



## Blue Ridge Pride Festival Sponsorship Opportunities

Each year, we hold the Blue Ridge Pride Festival and Welcoming WNC Procession in downtown Asheville on the last Saturday of September. An estimated 15,000 to 18,000 people gather for a day of education, service, advocacy, and celebration. Welcoming businesses, health care providers, and faith organizations share space with community service organizations, advocacy groups, artists, and merchants. It is a model of a community growing together.

Sponsors play a critical role in making this day happen. We offer four basic sponsorship packages. We hope you will join us.

Benefits	Sponsorship Level			
	Gold	Emerald	Sapphire	Diamond
	\$1,000	\$2,500	\$5,000	\$10,000
Featured on BRPC Web Site with business link	★	★	★	★
Logo on Main Stage Banner <sup>1</sup>	★	★	★	★
Logo on Marketing Materials <sup>1</sup>	★	★	★	★
Featured in Festival Map / Print Materials / Volunteer Tee Shirts	★	★	★	★
Sponsorship Level Banner to Display on Tent	★	★	★	★
Vendor Space & Amenities (table, 2 chairs, anchors, electricity)	10 x 10	10 x 10	10 x 20	10 x 20
VIP Tent Admission Tickets	4	6	8	12
Options				
Option to Sponsor Special Area (e.g., Children’s Area, Café Stage) <sup>2</sup>		●	●	●
Option to List as Sponsor for Mx Pride Pageant			●	●
Option to Display Corporate Banner Separately on Main Stage <sup>2</sup>				●

<sup>1</sup> Sponsor must supply camera ready copy for print and electronic sharing (see specifications at end of this document)

<sup>2</sup> Subject to availability

<sup>3</sup> Customer stage banners to be supplied by sponsor subject to size restrictions.

## Contacts

David Perry, Development Director, [dperry@blueridgepride.org](mailto:dperry@blueridgepride.org)

Butch Thompson, President, Board of Directors [bthompson@blueridgepride.org](mailto:bthompson@blueridgepride.org)

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## Reasons To Sponsor

### You support a stronger community.

Blue Ridge Pride Center, Inc. is a volunteer-driven organization. We apply all net funds from our sponsors and donors to support our community programs, projects and partners. These program and projects (detailed in a separate guide) include:

- Community-Building Events
- Generation Plus Program for Seniors
- WNC Oral History Project
- Blue Ridge Pride Community Partner Fund
- Community Directories



### It makes good business sense.

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 15,000 to 18,000 attendees. We have worked hard to ensure that our festival is family-friendly and 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.



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## Submitting Logos and Artwork

You can submit your graphics by emailing them to [sponsor@blueridgepride.org](mailto:sponsor@blueridgepride.org). To best present your logo, we generally require two versions of artwork: one for print media and banners, one for the Internet and email.

### Internet / Email

- These files are commonly known as raster graphics. Raster file formats include JPEG, PNG, APNG, GIF, and MPEG4.
- Ideally, we want a file that is 400 by 400 pixels. If it isn't, we will add bordering to make it square.

### Print Media / Banners

- These files are commonly known as vector graphics. Vector files formats include SVG, EPS, PDF and AI.
- The advantage of vector graphics is that they will look good no matter how big you print them.

### Zip Files

If you have hired a graphics designer to create your logo, chances are good that they have created a single zip file that includes all common formats in both types. You can send this.