



2024

Sponsorship Packet

PRIDE
San Antonio



Dear Friends of Pride SA,

Pride San Antonio Inc. is excited to be stepping into our 21st year of service to the San Antonio community. As a registered nonprofit 501©3 organization in the State of Texas, Pride San Antonio was incorporated to instill pride, celebrate unity, embrace diversity, and recognize the contributions of the Gay, Lesbian, Bisexual, and Transgender community in the San Antonio metropolitan area.

Pride San Antonio is best known for producing the annual ***Pride “Bigger Than” Texas Parade and Festival***, as well as many other events that engage multiple interests within the community. Ultimately the ***net proceeds from our work go to support local charities and nonprofits selected annually by the Board of Directors.***

Research shows that LGBT individuals prefer products and services from companies that support the LGBT community over competing products and services that do not. “The global economy is learning that what’s good for [the LGBT community] is good for the bottom line. (The Advocate October/November 2014).”

Sponsorship of Pride San Antonio will allow a business to engage an established market in the LGBT community. With our variety of programs such as the **San Antonio Pride Softball League, Pride Bigger Than Texas Sports** such as official bowling tournaments and volleyball tournaments, the **Pride Bigger “Than Texas” Parade and Festival**, the **RainBOo Halloween 5K**, and **San Antonio QFest, San Antonio’s LGBT International Film Festival**, there are multiple opportunities to foster relationships with the LGBT community. Sponsorship of Pride San Antonio is a business partnership that is not only a sound investment, but also allows Pride to reinvest in the community.

In addition to our business sponsorship packages there are also ways in which individuals can support PRIDE throughout the year and help to reinvest in the San Antonio LGBT community. Enclosed you will find the many benefits of sponsorship available to both businesses and to community individuals.

Pride San Antonio has donated over \$300,000.00 to our beneficiaries. The following non-profits have been chosen by the Board of Directors of Pride San Antonio as beneficiaries for 2024.

BEAT AIDS

Bexar Area Harm Reduction Coalition

Fiesta Youth

Footbridge Foundation

Living Positive

MCC

San Antonio AIDS Foundation

San Antonio Gender Association

We Are Alive

Enclosed you will find sponsorship opportunities listing many ways in which you can support Pride San Antonio and its many programs. If you have any additional questions please feel free to visit our website at **www.pridesanantonio.org** or visit us on Facebook by searching for Pride San Antonio. Finally you may also contact our ***Sponsorship Coordinator, Michael Anderson, at sponsor@pridesanantonio.org.***

We look forward to working with you. Thank you in advance for your continued support of Pride San Antonio and the LGBT community of San Antonio.

With Great PRIDE,
Michael Anderson
Vice-President, Pride San Antonio Inc.
PO Box 120185
San Antonio, TX 78212

