor logo added to COWP logo Board & Production Team shirts Volunteer T-shirts Pride Guide sponsor listing Main stage LED wall Advertising as available 	✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
VIP EXPERIENCE	<ul style="list-style-type: none"> VIP Lounge access passes Other pride event access passes 	16 ✓	10 ✓	6 ✓	2		

† Level amounts are based on a cash donation or in some cases an in-kind trade based on the current documented market value of provided goods and services (including media and advertising services). Benefits expire if unused and cannot be exchanged or transferred without prior approval. ‡ 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. We reserve the right to verify an organization's status in order to qualify. § (1) Parade unit is defined as either: a) an allotment of up to 50 walkers; b) one vehicle that is not a float; c) one float including tow vehicle. Come Out With Pride does not provide vehicles, floats, decor or other materials.

extras

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

Add On	Exclusive	Cost	Base Sponsorship Level Required
PARADE	Yes	\$10,000	Gold
One of the most visible segments of our Pride, this will bring attention to your brand and show your support for the LGBTQIA+ community. Your banner, float and marchers will help kick off the parade.			
FIREWORKS	No	\$5,000	Silver
Paired to an energetic soundtrack, this spectacle is often called one of Orlando's best and ensures viewers end the night with a smile.			
ENTERTAINMENT STAGES			
Bandshell	Yes	\$10,000	Gold
Pride Stage	Yes	\$10,000	Gold
NEW! Hyper-Local	Yes	\$5,000	Gold
VIP EXPERIENCE LOUNGE			
1st Lounge - Amphitheater	Yes	\$10,000	Gold
2nd Pride Stage - Peninsula	Yes	\$15,000	Gold
NEW! 3rd VIP Viewing Area	Yes	\$7,500	Gold
PRIDE MARKETPLACE	Yes	\$10,000	Gold
This high-traffic area is regularly home to 200+ vendors, bars and entertainment that our guests will visit throughout the day, ensuring your brand is highly visible.			
HYPER-LOCAL MARKETPLACE	Yes	\$15,000	Gold
NEW this year! We are dedicating this space to our local community. This space gives an opportunity to local makers to show off their talent and craftsmanship.			
CHILL OUT ZONE - NEW!	Yes	\$5,000	Silver
DESSERT AREA			
Dazzling Dock	Yes	\$5,000	Bronze
Sweets & Sparkles	Yes	\$2,500	Bronze
SPECIALITY AREAS			
Rainbow Ranch Family Zone	Yes	\$2,500	Bronze
NEW! Youth Pride Zone	Yes	\$2,500	Bronze
Dry Dock (Sober Space)	Yes	\$2,500	Bronze

For the full list of opportunities

Contact the sponsorship team at
sponsor@comeoutwithpride.org





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 well over a million visitors to our region and foster further positive change for the LGBTQIA+ community on a global scale.

We will be assembling and presenting our bid in late October 2022 and your pledge of support will help make this effort possible. Please email worldpride@comeoutwithpride.org to learn more about WorldPride bid sponsorship opportunities or how you can get involved.

keep dancing





we give back

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

As of 2021 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 LGBTQIA+ community; we also encourage activism by promoting volunteer, donation and learning opportunities.

