



**26th ANNUAL SPOKANE LGBTQA
PRIDE PARADE & RAINBOW FESTIVAL
SPONSORSHIP INFORMATION** | **2017**



EVENT INFORMATION
Saturday - June 10, 2017

PARADE
12 Noon
Starting at Spokane Falls Blvd & Stevens

FESTIVAL
12 Noon - 6pm

AFTER HOURS DANCE PARTY
6pm - 10pm

FIREWORKS
10PM



Title Sponsors

Includes all perks with levels:

Stage	\$5,500	Diamond
Fireworks	\$5,500	Diamond
Pride Bar	\$5,500	Diamond
Family Area	\$3,000	Platinum
After Hours Party	\$1,500	Gold
Teen Zone (2019)	\$1,250	Gold
Pride Cruise	\$750	Silver
First Aid Booth	In-Kind	Silver

- Spokane Pride Highlights:**
- ◆ 11,250 attendees (2016)
 - ◆ Attendance rapidly increasing
 - ◆ Spectacular Fireworks Display
 - ◆ Premium Entertainment
 - ◆ Family Friendly Children's Area
 - ◆ Extended Hours with All-Ages Dance

- Why Sponsor Pride? ... By the numbers:**
- \$88.4 Billion** LGBTQA purchasing power in the US
 - \$6,734** LGBTQA per capita discretionary income
 - 60%** Higher median household income than non-gay couples
 - 72%** Will pay a premium for products from supportive companies
 - 78%** Will switch brands to companies supportive of their causes
 - 48,000** Spokane County LGBTQA residents

Sponsor Levels

	Diamond \$7,500	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Friend \$250
Merchant Logo on Festival Banners	◆	◆	◆	◆	◆	◆
Social Media Shout-Outs	◆	◆	◆	◆	◆	◆
Merchant Logo on OutSpokane's Sponsor Page	Largest & Prominent	Largest	Large	Medium	Small	Small
Free Booth at the Rainbow Festival	20' x 10'	20' x 10'	10' x 10'	10' x 10'	10' x 10'	
Merchant Logo on all Inlander Advertisements	Largest & Prominent	Largest	Large	Medium	Small	
Merchant Logo on Parade & Festival Posters	Largest & Prominent	Largest	Large	Medium	Small	
Announcements on Main Stage	Hourly (10 Times)	Hourly (7 Times)	3 Times	2 Times		
Merchant Logo on Marketing Emails	◆	◆	◆	◆		
OutSpokane Event Tickets (Murder Mystery & Cruise)	16	8	4	2		
Official T-Shirts	16	8	4	2		
Commemorative Plaque	◆	◆	◆	◆		
Merchant Logo on Entertainment Line-Up Posters	◆	◆	◆			
Merchant Logo on Large Front Stage Banners	◆	◆	◆			
Merchant Logo on OutSpokane's Web Home Page	◆	◆				
Year-Long Marketing during all OutSpokane Events	◆	◆				
First Right of Refusal for Following Year	◆	◆				
Commercial Sector Exclusivity	◆	◆				
Merchant Logo on Official T-Shirt	◆					
"Presented by" rights with prominent exposure	◆					



To Sponsor Pride 2017:

Scan the QR Code Below to be taken directly to our Sponsor's Web Page, <https://outspokane.org/sponsorship-signup/>



or Call/Email:

Cheryl Conn, (509) 714-7106
 cheryl@outspokane.org
 Dave, Treasurer, (509) 879-0600
 david@outspokane.org

or Mail Check To:



P. O. Box 883
 Spokane, WA 99201

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*OutSpokane is a 9 person, 501(c)(3) Non-Profit,
 All Volunteer Organization*

509.720.7609 (message phone only)
 info@outspokane.org
 www.outspokane.org
 facebook.com/outspokane

PROUD MEMBER



2016 Sponsors:

- Air Art
- Barefoot Wine & Bubbly
- Castle Megastore
- Gretna Green Chapel & Event Center
- Group Health
- INBA Outreach
- The Pacific Northwest Inlander
- Imperial Sovereign Court of Spokane
- Kalispel Tribe of Indians
- King Beverage
- KYRS Thin Air Community Radio
- Liberty Mutual Insurance
- Numerica Credit Union
- nYne Bar & Bistro
- Over the Rainbow Shop
- PFLAG, Spokane
- Planned Parenthood
- Pride Foundation
- Renew Float Spa
- Scotty's Doghouse
- Strategic Mobili
- Tech 1 Services
- Unitarian Universalist Church of Spokane
- Wallace & Karson Law
- Westminster Congregational
- Wild Walls