

COMEOUTWITHPRIDE.COM

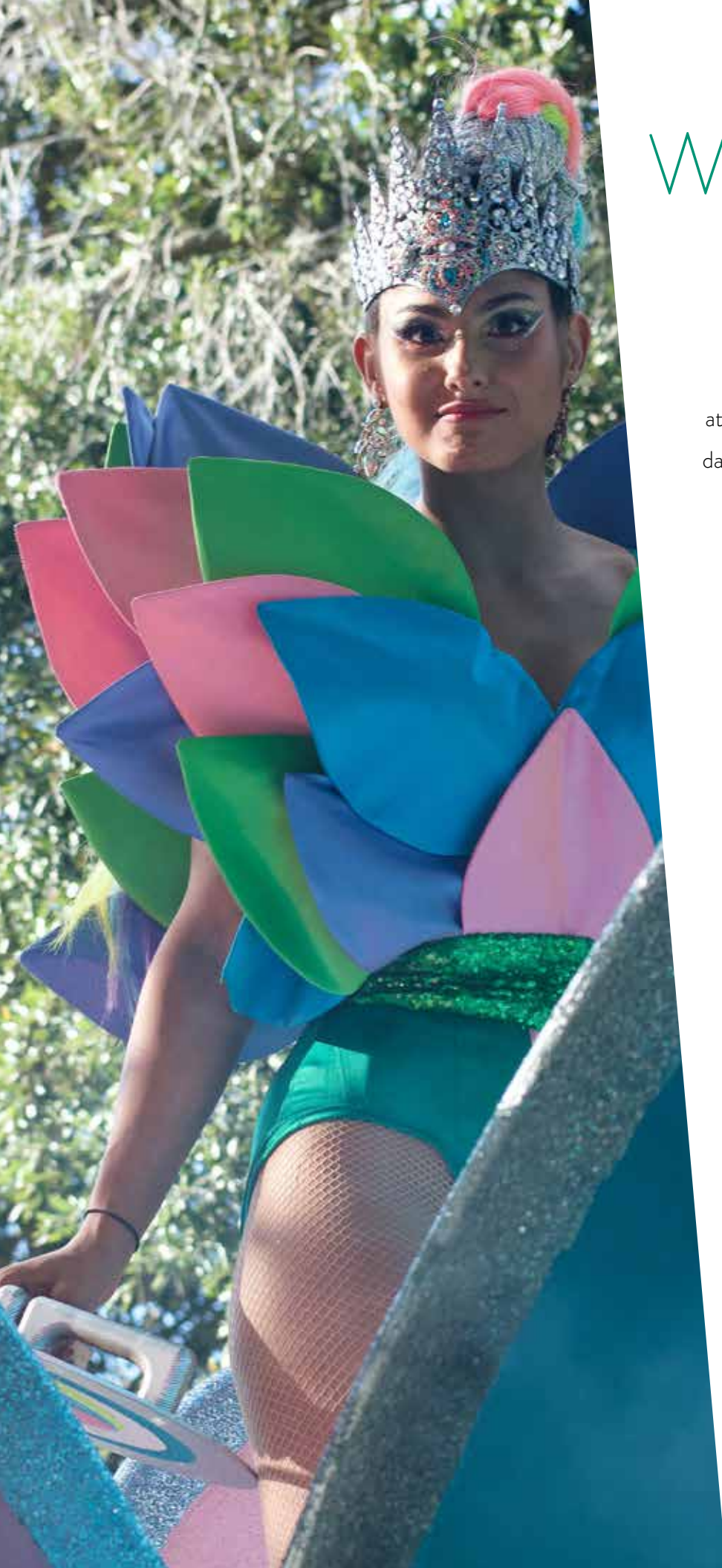


# 2020

PARTNERSHIP  
OPPORTUNITIES

COME OUT <sup>with</sup>  
**PRIDE**  
**ORLANDO**





# welcome

On Saturday October 10, we invite you to be a part of Orlando's annual pride event, Come Out With Pride — with over 185,000 attendees we're Central Florida's largest single-day parade and festival! Our volunteer board and production team is proud to produce this event for the 16th year in a row.

