

2023 Pride

10.21.2023
Lake Eola Park

Sponsorship Opportunities



COMEOUTWITHPRIDE.ORG

Greetings!



Come Out With Pride, Inc. is thrilled to host our annual Pride celebration in Downtown Orlando with our fun-packed festival, the longest & most colorful parade in Orlando, with three entertainment stages showcasing national headliners, our inclusive family & youth area, an innovative sober space, our local hometown pride showcase, and a fantastic fireworks finale show.

Our 2022 Pride celebration was attended by an estimated 210,000 people from all over Central Florida and the Southeast region, surpassing expectations and making it our biggest and best celebration yet!

As a small 501c3 (TIN# 26-4696702) nonprofit organization, 2022 was a year of tremendous growth for Come Out With Pride:

- Hosted our first annual Pride Prom for adult members of the LGBTQIA+ community and our allies, giving everyone an opportunity to participate in a prom experience as their authentic selves.
- COWP supported the grassroots efforts in launching a first ever Pride celebration in Apopka, a rural community in Orange County.

- Throughout the year, COWP supported small grassroots organizations, such as the Central Florida Trans March, Florida Freedom to Read Project and countless others, while creating accepting and inclusive spaces for members of our LGBTQIA+ community.

As you can imagine, we've set our goals high for 2023. 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 ride and I look forward to seeing you October 21, 2023!

Thank you for your endless support!
Tatiana Quiroga, Executive Director



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

About us

Come Out With Pride, Inc. is a small volunteer lead 501c3 nonprofit organization with year-round programming, reminding the community Pride is more than one day!



Our Mission

Come Out With Pride, Inc. aims to create spaces that foster a sense of acceptance and encourages LGBTQIA+ community members to live openly, authentically, and with pride.

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

Advocate for the end of discrimination, homophobia, transphobia, and anti-LGBTQIA+ violence and hateful acts.

Provide financial support to other LGBTQIA+ grassroots non-profit organizations and students in the local area through the making of grants and scholarships made possible from the proceeds of each year's event.

Our Impact

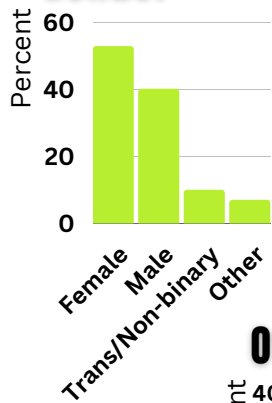
210,000+ attendees in 2022, making Come Out With Pride one of the largest pride events in Florida

Approximately 81% of attendees patronized local businesses before & after visiting Come Out With Pride

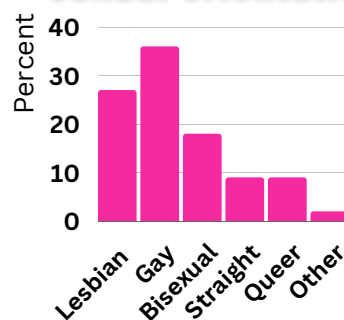
Each attendee spent an average of \$114.16, bringing an approximate \$24,000,000 economic impact in 2022

Over 20% of attendees are brand new visitors; 90% of all are highly or extremely likely to return

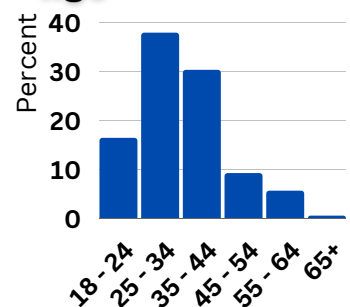
Gender



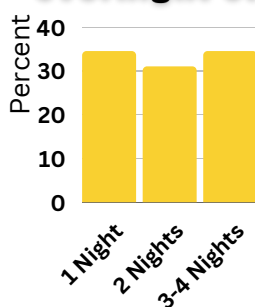
Sexual Orientation



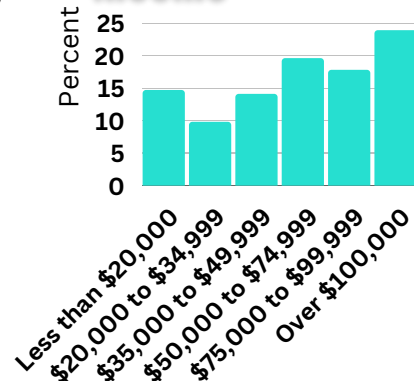
Age



Overnight Stays



Income





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. There is truly a sponsorship level for everyone! †

Sponsorship

PARADE	<ul style="list-style-type: none"> Parade units included § See details below
FESTIVAL	<ul style="list-style-type: none"> Prime Sponsor area booth space Exclusive Pride presenting banner Banner placement Recognition in festival announcements
WEBSITE	<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
SOCIAL MEDIA	<ul style="list-style-type: none"> Facebook posts (39K+ followers) Twitter posts (6.5K+ followers) Instagram (6K+ followers)
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

Presenting	Diamond	Gold	Silver	Bronze	Local Partner
\$50,000	\$25,500	\$12,000	\$6,000	\$3,000	\$600
4	3	2	1	1	
10x30 ✓ ✓ ✓ ✓	10x20 ✓ ✓	10x10 ✓	10x10 ✓	10x10	
✓ ✓ ✓ ✓	✓ ✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	
2 Pages	1 Pages	1/2 Pages	1/4 Pages		
3 3 3	2 2 2	1 1 1			
✓ ✓ ✓ ✓ ✓ ✓	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
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 & Bronze base levels. Limited time offer. Expires 8/31/2023. 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. COWP does not provide vehicles, floats, decor or other materials. Due to size of the festival & parade, we do our best to accommodate special requests; however, they will be at a case by case basis.

Extras

Extra opportunities are available in addition to existing sponsorship levels, begin at the pricing shown below, and require a minimum base sponsorship level.

These 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			
Main Stage	Yes	\$10,000	Gold
Pride Dance Stage	Yes	\$10,000	Gold
Hometown Pride Stage	Yes	\$5,000	Gold
VIP EXPERIENCE LOUNGE			
1st Lounge - Amphitheater	Yes	\$10,000	Gold
2nd Pride Stage - Peninsula	Yes	\$15,000	Gold
3rd VIP Viewing Area	Yes	\$7,500	Gold
PRIDE MARKETPLACE	Yes	\$15,000	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.			
HOMETOWN PRIDE MARKETPLACE	Yes	\$15,000	Gold
We are dedicating this space to our local Orlando community. This space gives an opportunity to local makers to show off their talent and craftsmanship.			
SPECIALITY AREAS			
Rainbow Ranch - Family Zone	No	\$2,500	Bronze
Youth Pride - Teen Zone	No	\$2,500	Bronze
Pride Sober Space	No	\$2,500	Bronze
Quiet Space	No	\$2,500	Bronze
Trans Pride	No	\$2,500	Bronze
Trans March & Rally	No	\$2,500	Bronze



For the full list of opportunities contact
the sponsorship team at
Sponsor@comeoutwithpride.org





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 2023 sponsor. Remember that the earlier you sign up, the earlier you can start seeing the benefits of your sponsorship. We welcome the chance to discuss any opportunities with YOU!

Contact the sponsorship team at
sponsor@comeoutwithpride.org

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

Oct. 21st



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

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

Thank you!

2022 Pride Sponsors

