



2019 SPONSORSHIP OPPORTUNITIES

"To unify, celebrate, and strengthen the LGBTQ+ community of Southern Arizona through advocacy, education, leadership, and support."

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ABOUT TUCSON PRIDE

About Tucson Pride

ABOUT TUCSON PRIDE

Tucson Pride, Inc. (TPI) is an **all-volunteer** administered and operated IRS 501(c)(3) Non-Profit Organization that produces and promotes cultural, educational, and recreational events for the gay, lesbian, bisexual and transgender community in Tucson, Arizona and beyond. Tucson Pride was founded in 1977 **making it Arizona's first and longest established LGBTQ Organization.**

TUCSON PRIDE PARADE AND TUCSON PRIDE IN THE DESERT

The Tucson Pride Parade's mission is to celebrate the Pride, Diversity, and Culture of our Community. This year the significance of that mission is of special significance as we observe the 50th anniversary of the Stonewall Riots which marked the beginning of the LGBTQ rights movement in the United States. Following the success of last year's parade, this year's parade will return to last year's route on Country Club Road, opening this year's festival on September 28, 2019.

Tucson Pride in the Desert is in its 42nd year. Pride in the Desert is an all-day festival which combines entertainment consisting of both local and national artists with the exhibition of voluminous community resources and vendors serving the Tucson LGBTQ community and their straight allies. **Last year's festival drew more than 4,200 attendees, 90 vendors and exhibitors, and 150 volunteers.**

Tucson Pride in the Desert also serves as TPI's principal fundraiser for the Fiscal Year, raising as much as \$100,000.00 in previous years (\$30,000.00 above cost of the Festival). Funds from the festival are applied to maintaining TPI operations and the extension of community based programs and services.

VISION

Tucson Pride envisions a community of diverse, empowered, and accepted individuals to live full and authentic lives, with the love and support of an understanding community.

MISSION STATEMENT

To unify, celebrate, and strengthen the LGBTQ+ community of Southern Arizona through advocacy, education, leadership, and support.

VALUES

Transcend, Unify, Cultivate, Support, Outreach, Nourish

Proactive, Respect, Inclusive, Diversity, Encouragement

PRESIDENT'S MESSAGE

President's Message

MESSAGE FROM THE BOARD

Tucson Pride is pleased and honored to announce the return of Tucson Pride in the Desert!

This year's annual Pride festival is set for Saturday, September 28, 2019 at the Georges DeMeester Outdoor Performance Center, at Reid Park. This year's Parade is set for Saturday, September 28, 2019 and will return to Reid Park where the parade has historically opened the Annual Festival. This year's theme, "Rise Up!" will heavily emphasize the 50th anniversary of the Stonewall Riots and subsequent five decades of progress for the LGBTQ community. A theme which will look to our past for inspiration to continue the movement towards true and enduring equality.

This year's board is comprised almost exclusively of returning board members and officers. Building upon the success of last year's theme of "New Beginnings," the board's focus has shifted towards expanding community outreach and education programs including the establishment of a scholarship fund to benefit LGBTQ youth seeking to work towards a more inclusive world through higher education. In addition, the board is looking forward to offering various educational workshops on topics including First Aid & CPR, foster care orientation, LGBTQ business and employment initiatives, and many more to come. In addition, the board will be organizing a first of its kind Tucson LGBTQ Community Census.

In order to make these programs possible, TPI relies heavily upon the successful outcome of the annual Pride in the Desert Festival, Tucson Pride Parade, and Mr. and Miss Tucson Pride Pageant. While we do actively fundraise throughout the year, we anticipate that this year's festival will cost nearly \$70,000.00 to produce. Our anticipated adjusted revenue from this year's festival is \$30,000.00; however, that figure relies heavily upon the generosity of private donors and event sponsors. Your generous contribution will not only aide Tucson Pride in putting on a fantastic parade and festival, it will facilitate long-term development of programming to support our Mission and our Values.

Enclosed, you will find sponsorship and participation opportunities for the 2019 Mr. and Miss Tucson Pride Pageant, 2019 Tucson Pride Parade, and 2019 Tucson Pride in the Desert. If you are interested in sponsoring or participating in this year's event, please do not hesitate to contact the board directly. We can be reached at sponsors@tucsonpride.org.