Pride has evolved over the years but it is more than just a party. For many in the LGBTQ+ community it is the one day a year they get to feel accepted and be their true authentic selves. We challenge you to find any day or event with more joy and energy — and it is our hope that together we can change the world so that every day can be just as positive and affirming.

Come Out With Pride is an opportunity for partners like you to continue the march towards progress. Our event will always be free to attend, so we need your help — every dollar you commit boosts our charge to create an atmosphere that truly makes a difference.



# our mission

Produce an annual pride event that fosters a sense of community, encourages LGBTQ+ citizens to live openly and with pride, and educates the general public of our shared cultural heritage.

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Encourage fellowship and support among participating businesses, professionals, individuals, and charitable pursuits in the LGBTQ+ and allied communities.

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Provide positive role models in the LGBTQ+ and allied communities.

Oppose prejudice in society at large and within the LGBTQ+ and allied communities on the basis of sexual orientation and gender identity.

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Foster communication, tolerance, and mutual support among LGBTQ+ persons and the allied communities.

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Provide financial support to other LGBTQ+ oriented non-profit organizations in the local area through the making of grants made possible by the proceeds from each year's event.





# we give back

Every year Come Out With Pride, Inc. awards grants and scholarships for Central Florida LGBTQ+ organizations, LGBTQ+ students and allied organizations doing an outstanding job at educating and providing services to our community. As of 2019 we have proudly presented over \$125,000 in scholarships, cash grants and promotional/logistical assistance since the Pride Gives Back program began four years ago.



The Pride Takes Action initiative strives to educate the public about the most pressing issues affecting the local LGBTQ+ community; we also encourage activism by promoting volunteer, donation and learning opportunities.

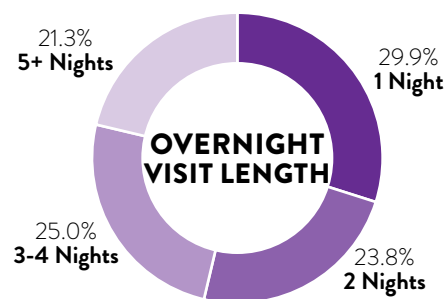
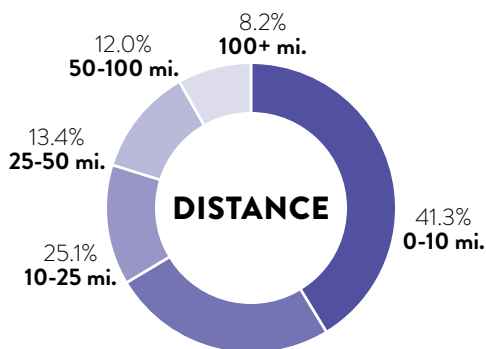
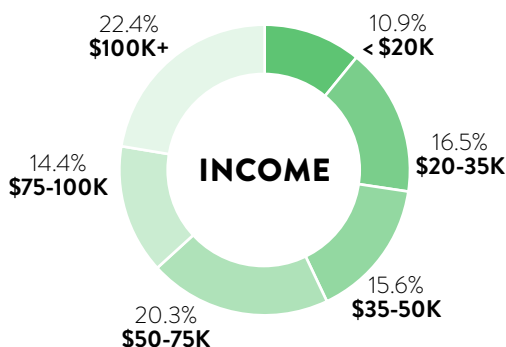
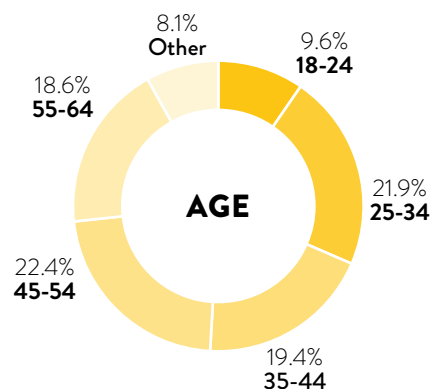
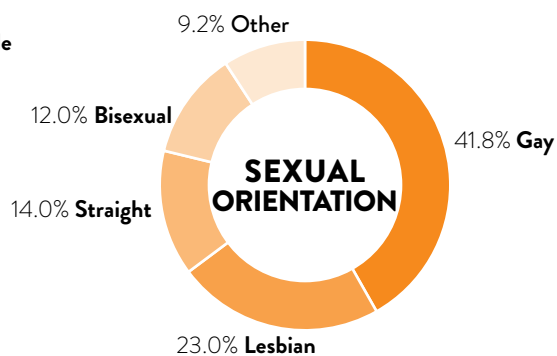
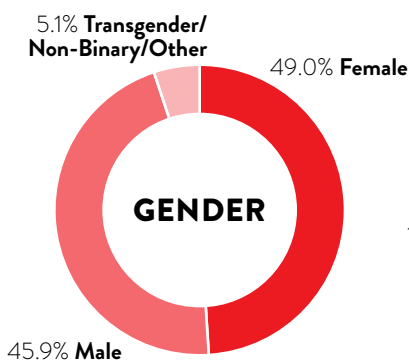


