

COMEOUTWITHPRIDE.COM



2020

PARTNERSHIP
OPPORTUNITIES

COME OUT with
PRIDE
ORLANDO

a challenging year

WHY IS PRIDE IMPORTANT?

As our organization pondered how our events might play out amidst a global pandemic, one question we were asked often was “why is a big party still on the radar?” While it’s true that past events have undoubtedly been fun and joyful festivals, the bigger reality is that Pride heightens the visibility of LGBTQ+ individuals and raises awareness of the serious issues directly affecting them. For many nonprofits that work to address and correct these issues, it is also a critical time to fundraise, engage with new volunteers and expand their programs.

Let’s not forget — Pride began as a riot by Black Trans Women and others who felt ignored and mistreated by society. 2020 has proven we still have a long ways to go.

CANCELLING NOT AN OPTION

Our Board and production team convened in March and recognized that we had a responsibility to not slow down the momentum our community has nonetheless achieved. While our activities would likely look vastly different, our mission was just as critical as ever.

A NEW PLAN EMERGED

Over the next several months we had the benefit of taking the time to evaluate several different scenarios ranging from virtual options to in-park scaled down

festivities. Surveys conducted in May gave us incredible insight into what the community was comfortable with, while theme parks opening in June showed what could be possible with regards to implementing safety protocols.

Unfortunately a spike in cases here in Florida proved we could not risk having any crowds at Lake Eola Park. Undeterred, we pressed forward with a virtual show, brand new virtual events as well as a 15+ mile vehicle procession — an innovative way for people to safely social distance and show their Pride out in the real world!

WE NEED YOUR HELP

We recognize nobody was immune from the financial impacts of COVID-19; in many cases we have reduced our rates to participate and are open to other ways of working with our established partners. Money raised this year will not only help us achieve and cover this year’s goals, it’ll also be an investment as we prepare for a WorldPride bid for 2026. Our goal is to hire an executive director in the near future to help propel Come Out With Pride here in Orlando to the next level.

LET’S GET CREATIVE

We believe our plans will bring much-needed positivity and joy to everyone participating this year. We hope you’re excited, and encourage you to also think of your own ways to make Pride a bright spot of 2020. As the adage goes — “after every storm, there is a rainbow.”

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.

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

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.

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

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.



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 2019 we have proudly presented over \$125,000 in assistance since the program began four years ago. Additionally this year our live "Stay In With Pride" virtual series helped raise over \$16,000 for the Central Florida LGBTQ+ Relief Fund.

The Pride Takes Action initiative strives to educate others about pressing issues affecting the local LGBTQ+ population. Through our new Community Outreach and Inclusion committee, programs such as our "A Seat At The Table" virtual series help elevate the conversation and raise the voices of more members in our diverse community.

pride in the streets

If we can't bring everyone to a big parade downtown, what if we brought it to everyone instead? While virtual events are playing a major role in replacing traditional Pride festivities, many are eager to enjoy real-world experiences and connect with friends in the community. This 15-mile plus vehicle procession around local neighborhoods will ensure everyone can come out and enjoy a safe and social distance friendly event. Participants are encouraged to decorate vehicles, blast a playlist, and show everyone that Pride is still as visible and vibrant as ever.

	REGULAR (THROUGH 9/9)	LATE (AFTER 9/10)	BLOCK OF 5 SAVE 10%	BLOCK OF 10 SAVE 20%
Non-Profit / Individual / Political	\$50	\$75	\$225	\$400
Small Business (1-20 employees)	\$150	\$225	\$675	\$1,200
Large Business (21+ employees)	\$250	\$375	\$1,125	\$2,000

Preferred placement near the beginning of the lineup will incur a 50% surcharge. Availability is first-come, first-served and limited in quantity. Floats not allowed. Drivers and passengers must obey all traffic regulations and be secured inside the vehicle during the procession. Drivers must be licensed and insured. We reserve the right to reject groups for any reason at any time. Failure to follow rules and regulations may result in fines and/or penalties.

pride in the house

Our growing vendor marketplace has been a staple of Come Out With Pride since day one, enabling businesses and organizations to share their products, services and initiatives with thousands of attendees. Without a park presence this year, we're taking things virtual with hours of fabulous online entertainment and other featured programming. We encourage groups who had initially been considering a booth to submit short creative clips that'll engage and educate viewers throughout the show.

