



# Sponsorship Opportunities

Pride in the Park 32 - 2024  
PRISM Scholarships  
& Programming

[WWW.ROANOKEPRIDE.ORG](http://WWW.ROANOKEPRIDE.ORG)

# ABOUT ROANOKE PRIDE

Roanoke Pride presents the annual lesbian, gay, bisexual, transgender, questioning, and queer (LGBTQ) festival and parade for the Roanoke Valley and Southwest Virginia.

Since the 1980s, Pride events have been held throughout Roanoke celebrating the diversity, cultural history, and pride of the LGBTQ community.

Roanoke Pride's mission is to produce local fun, safe, and empowering events where LGBTQ and allied people can stand together as unique individuals and as a community, with the purpose of uniting as a creative, social, economic, and influential force.

This past year's event was a two-day festival with over 12,500 in attendance. This very diverse crowd provided a unique marketing opportunity for businesses intent on creating relationships within the LGBTQ community. Everyone is welcome to attend, and we pride ourselves in our continued growth of our events and overall low cost for vendors.

Primary funding for the festival and parade comes from our Sponsors. The following sponsorship brochure provides a brief description of what to expect for 2024.

The THIRTY SECOND Roanoke Pride planning committee is pleased to announce this year's festival weekend will be held April 26th - 28th. Detailed event information will be posted as it becomes available. Additionally, we continue to grow Pride's PRISM Foundation to help facilitate Housing, Job Placement and Education Advancement for LGBT Youth throughout the region. This program also provides a High School and College age weekly program called DESTINY as an outlet and safe space for LGBTQ+ Youth. The Angel Tree Holiday Assistance Program as well as College Scholarships Program of PRISM is now in its fifth year.

On behalf of the entire planning committee, we would like to thank you for taking the time to review our sponsorship brochure. If you have any questions or need additional information regarding sponsorship or other advertising/promotional opportunities with Roanoke Pride in 2024 please do not hesitate to contact us.

[info@roanokepride.org](mailto:info@roanokepride.org)

[www.roanokepride.org](http://www.roanokepride.org)

[www.facebook.com/RoanokePride](https://www.facebook.com/RoanokePride)

*PRISM Foundation is an initiative under the direction and organizational structure of Roanoke Pride, Inc., a 501 (c) (3) non-profit. Profits derived from many events of Roanoke Pride go to assist the PRISM initiative. Donations solicited are to help all programming of Roanoke Pride, Inc., however donors may specify what portions of their overall donations go specifically to PRISM or to Roanoke Pride, Inc.*



## 2024 ROANOKE PRIDE GOALS

- Offer exciting, up-and-coming, cutting-edge talent and the best of local entertainment from Southwest Virginia and beyond.
- Increase attendance through comprehensive marketing and communication.
- Create a fun, safe, and empowering environment for all who attend the festival.
- Development of fundamental and educational programming for LGBTI targeted youth and adults
- Continued growth of the PRISM Program elements including the DESTINY Youth Weekly Initiative as well as the Angel Tree & Scholarship Programs
- Development of programming and events affecting other diverse areas of our community
- Return on investment value to our sponsors for their support including demographical information returned to our sponsors after the Pride in the Park event

## By The Numbers

- Roanoke Pride is the largest Pride celebration in Virginia and the second largest between Atlanta and Washington, D.C. with more than 12,500 people attending the festival and parade annually over the last several years.
  - 2016 saw the debut of Pride's first television commercial, which provide top-tier sponsors with a media exposure value of over \$24,000. 2017 expanded this coverage to two commercials, increasing media exposure value to \$41,000. We are in the final stages of securing a media sponsor for 2024 as we speak as well as tying this to our major headliner concert on Sunday, April 28th.
  - 2024 expects to bring the largest number of vendors and sponsors to the festival, with an expanded and increased footprint.
  - The Roanokepride.org website had more than 18,000 unique visitors during the month of Pride, a 63% increase over 2021.
  - The Roanoke Pride Facebook page has more than 6,400 fans.
  
  - Our 2019 Participant Survey revealed the following:
    - o 52% of attendees identified as male, 47% as female and 1% as transgender.
    - o 37.7% of attendees were ages 13-31, 52.1% were ages 32-52, 10.0% were ages 53-70, and 0.2% were ages 71+, with the average age being 37.
    - o 77.3% of attendees live in the Roanoke Metro area. 22.7% come from outside this area.
    - o Local attendees spent an average of \$145, while those traveling into the city for the event spent an average of \$587.
    - o 27% of festival/parade goers were first time attendees.
  