**185,000+** attendees  
in 2019, making  
Come Out With Pride  
one of the largest pride  
events in Florida

Each attendee spent  
an average of **133.80**,  
bringing an approximate  
**\$24,000,000**  
economic impact in 2019

Over **1/4** of attendees  
are brand new visitors;  
**89%** of all are highly  
or extremely likely  
to return in 2020

Approximately **74%**  
of attendees patronized  
local businesses  
before and after visiting  
Come Out With Pride



by the numbers







# sponsorship

Come Out With Pride truly values the support of businesses and organizations. Without great sponsors helping drive awareness, our mission would not be possible. We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, grass roots activations, B2B opportunities and more. There is truly a sponsorship level for everyone!

		Presenting	Diamond	Gold	Silver	Bronze
		\$50,000	\$20,000	\$12,000	\$6,000	\$2,500
<b>WEBSITE</b> comeoutwithpride.com	Banner ad on home page	✓				
	Logo placement on home page	✓	✓			
	Logo on sponsorship page & link to sponsor site	✓	✓	✓	✓	✓
<b>EMAIL BLASTS</b>	Logo in full listing of sponsors in email messages	✓	✓	✓	✓	✓
<b>SOCIAL MEDIA</b>	Facebook posts (36K+ likes)	3	2	1	1	1
	Twitter posts (6K+ followers)	3	2	1		
	Instagram (4K+ followers)	3	2	1		
<b>FESTIVAL</b> 185,000+ visitors	SponsorWalk booth space	30x30	10x20	10x10	10x10	10x10
	Exclusive Pride presenting banner	✓				
	Banner placement	✓	✓	✓	✓	
	Recognition in festival announcements	✓	✓	✓	✓	✓
<b>PRIDE GUIDE</b>	Pride Guide advertisement	2 Pages	1 Page	1/2 Page	1/4 Page	
<b>LOGO VISIBILITY</b>	Sponsor logo added to COWP logo	✓				
	Production Team shirts	✓				
	Volunteer T-shirts	✓	✓			
	Pride Guide sponsor listing	✓	✓	✓	✓	✓
	Main stage LED wall	✓	✓	✓	✓	✓
	Advertising as available	✓	✓	✓	✓	✓
<b>PARADE</b>	Floats/Buses included	1	1			
	Small vehicles included	2	1	1	1	1
	Walkers included (max)	300	250	200	100	50
<b>VIP EXPERIENCE</b>	VIP Lounge access passes	15	10	6		
	Other pride event access passes	✓	✓	✓		

Level amounts are based on a cash disbursement or in some cases an in-kind trade based on the documented market value of provided goods and services. Media/advertising sponsorships are also available based on the levels shown above when services provided are based on standard non-profit rates.

