

# Outday



PHOENIX PRIDE

# OUTday PHX

In Celebration of National Coming Out Day!

**Sunday October 11, 2009 1PM**  
Plaza de Los Ninos at The Phoenix Zoo  
\$10.00 Admission, purchase tickets at [www.pride-tickets.org](http://www.pride-tickets.org)

Admission Includes: Zoo Admission 9am to 5pm  
Lunch Included if purchased before Oct. 5th  
Commemorative OUTdayPHX t-shirt

Special Appearances by National LGBT Celebrities and Local LGBT Community Leaders  
*Hear their Coming Out Stories!*

For more event details visit [www.phoenixpride.org](http://www.phoenixpride.org), click on OUTdayPHX!

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**Daniela Sea**  
"MAX" from "The L Word"

**Wilson Cruz**  
From "My So Called Life" and LOGO's Noah's Arc

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National Coming OUT Day is an internationally-observed civil awareness day for coming out and discussion about gay, lesbian, bisexual, and transgender (LGBT) issues. It is observed on October 11 every year by members of the LGBT communities and their supporters.

Sunday, October 10, 2010, specific details about the event will be announced after the festival. Spend your day with Phoenix Pride at an event for all ages; bring your moms, dads, brothers, sisters and children. Bring the whole family and celebrate the bravery and authenticity of those who have been OUT for many years or those who are just beginning to come OUT. Help Phoenix Pride promote awareness and visibility of LGBT families living honest and open lives.

# Outday Sponsorships

## OUTdayPHX - Sponsorship Packages

Sunday, October 10, 2010

OUTdayPHX is designed to bring our diverse LGBT and allied communities together for a day of camaraderie and celebration of national coming out day while raising monies for Phoenix Pride and it's community programs.

### **PRESENTING SPONSORSHIP (3 category exclusive sponsorships available):**

- Logo inclusion on official OUTdayPHX full page advertisements in local magazines. A total of 6 advertisements reaching 180,000+ readers through print and web.
- Logo inclusion on official OUTdayPHX marketing materials including 2500 pieces of marketing collateral at Rainbows Festival booth.
- Company marketing collateral available for distribution at Phoenix Pride booth.
- Logo inclusion in official eblasts. Total estimated number of impressions: 240,000+
- Logo inclusion in in calendar listings.
- 5 tickets to OUTdayPHX
- Ability to distribute marketing materials at OUTdayPHX.
- Logo inclusion on table tents at OUTdayPHX celebration.
- Opportunity to address guests at OUTdayPHX celebration.

**TOTAL VALUE: \$10,000+**

**NET INVESTMENT: \$4,500**

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### **GOLD SPONSORSHIP (4 category exclusive sponsorships available):**

- Logo inclusion on official OUTdayPHX full page advertisements in local magazines. A total of 3 advertisements reaching 90,000 readers through print and web.
- Logo inclusion on official OUTdayPHX marketing materials including 2500 pieces of marketing collateral at Rainbows Festival booth.
- Company marketing collateral available for distribution at Phoenix Pride booth.
- Logo inclusion in the official eblasts. Total estimated number of impressions: 240,000+
- Logo inclusion in calendar listings.
- 5 tickets to OUTdayPHX
- Ability to distribute marketing materials at OUTdayPHX.

**TOTAL VALUE: \$3,000**

**NET INVESTMENT: \$1500**