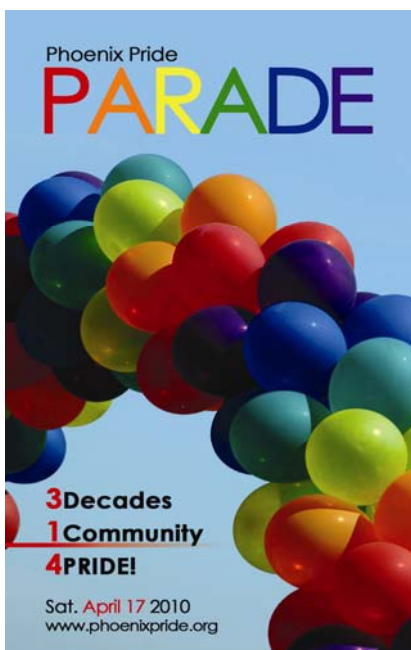
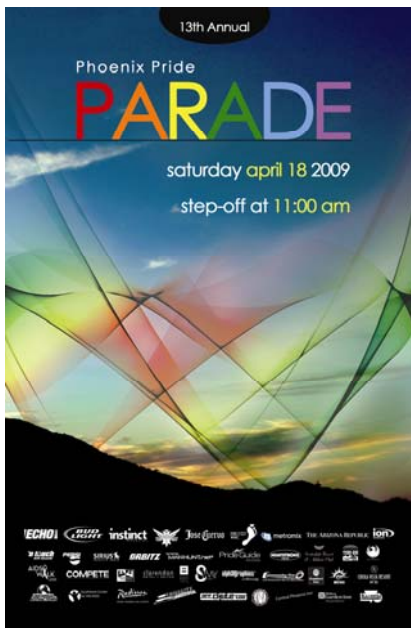


# Parade



For 30 years Phoenix Pride has been organizing marches, rallies, parades and entertainment/educational events to celebrate the Phoenix LGBT community. For 13 years Phoenix Pride has produced the Pride Parade with over 130 entries from walking groups to some of the most spectacular floats you've ever seen.

The Phoenix Pride Parade is the kick-off event to the two day Pride Festival designed to bring our diverse LGBT and allied communities together for a weekend of camaraderie and celebration of our past, present and future while raising funds for Phoenix Pride and its community programs. The Parade brings over 2500 individual participants and over 10,000 spectators with direct exposure and marketing opportunities for businesses intent on creating relationships within the LGBT community.

**Join Phoenix Pride as we  
celebrate 30 years of  
PRIDE in Phoenix, Arizona.**

# Parade Sponsorships

## 2010 Phoenix Pride Parade - Sponsorship Packages

Saturday, April 17, 2010

### PRESENTING LEVEL SPONSORSHIP

Naming Rights to the Parade (Example: Frito Lay presents the 14th Annual Phoenix Pride Parade)

#### Virtual Marketing

- Minimum 12 e-blasts with logo placement on Parade Ad - 150,000 impressions
- -Featured Logo placement with website link – 4 e-blasts - 50,000 impressions
- Logo on Pride Website

#### Local Advertising

- Logo placement on Parade print ads
- Logo placement Pride Pocket Guide – 15,000 distributed
- Logo placement on Post Cards - 2500
- Logo placement on Posters – LGBT Bars and friendly businesses
- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed
- LED Truck Ad – truck will be placed at the end of the parade at the entrance of Steele Indian School Park.
- Premium Banner placement at the judges stage (banner provided by sponsor)

#### Additional Items

- Complimentary Parade Entry

**NET INVESTMENT: \$10,000**

**TOTAL VALUE: \$20,000**

### PLATINUM LEVEL SPONSORSHIP

#### Virtual Marketing

- Minimum 8 e-blasts with logo placement on Parade Ad
  - 90,000 impressions
- Featured Logo placement with website link – 2 e-blasts
  - 25,000 impressions
- Logo on Pride Website

#### Local Advertising

- Logo placement on Parade print ads
- Logo placement Pride Pocket Guide – 15,000 distributed
- Logo placement on Post Cards - 2500
- Logo placement on Posters – LGBT Bars and friendly businesses
- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed
- LED Truck Ad – truck will be placed at the end of the parade at the entrance of Steele Indian School Park.

#### Additional Items

- Complimentary Parade Entry

**NET INVESTMENT: \$5,000**

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

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### GOLD LEVEL SPONSORSHIP

#### Virtual Marketing

- Minimum 4 e-blasts with logo placement on Parade Ad - Guaranteed 50,000 impressions
- Featured Logo placement with website link – one e-blast
- Logo on Pride Website

#### Local Advertising

- Logo on sponsorship page in Pride pages for 4 publications – 40,000 distributed
- Complimentary Parade Entry

**NET INVESTMENT: \$2,500**

**TOTAL VALUE: \$5,000**