We appreciate your consideration, and look forward to hearing from you soon!

Sincerely,



Samantha Cloud
President

INDEX OF PRIDE 2019 SPONSORSHIP LEVELS

Index of Pride 2019 Sponsorship Levels

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PREMIUM LEVELS

PREMIUM LEVELS

	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$6,000	SILVER \$3,000
SPONSOR RECOGNITION				
MAIN ENTRANCE BANNER PLACEMENT	•	NONE	NONE	NONE
VERBAL RECOGNITION AT ALL 2019 EVENTS	•	•	NONE	NONE
VERBAL RECOGNITION FROM MAINSTAGE	•	•	•	NONE
ROTATING SPONSOR LOGO ON PRIDE SOCIAL MEDIA	•	•	•	•
SPONSOR LOGO AND HYPERLINK ON PRIDE WEBSITE	•	•	•	•
LOGO PLACEMENT ON FESTIVAL WELCOME BANNER	•	•	•	•
LOGO PLACEMENT ON VOLUNTEER AND STAFF T-SHIRTS	•	•	•	•
COMPLIMENTARY PARADE ENTRY (MUST REGISTER)	•	•	•	•
COMPLIMENTARY VENDOR BOOTH (MUST REGISTER)	10X20	10X20	10X10	10X10
COMPLIMENTARY FESTIVAL TICKETS	30	25	20	15
COMPLIMENTARY MR AND MISS TUCSON PRIDE PAGEANT TICKETS	10	8	6	4

SUPPORTER LEVELS

SUPPORTER LEVELS

	PATRON \$1,500	COMMUNITY \$1,000	BOOSTER \$500	FRIENDS OF TUCSON PRIDE \$50 - \$499
LOGO PLACEMENT ON FESTIVAL WELCOME BANNER	•	•	NONE	NONE
SPONSOR LOGO (NO HYPERLINK) ON PRIDE WEBSITE	•	•	•	NONE
LOGO PLACEMENT ON VOLUNTEER & STAFF SHIRTS	•	•	•	NONE
COMPLIMENTARY PARADE ENTRY (MUST REGISTER)	•	•	•	•
COMPLIMENTARY VENDOR BOOTH (MUST REGISTER)	10X10	10X10	NONE	NONE
COMPLIMENTARY FESTIVAL TICKETS	10	5	2	2
COMPLIMENTARY MR AND MISS TUCSON PRIDE PAGEANT TICKETS	4	2	2	2

FESTIVAL & PARADE TITLE SPONSORSHIPS

FESTIVAL & PARADE TITLE SPONSORSHIPS

TUCSON PRIDE PARADE TITLE SPONSORSHIP (IN-KIND SPONSORSHIPS NOT CONSIDERED)	\$3,500.00
EXCLUSIVE PRESENTER NAMING RIGHTS FOR 2019 PRIDE PARADE	
FIRST ENTRY IN PARADE LINE –UP (MUST REGISTER) *IMMEDIATELY BEHIND HONOR GUARD AND GRAND MARSHAL	
SILVER LEVEL SPONSORSHIP BENEFITS (SEE PAGE 4) - *MUST REGISTER FOR VENDOR BOOTH	
MAIN STAGE TITLE SPONSORSHIP (IN-KIND SPONSORSHIPS NOT CONSIDERED)	\$10,000.00
EXCLUSIVE PRESENTER NAMING RIGHTS FOR THE 2019 PRIDE IN THE DESERT MAINSTAGE	
FREE ENTRY IN TUCSON PRIDE PARADE (MUST REGISTER)	
DOMINATE BANNER PLACEMENT ON MAINSTAGE	
PLATINUM LEVEL SPONSOR BENEFITS (SEE PAGE 4) - *MUST REGISTER FOR VENDOR BOOTH	