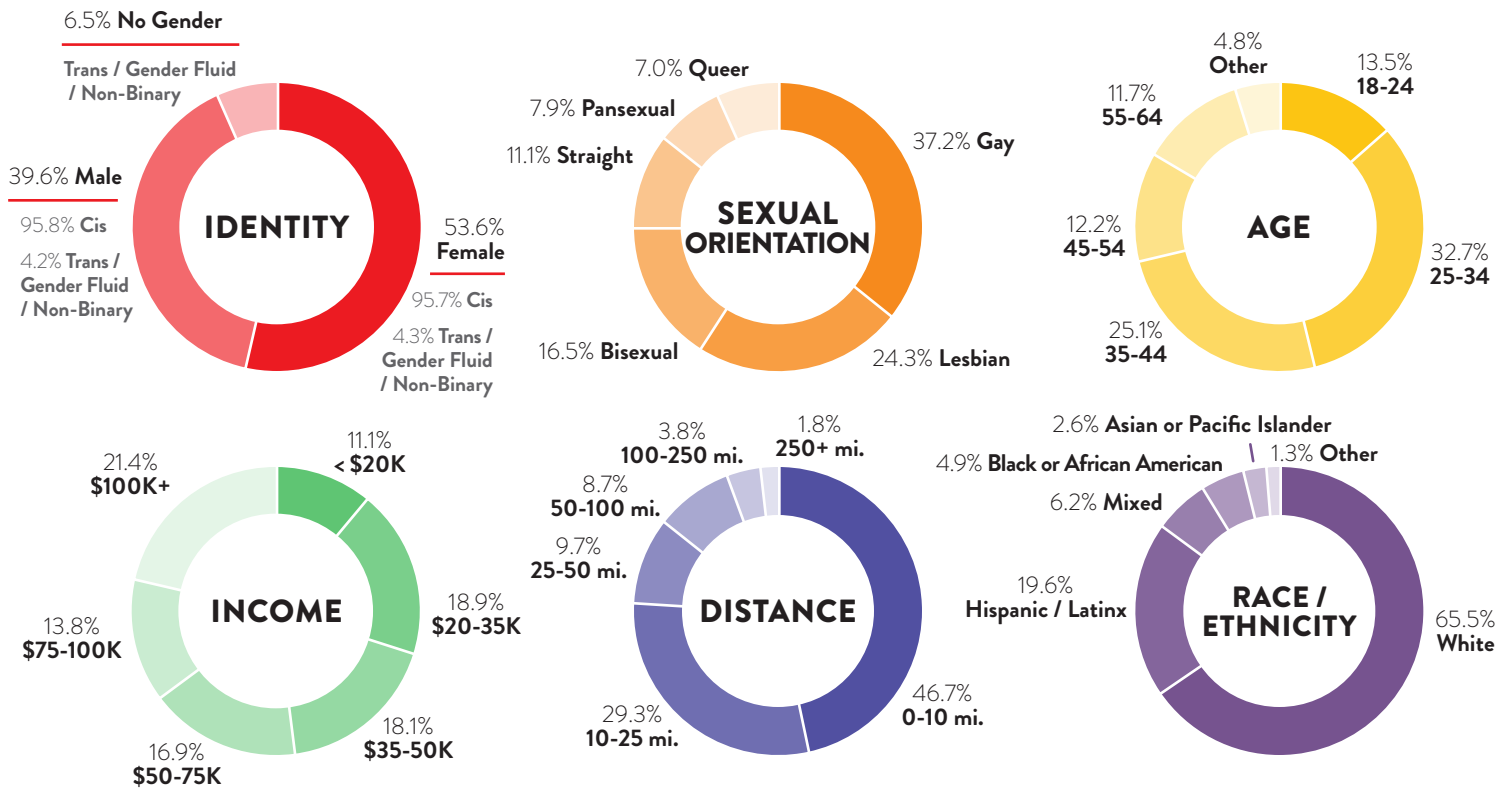


Over **200,000** attendees, making Come Out With Pride the year's largest pride event in the Southeast

Each attendee spent an average of **\$128.32**, bringing an approximate economic impact of nearly **\$26,000,000**

Over **1/4** of attendees are brand new visitors; **93%** of all are highly or extremely likely to return

Approximately **76%** of attendees patronized local businesses before and after visiting Come Out With Pride



2021 by the numbers



2021 sponsors



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



next steps

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 2022 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.

Contact the sponsorship team at
sponsor@comeoutwithpride.org

[COMEOUTWITHPRIDE.ORG/PARTNERSHIP](https://comeoutwithpride.org/partnership)

Oct. 15th



COME OUT with
PRIDE
ORLANDO

Photography courtesy of Albert Harris,
Brian Becnel, Brian Harris, Rafael Laurentin,
Brian Davis, Jessica Elaine, Andrew Turner,
Dominique Papa / Drone Over The Top LLC