



Sponsorship Opportunities
2016

W W W . R O A N O K E P R I D E . O R G





PRISM Foundation is an initiative under the direction and organizational structure of Roanoke Pride, Inc., a 501 (c) (3) non-profit. Profits derived from many events of Roanoke Pride go to assist the PRISM initiative. Donations solicited are to help all programming of Roanoke Pride, Inc., however donors may specify what portions of their overall donations go specifically to PRISM or to Roanoke Pride, Inc.

ABOUT ROANOKE PRIDE

Roanoke Pride presents the annual lesbian, gay, bisexual, transgender, questioning, and queer (LGBTQ) festival and parade for the Roanoke Valley and Southwest Virginia.

Since the 1980s, Pride events have been held throughout Roanoke celebrating the diversity, cultural history, and pride of the LGBTQ community.

Roanoke Pride's mission is to produce local fun, safe, and empowering events where LGBTQ and allied people can stand together as unique individuals and as a community, with the purpose of uniting as a creative, social, economic, and influential force.

Last year's event was a two-day festival with over 7,500 in attendance. This very diverse crowd provided a unique marketing opportunity for businesses intent on creating relationships within the LGBTQ community. Everyone is welcome to attend, and we pride ourselves in our free admission policy for festival attendees and overall low cost for vendors.

Primary funding for the festival and parade comes from our Sponsors. The following sponsorship brochure provides a brief description of what to expect for 2016.

The 2016 Roanoke Pride planning committee is pleased to announce this year's festival will be held on September 4 to September 11, 2016. The weeklong celebration will highlight events all over Roanoke ending with our Pride in the Park at Elmwood Park in Downtown Roanoke, with a major headliner concert on Saturday evening September 10 and with the parade on September 11, 2016. Detailed event information will be posted as it becomes available at Roanokepride.org.

Additionally, we recently announced Pride's PRISM Foundation to help facilitate Housing, Job Placement and Education Advancement for LGBT Youth throughout the region.

On behalf of the entire planning committee, we would like to thank you for taking the time to review our sponsorship brochure. If you have any questions or need additional information regarding sponsorship or other advertising/promotional opportunities with Roanoke Pride in 2016, please do not hesitate to contact us.

With Pride,

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2016 ROANOKE PRIDE GOALS

- Offer exciting, up-and-coming, cutting-edge talent and the best of local entertainment from Southwest Virginia and beyond.
- Major Headliner Concert in Elmwood Park on Saturday Evening
- Increase attendance through comprehensive marketing and communication.
- Create a fun, safe, and empowering environment for all who attend the festival.
- Development of fundamental and educational programming for LGBTI targeted youth
- Development of fundamental and educational programming for LGBTI targeted adults
- Development of programming and events affecting other diverse areas of our community
- Return on investment value to our sponsors for their support including demographical information returned to our sponsors after the Pride in the Park event

BY THE NUMBERS

- Roanoke Pride is the largest Pride celebration Virginia and the second largest between Atlanta and Washington, D.C. with more than 7,500 people attending the 2014 festival and parade.
- 2012 saw the debut of Pride's first television commercial, which provide top-tier sponsors with a media exposure value of over \$24,000. 2013 expanded this coverage to two commercials, increasing media exposure value to \$41,000. We are in the final stages of securing a media sponsor for 2016 as we speak as well as tying this to our major headliner concert on Saturday, September 6.
- 2016 expects to bring the largest number of vendors and sponsors to the festival, with an expanded and increased footprint.
- The Roanokepride.org website had more than 12,000 unique visitors during the month of September, a 55% increase over 2013.
- The Roanoke Pride Facebook page has more than 4,500 fans.
- Our 2014 Participant Survey revealed the following:
 - o 52% of attendees identified as male, 47% as female and 1% as transgender.
 - o 37.7% of attendees were ages 13-31, 52.1% were ages 32-52, 10.0% were ages 53-70, and 0.2% were ages 71+, with the average age being 37.
 - o 77.3% of attendees live in the Roanoke Metro area. 22.7% come from outside this area.
 - o Local attendees spent an average of \$145, while those traveling into the city for the event spent an average of \$587.
 - o 27% of festival/parade goers were first time attendees.
- A recent study by Harris-Interactive® shows that the LGBTQ population accounts for at least 16 million adults, with a combined buying power was more than \$790 billion in 2012.
- A recent survey by Harris-Interactive® demonstrated that 48% of gay & lesbian adults reported that they liked to keep up with the latest trends and styles, compared to only 38% of their heterosexual counterparts.*
- More than 70% of gay and lesbian individuals reported that they have switched products and or service providers because they learned that the company supported the LGBTQ community or had LGBTQ-friendly policies.*
- Major print, television, radio, and online media outlets have covered the Roanoke Pride events.