FESTIVAL & PARADE TITLE SPONSORSHIPS

HIGH ENERGY DANCE TENT TITLE SPONSORSHIP (IN-KIND SPONSORSHIPS NOT CONSIDERED)	\$10,000.00
EXCLUSIVE PRESENTER NAMING RIGHTS FOR TUCSON PRIDE HIGH ENERGY DANCE TENT	
COMPLIMENTARY ENTRY IN TUCSON PRIDE PARADE (MUST REGISTER)	
DOMINATE BANNER PLACEMENT ON DANCE TENT	
EXCLUSIVE VERBAL RECOGNITION FROM DANCE TENT DJ'S	
PLATINUM LEVEL SPONSORSHIP BENEFITS (SEE PAGE 4) - *MUST REGISTER FOR VENDOR BOOTH	
MR AND MISS TUCSON PRIDE PAGEANT TITLE SPONSORSHIP (IN-KIND SPONSORSHIPS NOT CONSIDERED)	\$3,500.00
EXCLUSIVE PRESENTER NAMING RIGHTS FOR THE 2019 MR AND MISS TUCSON PRIDE PAGEANT	
EXCLUSIVE VENDOR/EXHIBITOR TABLE AT 2019 MR AND MISS TUCSON PRIDE PAGEANT	
DOMINATE LOGO PLACEMENT ON PAGEANT PROGRAM AND PROMOTIONAL MATERIALS	
8 COMPLIMENTARY MR AND MISS TUCSON PRIDE PAGEANT TICKETS	
SILVER LEVEL SPONSOR BENEFITS (SEE PAGE 4) - *MUST REGISTER FOR FESTIVAL VENDOR BOOTH & PARADE ENTRY	

FREQUENTLY ASKED QUESTIONS

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WHO PRODUCES TUCSON PRIDE?

Tucson Pride Incorporated (TPI), Arizona's first and longest operating LGBTQ+ Pride organization, has produced the Pride celebration for over 40 years. What began as a picnic in the park in 1977, is now a weekend of celebration and activism that promotes strong community bonds between the community at large and the Southern Arizona LGBTQ+ community. Tucson Pride in the Desert is TPI's largest annual fundraiser, encompassing more than 70% of TPI's annual budget.

WHAT IS THE DIFFERENCE BETWEEN A SPONSOR AND A VENDOR

Both sponsors and vendors are important contributors to the Tucson Pride Parade and Tucson Pride in the Desert. Vendors pay a fee to exhibit and/or sell goods at the Festival. Vendors are limited to their booth and may not distribute items throughout the festival grounds. Depending on level, Sponsors may choose to utilize a booth, but it is not required.

IF PARADE AND VENDOR REGISTRATION ARE INCLUDED IN MY SPONSORSHIP, DO I HAVE TO REGISTER THEM SEPARATELY?

Yes! While many sponsors utilize their parade and vendor benefits, a sizeable number choose not to. Separate registration for the parade and vendor booths ensures that adequate spots are reserved for those sponsors who want them and at the same time, it allows us to accept more public participants for unused vendor spots. Vendor and Parade slots are not automatically reserved for you and are not guaranteed until your registration is complete.

IF MY ORGANIZATION WISHES TO REGISTER FOR THE PARADE, IS EACH INDIVIDUAL PARTICIPANT REQUIRED TO REGISTER?

No. If you are participating as a group, only a single registration is required with a single point of contact listed. Please note that the point of contact must be over 18 years old.

WHAT IS THE DEADLINE TO SEND MY COMPANY LOGO?

Logos are due to Tucson Pride no more than 7 business days after you submit your signed contract and payment. This allows us to add your company to the Tucson Pride website. Please provide Tucson Pride with a .png file of your logo. Please direct questions to the board at sponsors@tucsonpride.org.

FREQUENTLY ASKED QUESTIONS

DO SPONSORS & VENDORS GET TABLES/CHAIRS FOR THEIR BOOTH?

Yes! Each 10X10 booth is provided with one table and two chairs. Each 10X20 booth is provided with two tables and four chairs. Additional tables and chairs are available upon request; however, additional tables and chairs are subject to a nominal fee.

HOW DO I GET MY FREE FESTIVAL TICKETS?

No later than 14 business prior to the Festival and/or pageant, please provide us with the first and last name of each individual utilizing your allotted complimentary tickets. These individuals will be added to the Will Call list and will check in to the event through the Will Call line, with photo ID, for free access to the event.

WHERE CAN I FIND THE SPONSOR APPLICATION?