  - A recent study by Harris-Interactive® shows that the LGBTQ population accounts for at least 16 million adults, with a combined buying power was more than \$790 billion in 2016.
  - A recent survey by Harris-Interactive® demonstrated that 48% of gay & lesbian adults reported that they liked to keep up with the latest trends and styles, compared to only 38% of their heterosexual counterparts.\*
  - More than 70% of gay and lesbian individuals reported that they have switched products and or service providers because they learned that the company supported the LGBTQ community or had LGBTQ-friendly policies.\*
  - Major print, television, radio, and online media outlets have covered the Roanoke Pride events.
- \*Source: Research and findings by Harris-Interactive® and Witeck-Combs Communications. 2016.

# **BENEFITS OF SUPPORTING THE COMMUNITY**

With a full weekend of events and opportunities for exposure, our sponsors are able to target one of the most loyal markets available. Whether it's to promote products or services, add to your talent, or just to support the community, your sponsorship is targeted multiple times to an audience that is looking for safe, supportive organizations to patronize or become a part of. Sponsors receive year-round exposure after the festivities on the Roanoke Pride website and in electronic communications. For our first-time sponsors and advertisers, Roanoke Pride will introduce and reinforce your brand in a significant media market to the extremely brand-loyal LGBTQ community. For those who have sponsored and advertised with us before, we look forward to having you back and hope you like some of the additions and improvements to this year's festival and parade.

## **Advertising and Promotions**

Depending on your sponsorship and advertising selections, your company logo, links to your homepage, references on social media, email distribution, sponsorship, or advertisements will be seen by a large number of people. In addition, our full-color cover program guides will be extensively distributed prior to the event throughout Southwest Virginia and will be published on [Roanokepride.org](http://Roanokepride.org).

## **Build Customer Awareness and Loyalty**

Becoming a partner with Roanoke Pride provides a tremendous amount of exposure for your business to the LGBTQ community and their allies. Each year, Roanoke Pride is not only a spectacular event for the attendee but also an amazing experience for those who assist in making it happen. Your support builds awareness of the LGBTQ community to all living in Southwest Virginia. Supporting Roanoke Pride proves that your business goes deeper than commerce.

## **Engage Your Employees**

A significant benefit of having a presence at the festival and parade is that your employees are involved in a community event that puts them directly in contact with your customers. Engaging your employees helps to build an inclusive and welcoming team and provides an opportunity for your business to interact directly with the community and drive customers to your business.

## **Social Responsibility**

One of the most important benefits that we often hear from sponsors is that individuals staffing the sponsor tents leave feeling they have made a difference.

Through their participation, companies are able to engage the LGBTQ community and show their support.



# FESTIVAL VENDOR OPPORTUNITIES

## APRIL 26-28, 2024 - Elmwood Park - Roanoke

Roanoke Pride, Inc. and the PRISM Foundation would like to welcome you to opportunities for our 32nd Pride in the Park Celebration. We are looking forward to working with you again this year and would like to extend a special welcome to our new vendors. We are excited to announce that we will be doing a full weekend of events this year with a return to our Elmwood Park location on Sunday. It has been completely renovated and is a much nicer and more efficient setup for festivals.

We will be meeting with the city to firm up details but the information below will answer most questions. Sunday will include various entertainment, a second stage, new interactive events and more. Let's get the ball rolling and get our plan in place for the best Pride Festival ever.

Please contact us at [info@roanokepride.org](mailto:info@roanokepride.org) for any questions you may have.

### VENDOR INFORMATION

- Spaces are 10 ft by 10 ft
- Sponsors may be allocated multiple 10 ft x 10 ft spaces according to their sponsor levels. (please see next page)
- Food vendors space is allocated as needed. (Food Vendors will most likely be set up on Franklin Rd)
- Electricity is provided on first come first served basis and cannot be guaranteed. You must bring your own extension cords. (With new venue more information to follow)
- Our festival is host to thousands of people. With the formation of Roanoke Pride's new PRISM Foundation, we expect unsurpassed growth in the coming years of this event.
- Vendors are expected to provide their own shelter. Our festival takes place rain or shine.
- Vendors are allowed to start arriving on site at 8:00 am on Sunday and are asked to remain onsite until the conclusion of the festival. (subject to change when more info is available.)