## PARADE \$7,500+

With 175+ units and accompanying marchers parading, this will bring attention to your brand and show your support for the LGBTQ+ community. With this sponsorship your banner will help kick off the parade; additionally you can choose where to place your float.

## ENTERTAINMENT STAGES \$7,500+

With vendors, food, and bars nearby, each of our main stages (including the Pride Stage and Amphitheater Stage) will feature top entertainment, attract a massive crowd and draw attention to your brand. Sponsorship is per stage.

## PRIDE MARKETPLACE \$5,000+

This high foot traffic area is home to 200+ vendors, bars and entertainment acts that our guests will visit throughout the day, ensuring your brand will be highly visible.

## VIP EXPERIENCE LOUNGES \$5,000+

Our VIP Lounges are a perfect platform to host and entertain. Located near each main stage, they provide fantastic views of the live entertainment and fireworks. Catered food items and soft seating is required from the sponsor. Come Out With Pride will provide all beverages. Sponsorship is per lounge.

## FIREWORKS \$5,000+

Our fireworks show cascades from the heart of Downtown Orlando over Lake Eola bringing colors to the sky. Paired to a musical soundtrack, this show is often called the best fireworks show in Orlando and always ensures viewers end the night with a smile..

## ADDITIONAL OPPORTUNITIES

Please contact a member of our sponsorship team to learn about other areas and events that could showcase your brand.

# be featured

Featured opportunities include additional benefits, please inquire with our sponsorship team for more details. Opportunities begin at the pricing shown above and are in addition to existing sponsorship levels.







# marketplace



There's no better opportunities to interact with the community than at the Pride Marketplace festival and The Most Colorful Parade. Not only will your organization, church, business or political group enjoy significant exposure — you'll simply have the most fun doing it!

10X10 BOOTH (EARLY BIRD PRICING)	
Non-Profit / Individual / Political Affiliation	\$250
For-Profit Small Business (1-20 employees)	\$375
For-Profit Large Business (21+ employees)	\$525

EXTRAS	
Tent	\$150
Electricity (110V)	\$60
Extra Table	\$12
Extra Chair	\$6

Register online today at  
[COMEOUTWITHPRIDE.COM/BEGIN](https://comeoutwithpride.com/begin)

10x10 booth includes one table and two chairs.  
 You provide the tent or purchase as an add-on.  
 Space is limited and reserved on a first-come, first-serve basis.  
 Both prices shown increase \$100 after May 1, 2020  
 Booth prices shown increase \$200 after September 1, 2020



Parade base price includes 50 walkers. Space is limited and reserved on a first-come, first-serve basis.  
All base prices shown increase \$100 after May 1, 2020 and increase \$200 after September 1, 2020.

#### PARADE BASE PRICE (EARLY BIRD PRICING)

Non-Profit / Individual / Political	\$250
Small Business (1-20 employees)	\$325
Large Business (21+ employees)	\$575
EXTRAS	
Vehicle Allocation (each)	\$100
Float/Bus Allocation (each)	\$150
Golf Cart / Small Vehicles (each)	\$50
50 Additional Walkers	\$50

.....  
:  
parade

#### FOOD VENDOR PRICE (EARLY BIRD PRICING)

10' Food Vendor Booth / Truck	\$400
Food Cart	\$400
EXTRAS	
Additional 5' Allocation	\$100
Electricity (110V)	\$60
Electricity (220V)	\$150

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:  
food  
vendors

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The Local Partner opportunity is a great opportunity for local small businesses that wish to sponsor Come Out With Pride but do not plan to participate in The Most Colorful Parade or vendor Marketplace. Your \$500 contribution will have a positive effect on helping us produce Central Florida's largest event for our LGBTQ+ community! Eligible small businesses must have 20 or fewer employees and be located within 50 miles of Lake Eola Park in downtown Orlando.

## local partners



## allied events

Pride Week (October 4-11) is an opportunity for Orlando businesses and organizations to offer a diverse set of events and experiences that reach a wide spectrum of audiences and interests. Planning an event and wish to be officially listed on our schedule? Become a partner for just \$100 and get a regular listing on our website events page. For \$500, you can upgrade to a deluxe partner and get included on social media posts and in our e-newsletter.





