



BLUE RIDGE PRIDE FESTIVAL 2019

CORPORATE SPONSORSHIP PACKAGES

Benefits	Sponsorship Level			
	\$1,000 Gold	\$2,500 Emerald	\$5,000 Sapphire	\$10,000 Diamond
Featured on BRPC Web Site	●	●	●	●
Logo on Main Stage Banner ¹	●	●	●	●
Logo on Marketing Materials ¹	●	●	●	●
Featured in Festival Map / Print Materials	●	●	●	●
Banner to Display on Tent (e.g., "Gold Sponsor")	●	●	●	●
Option to Sponsor Special Use Area (e.g., Children's Area, Café Stage)		●	●	●
Option to List as Sponsor for Blue Ridge Pride Pageant		●	●	●
Option to Display Corporate Banner Separately on Main Stage ²			●	●
Recognized Sponsor for Blue Ridge Pride WNC Virtual LGBTQ Center ³			●	●
Recognized Sponsor for Blue Ridge Pride WNC Community Development Fund ³				●
Vendor Space & Amenities (table, 2 chairs, anchors, electricity)	10x10	10x10	10x20	10x20
Admission Tickets to VIP Tent	4	8	12	16

Notes: ¹ Sponsor must supply camera ready copy for print and electronic sharing. | ² Custom stage banners to be supplied by sponsor subject to size restrictions. ³ Contact us for more information on these programs to be launched in 2019.

Other Sponsorship Opportunities (contact sponsor@blueridgepride.org for further details)

Hotel Sponsor

Marketing Sponsor

Media Sponsor

Production Sponsor

WHY SPONSOR THE BLUE RIDGE PRIDE FESTIVAL?

Supporting the Blue Ridge Pride Festival visibly demonstrates your business' commitment to an important community in western North Carolina.

- **You reach an important audience.** There are an estimated 34,000 LGBTQ adults in western North Carolina. The Asheville area alone has 83% more LGBTQ-identified people than the average American city or town (U.S. Census). These individuals are part of the nearly \$1 trillion-dollar LGBTQ market in the U.S.
- **You reach a diverse audience.** Since 2009, the Blue Ridge Pride Festival has continued to grow and attract attendees from across the Southeast, typically 10,000 to 15,000 attendees. We have worked hard to ensure that our festival is family-friendly, welcoming to all, with an emphasis on local entertainment and sponsorship.
- **You reach a loyal audience.** LGBTQ populations are loyal to businesses that support them. 55% of LGBT consumers will choose to do business with companies that are committed to the diversity/equal treatment of the LGBT community. 70% of LGBT adults said they would pay a premium for a product from a company that supports the LGBT community. 78% of LGBT adults and their friends, family and relatives would switch to brands that are known to be LGBT- friendly.
- **Your support our community.** Blue Ridge Pride is 100% volunteer-driven. We apply all net funds from our festival to our community programs and to funding local community partners.

Contacts

- Tina Madison White, Executive Director (executivedirector@blueridgepride.org | 917-822-9085)
- Bennett Lincoff, Board President, Board of Directors (president@blueridgepride.org)
- Sponsor Inbox: sponsor@blueridgepride.org.