### DEFINITIONS OF VENDOR CATEGORIES:

- Non-profit & Education – Charities and service organizations / Colleges and private schools
- For-Profit- Any business or entity which sells merchandise or provides services for profit
- Political- Any vendor applying that is associated with a political campaign
- Food- Any vendor selling concession products

### VENDOR RATES

**Nonprofit & Education- \$125**

**For Profit - \$225**

**Political- \$250**

**Food- \$290**

Please email us and we can provide online payment options or make arrangements for a mail in payment.

Thank you all for your support for Roanoke Pride & The PRISM Foundation.



# 2024 Sponsorship Opportunities & Levels

## Community Partner - In Kind \*non profit only\*

### Pride Ambassador \$100 - \$500

- Name on Vinyl Banner
- (1) Sponsor T-Shirt

### Bronze \$1200

- Quarter page (3.5" w x 5" t) color ad in the 2024 Roanoke PRIDE Guide (Guide may be electronic magazine)
- Printed recognition on all sponsor pages of website
- Banner Hung (company Provided)
- Vendor Spot(1)
- Logo on Website
- (2) Sponsor T-Shirt

### Silver \$2500

- Half Page Color Ad in the 2024 Roanoke PRIDE Guide (Guide may be electronic magazine)
- Acknowledgment from stage
- Website link on Roanoke Pride website
- 2 special mentions on social media
- Logo on banners at Festival
- Vendor Spots(2)
- (3) Sponsor T-Shirt
- Banner Hung (company Provided)

### Gold \$4000

- Premium placement Half page color ad in the 2024 Roanoke PRIDE Guide (Guide may be electronic magazine)
- Roanoke pride website logo placement.
- 4 special mentions on each of the Pride Center's Social Media sites
- Acknowledgment from Roanoke PRIDE Stage
- Printed logo recognition on all Sponsor Pages
- Logo on banners at Festival
- Banner Hung (company Provided)
- Vendor Spots (3)
- (4) Sponsor T-Shirt

# 2024 Sponsorship Opportunities & Levels

## Platinum \$6500

- Vendor Spots (1) premium Location (1) Vendor spot
- Mention in all Radio & Print Media
- Full Page Color Ad in the 2024 Roanoke PRIDE Guide (Guide may be electronic magazine)
- 1/2 Page ad in one Newsletter
- Corporate Banner at the PRIDE
- 2024 Roanoke PRIDE Sponsor Page logo and link
- 5 special mentions on each of the Roanoke Pride and The Park Social Media sites
- Acknowledgment from Roanoke PRIDE Stage
- Printed logo recognition on all Sponsor Pages
- Second Stage Sponsor (exclusive)
- Or Family Area Sponsor (exclusive)
- Logo on Website, Banners & E-blasts
- (4) Sponsor T-Shirt
- Banner Hung (company Provided)

## Ruby Sponsor \$10,000

- Mention in all radio & print media
- Premium placement Full Page color ad in the 2024 Roanoke PRIDE Guide (Guide may be electronic magazine)
- Full Page ad in 2 Community Newsletters
- (2) premium Vendor Space at Roanoke PRIDE Festival
- 2024 Roanoke PRIDE Site wide branding
- 6 special mentions on each of the Roanoke Pride and The Park social media sites
- Multiple Acknowledgments from Roanoke PRIDE Stage
- Printed logo recognition on all sponsor pages.
- Logo placement on banners at Festival
- Banner Hung (company Provided)
- Link on the Roanoke PRIDE website
- (5) Roanoke Pride Sponsor T-shirts
- Access and recognition to other pride related events

## Presidential Sponsor \$15,000

- (3) premium Vendor Space at Roanoke PRIDE Festival
- (1) vendor space
- Mention in all radio & print media
- 2 Full Page Color Ads (back page and inside cover) in the 2024 Roanoke PRIDE Guide (Guide may be digital)
- Full Page ad in 3 pride Newsletters
- 2024 Roanoke PRIDE website branding
- 8 special mentions on each of the Roanoke Pride and The Park social media sites
- Acknowledgement from Roanoke PRIDE Stage and opportunity to speak.
- Printed logo recognition on all sponsor pages.
- Premium sponsor Link and logo placement on the Roanoke PRIDE website
- Prominent logo placement at festival
- Banner Hung (company Provided)
- 5 Roanoke Pride Sponsor T-shirts
- Access and recognition to other pride related events