*Source: Research and findings by Harris-Interactive® and Witeck-Combs Communications. 2011. 2012.

BENEFITS OF SUPPORTING THE COMMUNITY

With a full week of events and opportunities for exposure, our sponsors are able to target one of the most loyal markets available. Whether it's to promote products or services, add to your talent, or just to support the community, your sponsorship is targeted multiple times to an audience that is looking for safe, supportive organizations to patronize or become a part of. Sponsors receive year-round exposure after the festivities on the Roanoke Pride website and in electronic communications. For our first-time sponsors and advertisers, Roanoke Pride will introduce and reinforce your brand in a significant media market to the extremely brand-loyal LGBTQ community. For those who have sponsored and advertised with us before, we look forward to having you back and hope you like some of the additions and improvements to this year's festival and parade.

ADVERTISING AND PROMOTIONS

Depending on your sponsorship and advertising selections, your company logo, links to your homepage, references on social media, email distribution, sponsorship, or advertisements will be seen by a large number of people. In addition, our full-color cover program guides will be extensively distributed prior to the event throughout Southwest Virginia and will be published on Roanokepride.org.

BUILD CUSTOMER AWARENESS AND LOYALTY

Becoming a partner with Roanoke Pride provides a tremendous amount of exposure for your business to the LGBTQ community and their allies. Each year, Roanoke Pride is not only a spectacular event for the attendee but also an amazing experience for those who assist in making it happen. Your support builds awareness of the LGBTQ community to all living in Southwest Virginia. Supporting Roanoke Pride proves that your business goes deeper than commerce.

ENGAGE YOUR EMPLOYEES

A significant benefit of having a presence at the festival and parade is that your employees are involved in a community event that puts them directly in contact with your customers. Engaging your employees helps to build an inclusive and welcoming team and provides an opportunity for your business to interact directly with the community and drive customers to your business.

SOCIAL RESPONSIBILITY

One of the most important benefits that we often hear from sponsors is that individuals staffing the sponsor tents leave feeling they have made a difference. Through their participation, companies are able to engage the LGBTQ community and show their support.



OPPORTUNITIES TO SPONSOR

There are several levels of Roanoke Pride sponsorship available. In order to secure your sponsorship, please contact us so that we can send you the appropriate sponsorship documents. You may also download the 2016 Roanoke Pride Sponsorship Package at Roanokepride.org/sponsors.

All sponsorship levels require a minimum cash investment and/or out-of-pocket expense coverage.



A NEW OUTREACH AND SERVICE TO OUR COMMUNITY

The Board of Directors of Roanoke Pride is very proud, excited and happy to announce the formulation and establishment of PRISM FOUNDATION. This new Foundation will work hand in hand with the already established events and entities of Roanoke Pride with an emphasis on growth of our Outreach Programs and fulfilling several key component "needs" of our region. Additionally, PRISM will be striving to work with other established entities to help succeed in meeting these "needs" within the LGBT Community of Southwest Virginia.

The following are short term and long term goals of the PRISM Foundation.

1. Outreach to help assist LGBT teen and youth population which may be estranged or displaced from their family because of their lifestyle. The long-term goal of such being a physical structure- "Prism House" - which could function as and provide a safe haven and providing reestablishment assistance to any displaced youth.
2. Assistance with both college career and job opportunity preparation and guidance. This would include helping with job interview coaching, providing clothing for potential job interviews, as well as helping parties pursue an educational and career path in a concerted manner to successfully pursue and accomplish their dreams in life.
3. Growing outreach to assist with adjustment in "real world" environments and dealing with components of LGBT youth issues dealing with family members and peers. Anti-bullying and life skills would be key components of this program as well as a phone hotline to be continually available to youth throughout the region.
4. Last, but by no means least, PRISM is pursuing bringing a stronger presence of Gay Alliance's SAFE ZONE to the Roanoke Valley. The SafeZone program was created to develop, enhance and maintain environments in workplaces, schools and other social settings that are culturally competent and supportive to LGBT individuals. (For more information, please visit <http://www.gayalliance.org/safezonet.html>)

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FESTIVAL VENDOR OPPORTUNITIES (SEPTEMBER 10 & 11, 2016 - ELMWOOD PARK - ROANOKE)

Roanoke Pride, Inc. and the PRISM Foundation would like to welcome you to opportunities for our 27th Pride in the Park Celebration. We are looking forward to working with you again this year and would like to extend a special welcome to our new vendors. We are excited to announce that we will be doing a two day event this year as we return to our Elmwood Park location. It has been completely renovated and is a much nicer and more efficient setup for festivals. We are again offering one or two day vendor options. We will be meeting with the city to firm up details but the information below will answer most questions.