	15 SECONDS (THROUGH 9/9)	15 SECONDS (AFTER 9/10)	30 SECONDS (THROUGH 9/9)	30 SECONDS (AFTER 9/10)
Non-Profit / Individual / Political	\$75	\$115	\$125	\$185
Small Business (1-20 employees)	\$175	\$265	\$300	\$450
Large Business (21+ employees)	\$275	\$415	\$450	\$675

Running a prepared video one additional time during the broadcast will incur a 50% surcharge. Availability is first-come, first-served and limited in quantity. Videos must be submitted in high definition, landscape orientation and at the specified length. Video content must be family friendly. We reserve the right to reject a video for any reason. Due to our 501(c)3 status we will not accept political content.

sponsorship

Come Out With Pride truly values the support of businesses and organizations. We're dedicated to ensuring the community still celebrates Pride in some form, and your sponsorship contribution will help make that a reality. We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, vehicle procession presence and more.

		Diamond	Gold	Silver	Bronze	Local Partner	Allied Event
		\$20K	\$10K	\$5K	\$2K	\$500	\$100
WEBSITE	Logo placement on home page	✓					
	Logo on sponsorship page & link to sponsor site	✓	✓	✓	✓	✓	
	Calendar listing						✓
EMAIL BLASTS	Logo in full listing of sponsors in email messages	✓	✓	✓	✓	✓	
SOCIAL MEDIA	Facebook posts (36K+ likes)	2	1	1	1	1	1
	Twitter posts (6K+ followers)	2	1				
	Instagram (4K+ followers)	2	1				
VEHICLE PROCESSION	Vehicles included	5	3	2	1		
	LED truck logo appearances (per rotation)	3	2	1	1		
VIRTUAL SHOW	Prime video time allotment	1:30	1:00	0:45	0:30	0:15	
PRIDE GUIDE	Pride Guide advertisement	1 Page	1/2 Page	1/4 Page			
	Sponsor listing	✓	✓	✓	✓	✓	

Level amounts are based on a cash disbursement or an in-kind trade based on the documented market value of provided goods and services. Media sponsorships are also available based on the levels shown above when services provided are based on standard non-profit rates. Local partners must have 20 or fewer employees and be located within 50 miles of Lake Eola Park in downtown Orlando. Allied Events should take place between October 4-11.

be featured

PRIDE IN THE STREETS \$2,500

Be listed as the presenting sponsor of the vehicle procession. With this option your vehicle will help kick off the procession. Your business name will appear alongside the procession as listed in Pride materials.

VIRTUAL DRAG RACE 5K \$1,000+

Be listed as a sponsor of the third annual race. Your business will appear alongside the Drag Race 5K as listed in Pride materials. Additional opportunities may be available; inquire for more details.

VIRTUAL SHOW MAIN EVENT \$2,500

Be listed as the presenting sponsor of the main event portion of our virtual programming, featuring top-tier talent and high production values. Your business will appear on screen and alongside the main event show as listed in Pride materials.

VIRTUAL SHOW SEGMENTS \$500+

Throughout our virtual programming we will have a variety of content-driven segments, and your business will appear on screen when segments are mentioned. Opportunities offered as segments are defined; inquire for more details.

Featured opportunities include additional benefits, please inquire with our sponsorship team for more details. Opportunities begin at the pricing shown above and are in addition to existing sponsorship levels.