PRIDE “BIGGER THAN” TEXAS 2024 SPONSORSHIP OPPORTUNITIES

OFFICIAL HEADLINE ENTERTAINMENT SPONSOR
PRIDE “BIGGER THAN” TEXAS BLOCK FESTIVAL
SATURDAY, JUNE 29, 2024

SPONSOR ALL MEDIA PROMOTIONS-BROADCAST & PRINT
ONGOING

PRIDE BENEFIT SHOWS
ONGOING

GAY SOFTBALL LEAGUE
ONGOING

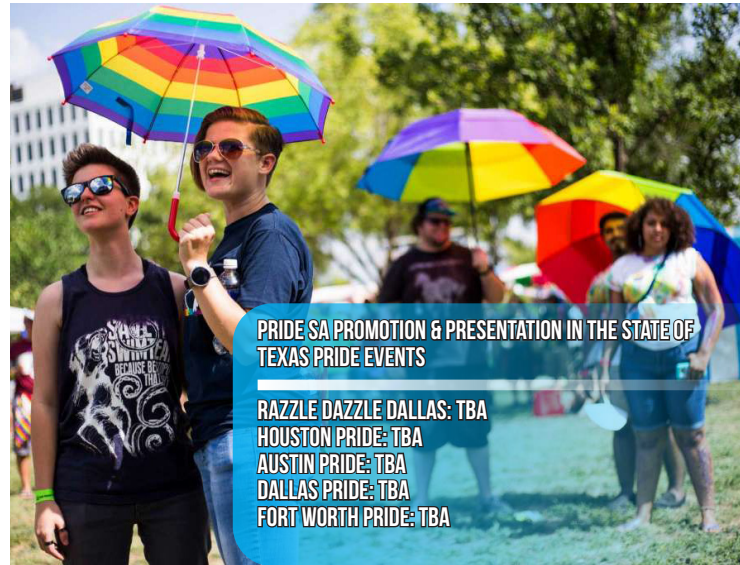
GAY BASKETBALL LEAGUE
ONGOING

NIOSA PRIDE RIDE SHUTTLE
APRIL 23, 2024

PRIDE BOWLING TOURNAMENT
TBA 2024

GRAND MARSHAL MEET AND GREET
FRIDAY, JUNE 28, 2024
LOCATION TBA

SAN ANTONIO Q FEST: ELEVATING QUEER CINEMA TO NEW HEIGHTS
OCTOBER 11 - 13, 2024



PRIDE SA PROMOTION & PRESENTATION IN THE STATE OF
TEXAS PRIDE EVENTS

RAZZLE DAZZLE DALLAS: TBA
HOUSTON PRIDE: TBA
AUSTIN PRIDE: TBA
DALLAS PRIDE: TBA
FORT WORTH PRIDE: TBA



Already made your sponsorship decision?

Here are your next steps:

- Contact our Pride sponsorship coordinator, **Mike Anderson** at sponsor@pridesanantonio.org to discuss your sponsorship level and benefits.
- Complete the Sponsorship form at the end of this packet and mail to **Pride San Antonio, Inc. PO Box 120185 San Antonio, TX 78212** or email to sponsor@pridesanantonio.org
- We will prepare and send your sponsorship proposal via email or regular mail at your preference.
- Review the proposal, sign showing approval, include your payment and return it to us via email or regular mail.

PRIDE "BIGGER THAN" TEXAS 2024 SPONSORSHIP PACKAGES

ALL SPONSORSHIP LEVELS ENJOY THESE GREAT BENEFITS:

Complimentary Float Entry for Pride Parade
Complimentary Vendor/Info Booth at Festival
Logo Placement on Pride SA Website Sponsors Page

UNIQUE ADDED BENEFITS AT EACH SPONSORSHIP LEVEL

- Please note the Pride San Antonio, Inc Sponsorship Restrictions, Conditions, and Limitations:
- Pride San Antonio, Inc has the right to accept or refuse sponsorship depending on the commitments already in place or if the sponsorship offer does not meet the needs of the organization.
- All print or broadcast media will require certain deadlines that must be met in order to participate in that type of media promotion.
- Pride San Antonio, Inc can accept cash, check, or Visa/Mastercard for sponsorship payments/checks should be made payable to: Pride San Antonio Inc.
- All sponsors need to provide liability insurance for their participation with Pride San Antonio Inc. and the City of San Antonio listed and endorsed as additional insured parties.

Some of our 2023 Sponsors...

- **USAA**
- **BUD LIGHT**
- **THE PUBLIC THEATRE OF SAN ANTONIO**
- **UNIVISION**
- **METHODIST HEALTHCARE**
- **AMOL'S**
- **KIND CLINIC**
- **MARRIOT**
- **ASPIRE FERTILITY**
- **MARATHON**
- **THE NICHOLS LAW FIRM**