A sponsorship application has been attached to this package for convenience purposes. Additional applications can be found at www.tucsonpride.org, under the Pride 2019 tab. If you are unable to access the website, please contact the Board of Directors at sponsors@tucsonpride.org and we will be happy to email a copy of the application to you.

WHAT IS THE DIFFERENCE BETWEEN A CASH AND IN-KIND SPONSORSHIP?

A Cash Sponsorship occurs when a sponsor pledges a monetary donation to Tucson Pride. An In-Kind Sponsorship occurs when a sponsor pledges to provide Tucson Pride with a product or service at no cost, in lieu of a monetary donation. In-Kind Sponsors work with Tucson Pride to establish the monetary value of the provided product or service. Sponsorship levels are assigned according to that value. *Tucson Pride will not accept in-kind donations for Title Sponsorships (e.g. Parade, Mainstage, Dance Tent, or Pageant).

HOW DO I REGISTER FOR MY VENDOR BOOTH AND PARADE ENTRY?

As soon as your sponsorship application is accepted, and your payment is received, you will be given a promo code. At that time, log on to www.tucsonpride.org and complete the Vendor Application and/or the Parade Application. On the check-out screen, enter your promo code and your registration will be processed with the applicable discounted rate(s), as established by your sponsorship level. Please note that Vendor and Parade Registration will not open until April 1, 2019.



2019 Sponsorship Commitment Form

Sponsor Details:

Company Name: _____

**As you wish for it to appear on the Tucson Pride Website & Promotional Materials*

Street Address: _____

City: _____ State: _____ Zip Code: _____

Point of Contact: _____

Phone Number: _____

Email: _____

Website: _____

Sponsorship Packages (Check One):

<input type="checkbox"/>	Tucson Pride Parade Title Sponsor - \$3,500	<input type="checkbox"/>	Main Stage Title Sponsor - \$10,000
<input type="checkbox"/>	High Energy Dance Tent Sponsor - \$10,000	<input type="checkbox"/>	Pride Pageant Title Sponsor - \$3,500
<input type="checkbox"/>	Diamond Sponsor - \$15,000	<input type="checkbox"/>	Platinum Sponsor - \$10,000
<input type="checkbox"/>	Gold Sponsor - \$6,000	<input type="checkbox"/>	Silver Sponsor - \$3,000
<input type="checkbox"/>	Event Patron - \$1,500	<input type="checkbox"/>	Community Sponsor - \$1,000
<input type="checkbox"/>	Booster - \$500	<input type="checkbox"/>	Friends of Tucson Pride - \$50 - \$499
<input type="checkbox"/>	In-Kind Sponsor (Description & Value (\$) of in-kind donation):		

Payment Options (Check One)

<input type="checkbox"/>	A check is enclosed, payable to "Tucson Lesbian and Gay Alliance"
<input type="checkbox"/>	Credit/Debit card – Contact treasurer@tucsonpride.org for a PayPal invoice

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Terms and Conditions:

1. I certify that I am a duly authorized representative of the above listed organization and that I am authorized to enter into this agreement.
2. I recognize that all sponsorships are subject to review and acceptance by the Tucson Lesbian and Gay Alliance (Tucson Pride).
3. I understand that accepted sponsorships will enter effect upon receipt of payment of pledged funds or in-kind product unless an exception is specifically granted by Tucson Pride.
4. All benefits granted to Tucson Pride Sponsors are non-transferrable and are intended for exclusive use by the sponsoring business or organization. No Pride sponsor benefits may be sold, raffled or otherwise transferred to any entity or individual outside of the sponsoring business or organization. If Sponsors do not use some or all of the benefits provided with their sponsorship level, the benefits revert to Tucson Pride ownership to be used as desired by Tucson Pride. Failure to adhere to these restrictions will result in forfeiture of all Pride Sponsor benefits for the current festival and parade year.
5. As a Sponsor, Vendor and/or Parade Participant, I pledge that my business or organization has a policy that prohibits employment discrimination based on sexual orientation and gender identity. If my business or organization does not currently have this policy, I pledge that my business or organization will enact said policy by September 2019. I understand that failure to enact said policy by September 2019 will result in our forfeiture of involvement in 2019 Pride activities.

Count Me In!

Printed Name: _____ Date: _____

Signature: _____

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