2019 sponsors



additional partners

24-7 Intouch
A & V Art
AARP Community Programs
Absofruitly
Abuelo's World's Best Piña Coladas
Accenture
ACLU of Central Florida
Adjectives Market
ADP
AE Marketing (Advanced Endotics)
Alight
Allegiant
Amazon
American Cancer Society
American Foundation for Suicide Prevention
American Heart Association
American Red Cross of Greater Orlando
Amy Mercado for FL House District 48
Animal Rights Foundation of Florida
Arbogast Confection Company
Asurion
Avita Pharmacy
Awarewolf Apparel
Bank of America
Barefoot
BB&T
BE Orlando Humanist Fellowship
Bills Grills on Wheels
Bisexual Alliance
BJ Events LLC
Bliss Cares
Blue Lotus Wellness Center & Boutique
Booty Box
Borinquen
Boston Scientific
Brooks Brothers
Buddy Dyer for Orlando Mayor
BudLight / City Beverages
Campaign of Deborah Barra for State Attorney
Caribbean Passion Smoothies
Celebrity Cruise Lines / Go Travel
Center for Reproductive Medicine
CF Freethought Community
Central Florida Softball League
CF Sounds of Freedom Band & Colorguard
Century 21 Carioti
CenturyLink
Charles Schwab
CHEP
Citi Tower Apartments
Citrus Lab
City of Orlando
Club Orlando
Coco2Go Florida
College Park United Methodist Church
Crew Health
Crooms Academy of IT
Cryos International - USA
Custom Cutie Cupcakes
Cutting Edge Pride
CVS Health
Darden Restaurants
Dejaci Home Fragrance
DeLand Pride
Delta Air Lines
Department of Veterans Affairs
Dept. of Veterans Affairs
Devereux Advance Behavioral Health
Downtown Development Board
Dr. Phillips Specialty Pharmacy
EDC Orlando
Electronic Arts
Embrace Families
Enterprise Rent A Car
Epoch Residential
Equalitee Co.
Equality Florida
Ernst & Young LLP
Express Scripts
Farmer's Insurance
Fifth Third Bank
First Congregational Church of Winter Park, UCC
First International Title
First Unitarian Church of Orlando
First United Methodist Church of Orlando
Florida A & M College of Law
Florida Blue
Florida Dept. of Health, Orange County
Florida Gay Camping
Florida One Real Estate
Floyd's 99 Barbershop
Gap Inc
Gay Days, Inc.
Gayest Store on Earth
Gilbane Building Company
GOALcfl
God Glam It
Got Pride! LLC
GP Mobile LLC
Grand Bohemian / Kessler Collection
Greek and Mediterranean Cuisine inc
Hard Rock Hotel Daytona Beach, FL
Harry Gibson
Heart of Florida United Way
Hiawasse Veterinary Clinic
Holidays Network Group
Homebridge Financial Services
Hope and Help
Hotspots
Human Rights Campaign
Hyatt
iHeart Radio & XL106.7
IKEA
Impulse / AHF
International Union of Painters and Allied Trades
J Bauman Salon
J.P. Morgan Chase
JCPenney
Joy Metropolitan Community Church
Kids Fringe
Kona Ice of NW Orlando
Kukui Maca
Lasik Vision Institute Altamonte
LasikPlus
LeafFilter North of Florida, LLC.
League of Women Voters of OC
LGBTQ+ History Museum of CF
Libby's Legacy Breast Cancer Foundation
Liberty Mutual Insurance
Lockheed Martin
Love Alchemy Clothing, LLC
Love Has No Gender, Inc.
Lowe's
LSQ Funding
Lyft
MAC COSMETICS
Macy's
Maria Rosa Hotdog
Marriott International
Mayor Dyer & Commissioner Sheehan
Mental Health Association of CF
Microsoft
Midway Specialty Care Center Orlando
Miracle of Love, Inc.
Mix 105.1
MJ & Team Dream Vacations
MojoMan Swimwear and Clothing
Moms Demand Action for Gun Sense in America
Movement Mortgage
Mr Potato Spread Inc
My Campaign Wear
MyRadar
NASA
National Gay Pilots Association
Nejame Law
Neurology Associates, PA
Nike
Nissan
Noodles & Company
Nordstrom
Novel Lucerne