# keep dancing

Throughout our parade and festival we #KeepDancingOrlando to remember, honor and celebrate the lives of those affected by the attack at Pulse on June 12, 2016. In the days and months that followed this tragedy, the world showed Orlando enormous love and compassion. In 2026, ten years later, we hope to again bring the world together right here by hosting WorldPride — a massive two-week event that could attract over a million visitors to our region and foster much more positive change in the LGBTQ+ community.

As we spend the next several years preparing this bid, your pledge of support will help make this all possible.

Please email [worldpride@comeoutwithpride.org](mailto:worldpride@comeoutwithpride.org) to learn more about how to get involved.



# 2019 sponsors





# parade & vendors

24-7 Intouch A & V Art AARP Community Programs Absofruitly Abuelo's World's Best Piña Coladas Accenture ACLU of Central Florida Adjectives Market ADP AE Marketing (Advanced Endontics) Alight Allegiant Amazon American Cancer Society American Foundation for Suicide Prevention American Heart Association American Red Cross of Greater Orlando Amy Mercado for FL House District 48 Animal Rights Foundation of Florida Arbogast Confection Company Asurion Avita Pharmacy Awarewolf Apparel Bank of America Barefoot BB&T BE. Orlando Humanist Fellowship Bills Grills on Wheels Bisexual Alliance BJ Events LLC Bliss Cares Blue Lotus Wellness Center & Boutique Booty Box Borinquen Boston Scientific Brooks Brothers Buddy Dyer for Orlando Mayor BudLight / City Beverages Campaign of Deborah Barra for State Attorney Caribbean Passion Smoothies Celebrity Cruise Lines / Go Travel Center for Reproductive Medicine CF Freethought Community Central Florida Softball League CF Sounds of Freedom Band & Colorguard Century 21 Carioti CenturyLink Charles Schwab CHEP Citi Tower Apartments Citrus Lab City of Orlando Club Orlando Coco2Go Florida College Park United Methodist Church Crew Health Crooms Academy of IT Cryos International - USA Custom Cutie Cupcakes Cutting Edge Pride CVS Health Darden Restaurants Dejaci Home Fragrance DeLand Pride Delta Air Lines Department of Veterans Affairs Dept. of Veterans Affairs Devereux Advance Behavioral Health Downtown Development Board Dr. Phillips Specialty Pharmacy EDC Orlando Electronic Arts Embrace Families Enterprise Rent A Car Epoch Residential	Equalitee Co. Equality Florida Ernst & Young LLP Express Scripts Farmer's Insurance Fifth Third Bank First Congregational Church of Winter Park, UCC First International Title First Unitarian Church of Orlando First United Methodist Church of Orlando Florida A & M College of Law Florida Blue Florida Dept. of Health, Orange County Florida Gay Camping Florida One Real Estate Floyd's 99 Barbershop Gap Inc Gay Days, Inc. Gayest Store on Earth Gilbane Building Company GOALcfl God Glam It Got Pride! LLC GP Mobile LLC Grand Bohemian / Kessler Collection Greek and Mediterranean Cuisine inc Hard Rock Hotel Daytona Beach, FL Harry Gibson Heart of Florida United Way Hiawassee Veterinary Clinic Holidays Network Group Homebridge Financial Services Hope and Help Hotspots Human Rights Campaign Hyatt iHeart Radio & XL106.7 IKEA Impulse / AHF International Union of Painters and Allied Trades J Bauman Salon J.P. Morgan Chase JCPenney Joy Metropolitan Community Church Kids Fringe Kona Ice of NW Orlando Kukui Maca Lasik Vision Institute Altamonte LasikPlus LeafFilter North of Florida, LLC. League of Women Voters of OC LGBTQ+ History Museum of CF Libby's Legacy Breast Cancer Foundation Liberty Mutual Insurance Lockheed Martin Love Alchemy Clothing, LLC Love Has No Gender, Inc. Lowe's LSQ Funding Lyft MAC