Our two day event will consist of a fuller day of festival, parade, and events on Saturday and a concert type event that night with the full traditional Festival on Sunday. We intend to have a headliner for Saturday which would attract not only our community but be enticing to citizens across all demographics. Sunday will also include various entertainment, a second stage, new interactive events and more. Let's get the ball rolling and get our plan in place for the best Pride Festival ever.

Please contact us at vendors@roanokepride.org for any questions you may have.

VENDOR INFORMATION

- Spaces are 10 ft by 10 ft
- Sponsors may be allocated multiple 10 ft x 10 ft spaces according to their sponsor levels. (please see next page)
- Food vendors space is allocated as needed. (Food Vendors will most likely be set up on Franklin Rd)
- Electricity is provided on first come first served basis and cannot be guaranteed. You must bring your own extension cords. (With new venue more information to follow)
- Our festival is host to 5000-7500 people. With the formation of Roanoke Pride's new PRISM Foundation, we expect unsurpassed growth in the coming years of this event.
- Vendors are expected to provide their own shelter. Our festival takes place rain or shine.
- Vendors are allowed to start arriving on site at 8:00 am on Saturday and/or 8:00 am on Sunday and are asked to remain onsite until the conclusion of the festival. (subject to change when more info is available) We will have one overnight guard for two day vendors so they do not have to completely break down.
- Tables and Tents are available for Rental on a First Come, First Served basis.

DEFINITIONS OF VENDOR CATEGORIES:

- Non-profit & Education – Charities and service organizations / Colleges and private schools
- For-Profit- Any business or entity which sells merchandise or provides services for profit
(this includes Political- Represent a specific candidate or party)
- Food- Any vendor selling concession products

VENDOR RATES

Non-profit & Education – One day - \$75 / Two days - \$125

For-Profit (Includes political)– One day - \$150 / Two days - \$250

Food – One Day - \$250 / Two days - \$350 OR Food Vendor- Fee / 15% Sales Split Per Day Rate of \$125
One day price will be for either day you chose. Please specify Saturday or Sunday.

All payments should be completed online at our EVENT BRITE Page. If you absolutely cannot process an online payment, please email us and we can make arrangements for a mail in payment.

Thank you all for your support for Roanoke Pride & The PRISM Foundation.

SPONSORSHIP LEVELS:

SPONSOR LEVELS	DOLLAR VALUE	Return on Investment
PRESIDENTIAL	\$10,000	Presenting Sponsor for PRIDE in the PARK Stage Sponsor (exclusive) Vendor Spots (4) Premium Location Logo on Website, Banners & E-blasts Stage Banner (company Provided) Festival/Event Mentions Logo on all printed Materials and Ads Free Back Cover Pride AD Space Plus Back Cover ad in 5 issues PRISM Magazine
VIP TENT SPONSOR	+ \$1000	in addition to Rainbow and Above Level Exclusive VIP Tent Sponsorship
RUBY	\$7500	Vendor Spots (3) premium Location Second Stage Sponsor (exclusive) Or Family Area Sponsor (exclusive) Logo on Website, Banners & E-blasts Banner hung (company provided) Festival/Event Mentions Logo on all printed Materials and Ads Free Premium Pride Guide Ad Space Plus Premium ad in 5 issues PRISM Magazine
Diamond	\$5000	Vendor Spots (3) Logo on Website, Banners & E-blasts Banner hung (company provided) Festival/Event Mentions Logo on all printed Materials and Ads Pride Guide Ad Plus ad in 5 issues PRISM Magazine
Platinum	\$2500	Vendor Spots(2) Logo on Website, Banners & E-blasts Banner hung (company provided) Festival/Event Mentions Logo on all printed Materials and Ads Pride Guide Ad Plus ad in 5 issues PRISM Magazine
Gold	\$1000	Vendor Spot(1) Logo on Website, Banners & E-blasts Banner hung (company provided) Festival/Event Mentions Logo on all printed Materials Pride Guide Ad Plus ad in 5 issues PRISM Magazine
Silver	\$500	Vendor Spot(1) Logo on Website, Banners & E- blasts and in Sponsors pg in 5 issues PRISM Mag
Bronze	\$250	Logo on Website
Pride Ambassador	\$100	Name on Vinyl Banner
Community Partner	In Kind	Non-Profits ONLY