2024 SPONSORSHIP MENU

	RAINBOW	ALAMO	MISSION	PASEO DEL RIO	HEMISFAIR	LA VILLITA
	\$15,000	\$10,000	\$5,000	\$3,000	\$2,000	\$1,500
Official Headline Entertainer Sponsor	*					
Sponsor recognition on all broadcasts (radio/tv) promos	*	*				
Name & Logo on all Post-Event Ads/Promotions	*	*				
Name & Logo on Lead Parade Banner styled as, "Pride Bigger Than Texas" 2023 Presented by (your name)	*					
Film Festival Onscreen Commercial	*	*	*			
Product Exclusivity ***	*					
Name & Logo Placement at Grand Marshal Meet and Greet Reception	*	*	*	*		
San Antonio Qfest Film Festival Printed Program Ad	Centerfold Page Ad	Full Page Ad (2)	Full Page Ad	½ Page Ad	¼ Page Ad	
San Antonio Qfest Film Festival Onscreen Logo Credit	*	*	*	*	*	
Recognition by name at Grand Marshal Meet & Greet	*	*	*	*	*	*
Recognition on select print media promos including postcard promotions (must meet deadlines)	*	*	*	*	*	*
Logo Placement & Link on Pride Website Sponsor Page	*	*	*			
Logo Placement on Main Stage Banner at Festival	*	*	*	*	*	*
Name & Logo on Special Parade Banner Walked Along Parade Route	4 (Including Lead Banner)	3	2	1	1	1
Complimentary Parade Float/Walking Entry	*	*	*	*	*	*
Feature Pride Sponsor On Pride SA Website	*	*	*	*	*	*
Complimentary Festival Booth Space	(2) 8 X 16	8x16	8x16	8x8	8x8	8x8
Logo Placement on Pride SA Volunteer Shirts (Requires PRINT READY logo in Color & B/W)	*	*	*	*		
Recognition in Grand Marshal Meet & Greet Program	*	*	*	*	*	*
Complimentary Passes to Grand Marshal Meet & Greet	15	10	8	6	4	2
Fiesta Frenzy Ad	Centerfold Page Ad	Full Page Ad (2)	Full Page Ad	½ Page Ad	¼ Page Ad	
Fiesta Frenzy Tickets	8	8	6	6	4	2

2024 PRIDE "BIGGER THAN" TEXAS NON-CORPORATE SPONSORSHIPS

Friends & Family of Pride

	Glenda \$500	Dorothy \$240	Toto \$120
Pride San Antonio Season Pass	4	2	1
Recognition to Grand Marshal Meet and Greet	*	*	*
Pass to Grand Marshal Meet and Greet	4	2	1
VIP Passes to Pride Bigger Than Texas	**	**	**
Commemorative Pride Dog Tags	4 sets	2 sets	1 set

* Included

** Item is included with VIP Badge or Pride Season Pass.

*** 1 season pass can be substituted for 4 VIP Passes to Pride San Antonio.

**** **Pride San Antonio is a registered nonprofit and donations to Pride San Antonio, Inc. are tax-exempt to the level allowed by law.**

Business/Company Name (if applicable):			<p>Mail this form and payment to:</p> <p>Pride San Antonio, Inc.</p> <p>PO Box 120185</p> <p>San Antonio, TX 78212</p> <p>For more information contact:</p> <p>sponsor@pridesanantonio.org</p> <p>or 210.365.6620</p>
Contact Name:			
Mailing Address:			
City:	State:	Zip Code:	
Phone:	Fax:		
Email:			
Website:			
Corporate Sponsorship (check one)			
<input type="checkbox"/> Rainbow \$15,000	<input type="checkbox"/> Alamo \$10,000	<input type="checkbox"/> Mission \$5,000	
<input type="checkbox"/> Paseo del Rio \$3,000	<input type="checkbox"/> Hemisfair \$2,000	<input type="checkbox"/> La Villita \$1,500	
Non-Corporate Sponsorship "Friends of Pride" (check one)			
<input type="checkbox"/> Glenda \$500	<input type="checkbox"/> Dorothy \$240	<input type="checkbox"/> Toto \$120	
Payment (check one)			
<input type="checkbox"/> Check (payable to Pride SA)		<input type="checkbox"/> Visa <input type="checkbox"/> MC	
Name on Credit Card:			
Card Number:	Exp. Date:		
Billing Zip Code:	CVC/CVV Code:		
Signature:			

**CHECKS SHOULD BE MAILED TO:
PRIDE SAN ANTONIO, INC
PO BOX 120185
SAN ANTONIO, TX 78212**