Oasis Impact Church
ODSA Inc
Orlando Fire Department
Office of Representative Anna V. Eskamani (D-47)
Office of Representative Carlos Guillermo Smith
Olivia Travel
One Magical Weekend
One Orlando Alliance
onePULSE Foundation
Only Human
Orlando Police Department
Operation Blazing Sword
OC Classroom Teachers Association
OC Democratic Executive Committee
Orange County Government
Orange County Library System
Orange County Property Appraiser
OC Sheriff John Mina/OCSO
Orange County Tax Collector
Orlando Anarchy
Orlando City Soccer / Orlando Pride
Orlando Gay Chorus
Orlando Health
Orlando Leather & Fetish Community
Orlando Magic
Orlando Shakes - Arms of Love
Orlando Socialists
Orlando Youth Alliance
Outer Peace
Oviedo High School GSA
Park Lake Presbyterian Church
Parliament House
Paylocity Corporation
Peace Corps
PFLAG Orlando
Piña Power Fruit Smoothies
Planned Parenthood
PNC
Polk Pride FL
Pride Fans
Pride Fort Lauderdale
Pride Kitty - Like A Cat
Pride of the Americas 2020 Greater Fort Lauderdale
Primos Kitchen / The Work
Proud AF Boutique
PRP Wine International
Pulse Vehicle/OPD
PVH Corp.
Qlatinx
R and D Food Service Inc
Rainbow Families of Central Florida
Ralph Rizer
REI
Rollins College
Ryan Williams for State Attorney
Sandy's Dogs
Sanford Pride
Sawgrass Community Defense Group
Seminole State College
Shadrachs Fiery Furnace
Shake Shack
Siemens
South Beach Tanning Company
Southern Nights Orlando
Southwest Airlines
Space Coast Pride Inc
SPEKTRUM Health, Inc.
St Matthew's Tavern / St Dorothy's
St Pete Pride
St Richard's Episcopal Church
St. Luke's UMC
State Farm
Steelhouse Apartments
Stephanie Murphy For Congress
Stonewall Orlando
Straight Girl in a Gay World
Success
Sugar Rush Marshmallows
SunTrust Bank
Synchrony
T-Mobile
T-Network
Tampa Pride
TD Bank
Teamsters Local 385
The American Grilled Cheese Kitchen
The Center
The Hartford
The Lamoureux Group at Keller Williams Classic Realty
The Mardi Gras Collections
The Orlando Dog Mom Club
The Orlando Sisters of Perpetual Indulgence
The Reformation Project
The Rich Weirdoes
The Sweet reLEAF Bakery
The Venue
Thornton Park District
Tijuana Flats
Tito's
To Write Love on Her Arms
Toby's Concession Services, Inc
Trans World Peace One World Peace for All Inc
Travelers
Triumphant 2gether
Trulieve
Tupperware Brands
Turner Construction Company
Two Spirit Health Services
UCF LGBTQ Services
UNITE HERE! Central Florida Locals 362 & 737
United Arts of Central Florida
Universal Studios
Univision / Salsa 98.1
USTA
Valencia College - West GSA Club
Varsity Gay League Orlando
Veritas Technologies LLC
Verizon
Victim Service Center of Central Florida
Walmart
Walt Disney World
Watermark Publishing Group
Wawa
Wells Fargo
WFTV
Wheelzy
whiskerDocs
Whole Foods Market
Wiley Education Services
World Toys and Imports Inc.
Wyndham Destinations
Yaya Han LLC
YogaMix & Friends
Zebra Coalition

keep dancing

Throughout our events 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 much more positive change in the LGBTQ+ community.

As we spend the next several years preparing this bid, your pledge of support will help make this all possible. Please email worldpride@comeoutwithpride.org to learn more about how to get involved.



get involved

Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event!

Sponsor inquiries:
sponsor@comeoutwithpride.org

Vehicle procession / virtual show / other inquiries:
info@comeoutwithpride.org

10/10
2020

