

PRIDE ST. LOUIS, INC. 2024 CORPORATE PARTNERSHIP PACKET



PrideSTL



COMMEMORATING THE 45th ANNIVERSARY OF PRIDE ST. LOUIS.
JUNE 29-30, 2024



Pride St. Louis, Inc. • P.O. Box 15051, St. Louis, Mo. 63110

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Thank you for your consideration and support of Pride St Louis, Inc. and St. Louis PrideFest 2024!

The Board of Pride St. Louis is honored to present to you the 2024 Corporate Partnership Packet, and look forward to working with you as we bring together our friends, family, allies and our valuable partners for one of the largest FREE LGBTQIA+ festivals in the Midwest!

With hundreds of thousands of guests, we aim to bring back a bigger and better St. Louis PrideFest. Once again, our Partners will have the opportunity to share their values, brands, and logos with nearly 350,000 guests at a festival that includes sold out vendor spaces, parade participants and VIP Experience.

Please use this 2024 Corporate Partnership Packet as a guide to start a discussion on ways to work together with St. Louis PrideFest 2024, to bring awareness to your brand, and the impact of your business on our attendees while we celebrate as a community.

If you have any questions or need additional information, please feel free to contact us!

Todd Alan
Co-Director of Corporate Sponsorship
Director of VIP Experience
todd@pridestl.org

Jesse Doggendorf
Co-Director of Corporate Sponsorship
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OUR MISSION STATEMENT:

To foster an understanding and tolerance of the LGBTQIA+ community by raising awareness through educational programs and events leading up to the annual PrideFest in St. Louis.

Impressions & ROI

Like previous St. Louis PrideFests, by partnering with Pride St. Louis for this exciting event, each of our Corporate Partners will enjoy an extraordinary opportunity to reach the LGBTQIA+ community to show support, promote career opportunities, and more.

Pride St. Louis has reached tens of thousands of people through our website, email lists, and newsletters over the years. Pride STL is very active on social media networks and continues to rank in the top ten of Pride Festivals in terms of reach. Twitter, Instagram, and Facebook continue to receive a large abundance of hits, likes, and click-throughs. Facebook analytics has previously determined that Pride St. Louis reached more than a half million people in the week leading up to previous PrideFests. Social media networks before and during St. Louis Pridefest are consistently awash with photos from all areas of festival, the City of St. Louis and the Civil Courts Building lit in Pride colors..

In addition to St. Louis Pride's own resources outlined above, additional media coverage of St. Louis PrideFest 2023 was provided by:

In 2023 KSDK Channel 5 streamed live on their website and app the St. Louis Pride Parade with over an additional 5,000 impressions valued at nearly 20,000 dollars in media for our corporate partners. <https://www.youtube.com/watch?v=m2guHIwZ15k&t=6734s>

- Boom Magazine
- Go! Magazine
- The Riverfront Times
- St. Louis Post Dispatch
- Stltoday.com
- St. Louis Magazine
- The St. Louis American
- KYKY
- KEZK
- KDHX
- KSDK
- KMOX
- KMOV
- Z107.7
- KTRS
- FOX 2
- KWMU
- KPLR
- Audacy Radio Network



Naming Rights

In addition to the impressions that our corporate partners will enjoy, Pride St. Louis is also excited to announce that St. Louis PrideFest 2024 will again have multiple festival elements that can be named for our Corporate Partners. These naming right opportunities include, but are not limited to:

- Main Stage
- Pride Parade
- VIP Tent
- 2nd Stage
- Childrens Area
- Entry Plazas
- Food Court Plaza
- Non-Profit Village
- Artist Village
- Hospitality Tent
- Specific Artists / Entertainers



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Pride St. Louis Offers A Full Range Of Operational And Organizational Grant Opportunities In Addition To The Following Partnerships.

Corporate Partnership Levels

Title

(Level to be Discussed)

- Contact Pride St. Louis, Inc

Rainbow - 6 Available and (Level to be discussed)

- Exclusivity: Industry Exclusivity (mutually agreed upon with Pride St. Louis Board)
- Parade: Entry; Preferred Placement (first 25%)
- Vendor Space: Up to 30' x 10'; Preferred Placement
- Website: Logo, Link and Large Banner on Entry
- Page and Sponsor Page
- PrideGuide: Two (2) Page Spread
- Banners: As Requested at All Events with Preferred Placement
- Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners and Main Stage Scrim
- VIP Experience: Eight (8) Two-Day Tickets
- Invitations: To Year-Round Events
- Naming Rights: One (1) Primary Element

Diversity - \$20,000

- Parade: Entry; Preferred Placement (first 25%)
- Vendor Space: Up to 20' x 10'; Preferred Placement
- Website: Logo, Link and Banner on Entry Page and Sponsor Page
- PrideGuide: One (1) Page
- Banners: As Requested at All Events with Preferred Placement
- Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners and Main Stage Scrim
- Naming Rights: One (1) Secondary Element
- VIP Experience: Six (6) Two-Day Tickets
- Invitations: To Year-Round Events

Unity - \$17,500

- Parade: Entry
- Vendor Space: Up to 10' x 10'; Placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page
- PrideGuide: Half (1/2) Page
- Banners: Three (3) at PrideFest and the Pride Parade
- Logo Placement: All Signage, Festival Banners and Main Stage Scrim
- VIP Experience: Four (4) Two-Day Tickets
- Invitations: To Year-Round Events

Dignity - \$15,000

- Parade: Entry
- Vendor Space: Up to 10' x 10'; Placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page
- PrideGuide: Quarter (1/4) Page
- Banners: Two (2) at PrideFest and the Pride Parade
- Logo Placement: All Signage, Festival Banners and Main Stage Scrim
- Invitations: To Year-Round Events
- Pride Hospitality Tent: Four (4) Passes

Equity - \$10,000

- Parade / Vendor Space: Parade Entry or up to 10' x 10' with placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page
- PrideGuide: Discounted Advertising Rates
- Banners: One (1) at PrideFest and the Pride Parade
- Logo Placement: All Signage, Festival Banners and Main Stage Scrim
- Pride Hospitality Tent: Two (2) Passes

Community Proud (Level to be Discussed)

- Contact Pride St. Louis and create a Partnership that best fits you!

Please note that the above benefits and levels are meant to be a starting point for discussions with our partners.

Thank you for your consideration and support of Pride St. Louis and PrideFest 2024! Please use this 2024 Corporate Partnership Packet as a guide to start a discussion of ideas and ways to work together to make this the best possible PrideFest and bring brand awareness and impact of your partnership to our PrideFest 2024 attendees.

If you have any questions or need any additional information, please feel free to contact us!

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