COSMETICS Macy's Maria Rosa Hotdog Marriott International Mayor Dyer & Commissioner Sheehan Mental Health Association of CF Microsoft Midway Specialty Care Center Orlando Miracle of Love, Inc. Mix 105.1 MJ & Team Dream Vacations MojoMan Swimwear and Clothing Moms Demand Action for Gun Sense in America	Movement Mortgage Mr Potato Spread Inc My Campaign Wear MyRadar NASA National Gay Pilots Association Nejame Law Neurology Associates, PA Nike Nissan Noodles & Company Nordstrom Novel Lucerne Oasis Impact Church ODSA Inc Orlando Fire Department Office of Representative Anna V. Eskamani (D-47) Office of Representative Carlos Guillermo Smith Olivia Travel One Magical Weekend One Orlando Alliance onePULSE Foundation Only Human Orlando Police Department Operation Blazing Sword OC Classroom Teachers Association OC Democratic Executive Committee Orange County Government Orange County Library System Orange County Property Appraiser OC Sheriff John Mina/OC SO Orange County Tax Collector Orlando Anarchy Orlando City Soccer / Orlando Pride Orlando Gay Chorus Orlando Health Orlando Leather & Fetish Community Orlando Magic Orlando Shakes - Arms of Love Orlando Socialists Orlando Youth Alliance Outer Peace Oviedo High School GSA Park Lake Presbyterian Church Parliament House Paylocity Corporation Peace Corps PFLAG Orlando Piña Power Fruit Smoothies Planned Parenthood PNC Polk Pride FL Pride Fans Pride Fort Lauderdale Pride Kitty - Like A Cat Pride of the Americas 2020 Greater Fort Lauderdale Primos Kitchen / The Wok Proud AF Boutique PRP Wine International Pulse Vehicle/OPD PVH Corp. Qlatinx R and D Food Service Inc Rainbow Families of Central Florida Ralph Rizer REI Rollins College Ryan Williams for State Attorney Sandy's Dogs Sanford Pride Sawgrass Community Defense Group Seminole State College Shadrachs Fiery Furnace Shake Shack	Siemens South Beach Tanning Company Southern Nights Orlando Southwest Airlines Space Coast Pride Inc SPEKTRUM Health, Inc. St Matthew's Tavern / St Dorothy's St Pete Pride St Richard's Episcopal Church St. Luke's UMC State Farm Steelhouse Apartments Stephanie Murphy For Congress Stonewall Orlando Straight Girl in a Gay World Success Sugar Rush Marshmallows SunTrust Bank Synchrony T-Mobile T-Network Tampa Pride TD Bank Teamsters Local 385 The American Grilled Cheese Kitchen The Center The Hartford The Lamoureux Group at Keller Williams Classic Realty The Mardi Gras Collections The Orlando Dog Mom Club The Orlando Sisters of Perpetual Indulgence The Reformation Project The Rich Weirdoes The Sweet reLEAF Bakery The Venue Thornton Park District Tijuana Flats Tito's To Write Love on Her Arms Toby's Concession Services, Inc Trans World Peace One World Peace for All Inc Travelers Triumphant 2gether Trulieve Tupperware Brands Turner Construction Company Two Spirit Health Services UCF LGBTQ Services UNITE HERE! Central Florida Locals 362 & 737 United Arts of Central Florida Universal Studios Univision / Salsa 98.1 USTA Valencia College - West GSA Club Varsity Gay League Orlando Veritas Technologies LLC Verizon Victim Service Center of Central Florida Walmart Walt Disney World Watermark Publishing Group Wawa Wells Fargo WFTV Wheelzy whiskerDocs Whole Foods Market Wiley Education Services World Toys and Imports Inc. Wyndham Destinations Yaya Han LLC YogaMix & Friends Zebra Coalition
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Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event! We hope that you will contact us soon to secure your spot as a 2020 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages.

## next steps

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# 10/10 2020

COME OUT with  
**PRIDE**  
ORLANDO