



# SPONSORSHIP OPPORTUNITIES

2022

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,  
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.

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

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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.

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

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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‡	\$2,000‡	\$500
<b>PARADE</b>	Parade units included §	4	3	2	1	1	
<b>FESTIVAL</b>	Dedicated prime Sponsor area booth space	30x30	10x20	10x10	10x10	10x10	
200,000+ visitors (2021)	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	✓	✓				
(140K 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 (39K+ followers)	3	2	1	1	1	1
	Twitter posts (6.5K+ followers)	3	2	1			
	Instagram (6K+ 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	16	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 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, 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 LGBTQIA+ 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 talent, attract a captive crowd and spotlight 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 that our guests will visit throughout the day, ensuring your brand is highly visible. (Gold level or higher)

## VIP EXPERIENCE LOUNGE \$7,500 + BASE SPONSORSHIP

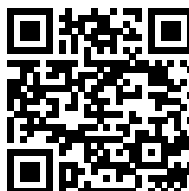
Our VIP Lounges are perfect to host and entertain. Located by each stage, each provides fantastic views of fireworks and entertainment. Sponsorship is per lounge. (Gold level or higher)

## FIREWORKS \$5,000 + BASE SPONSORSHIP

Paired to an energetic soundtrack, this spectacle is often called one of Orlando's best and ensures viewers end the night with a smile. (Gold level or higher / non-exclusive)

## ADDITIONAL OPPORTUNITIES INQUIRE OR SCAN CODE FOR FULL LIST

ATMs	\$2,500 +	Bronze or higher
Dry Dock Sober Space	\$2,500 +	Bronze or higher
Pride Week Parties	\$2,500 +	Bronze or higher
Official After Party	\$2,500 +	Bronze or higher
Portalets	\$2,500 +	Bronze or higher
Rainbow Ranch Family Zone	\$2,500 +	Bronze or higher
Volunteer HQ	\$2,500 +	Bronze or higher





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](mailto: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.

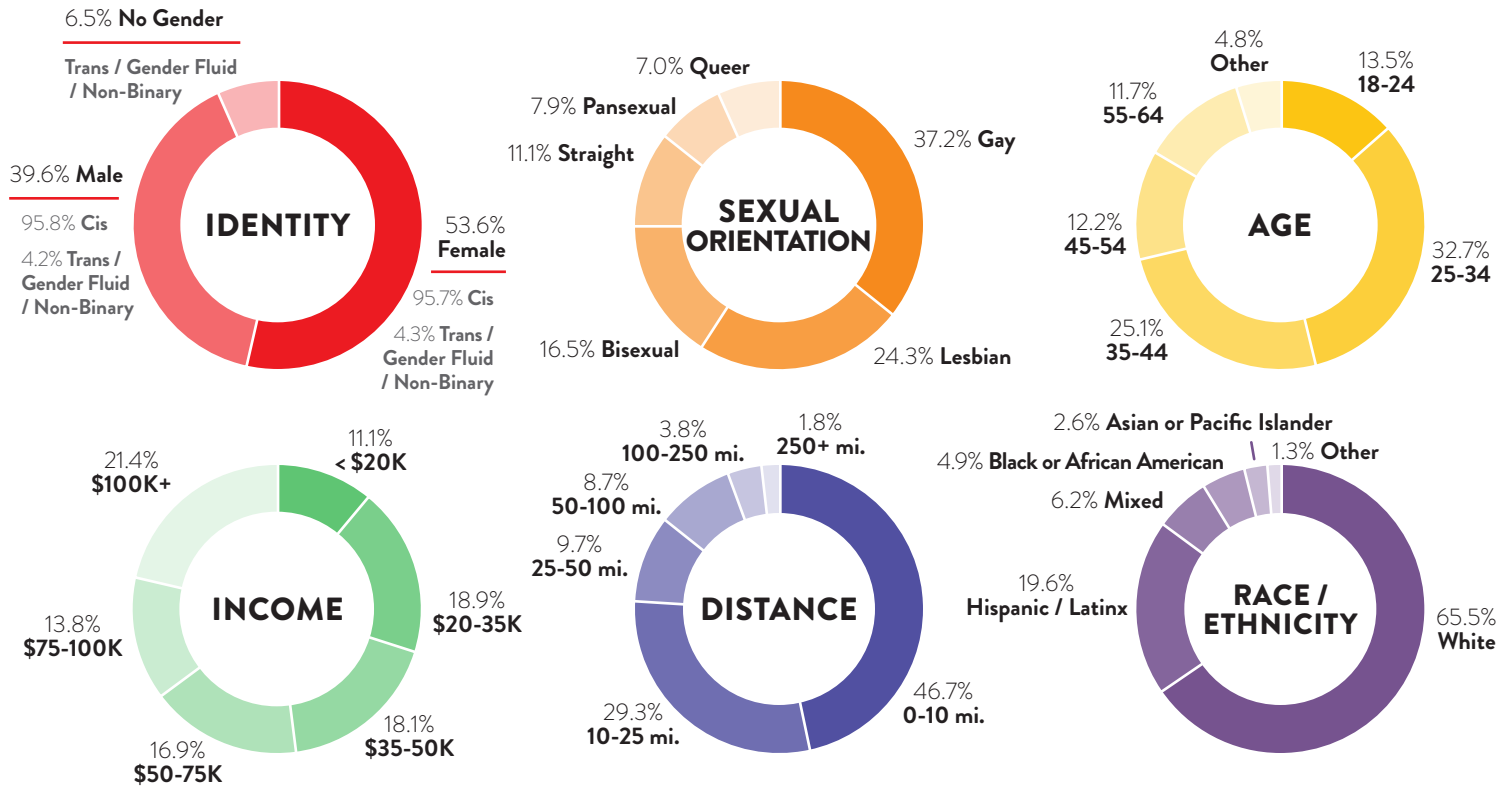


Over **200,000** attendees, making Come Out With Pride the year's largest pride event in the Southeast

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!



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.

## next steps

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

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

10/15  
2022

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

COME OUT with  
**PRIDE**  
ORLANDO