



pridefest

LESBIAN, GAY, BISEXUAL, TRANSGENDER, INTERSEX & QUEER

2021

IN-PERSON EDITION
AUGUST 20 - 21





WELCOME

Dear Prospective Business Partner:

Albuquerque Pride, Inc. is honored that you have considered sponsoring our work. Our work is vital to provide the lesbian, gay, bisexual, transgender, intersex and queer/questioning (LGBTIQ) community a safe space to express their selves and celebrate PRIDE. We welcome you with excitement and enthusiasm to join us year round as we provide quality events for the entire community and its allies during 2021.

We have experienced many challenges due to the COVID-19 pandemic since March 2020. The state of New Mexico has created restrictions for large groups to gather in hopes to help stop the spread of the COVID-19 virus. The restrictions postponed our in-person PrideFest and Parade events. In June we created safe spaces for our community to celebrate our PRIDE—VIRTUALLY. Now we bring our AUGUST IN-PERSON EDITION OF PRIDEFEST!

There are challenges and struggles with time for our all-volunteer board. However, we are excited and working create to a safe pride celebration this year!

We are committed to the celebration of our diversity through our lives, our partners and our families – helping others to recognize that we are here all year long. By creating celebratory, educational and significant activities, we raise awareness and strengthen our community.

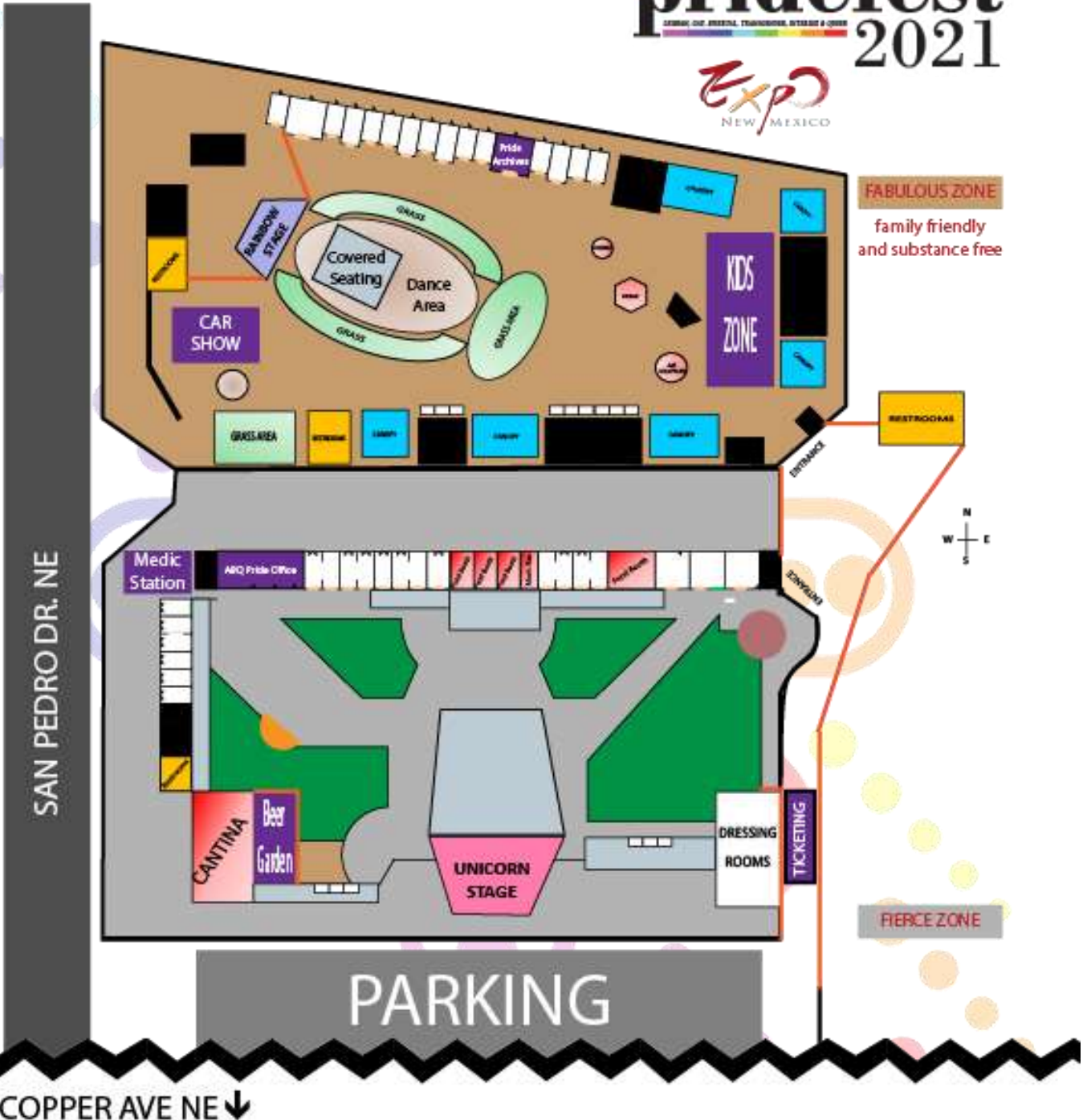
Your support makes possibilities become reality. We strive to ensure each of our partnerships are mutually beneficial. Through our partnership, your organization is guaranteed to receive exposure through media campaigns and promotions for the virtual events. You will also gain exposure from the audience attending the virtual events. There are different packages for each unique partnership – all of which are detailed in this packet.

We are looking forward to hearing from you. Please contact us with your questions. Thank you for your time and consideration in joining our community.

Albuquerque Pride, Inc. Board

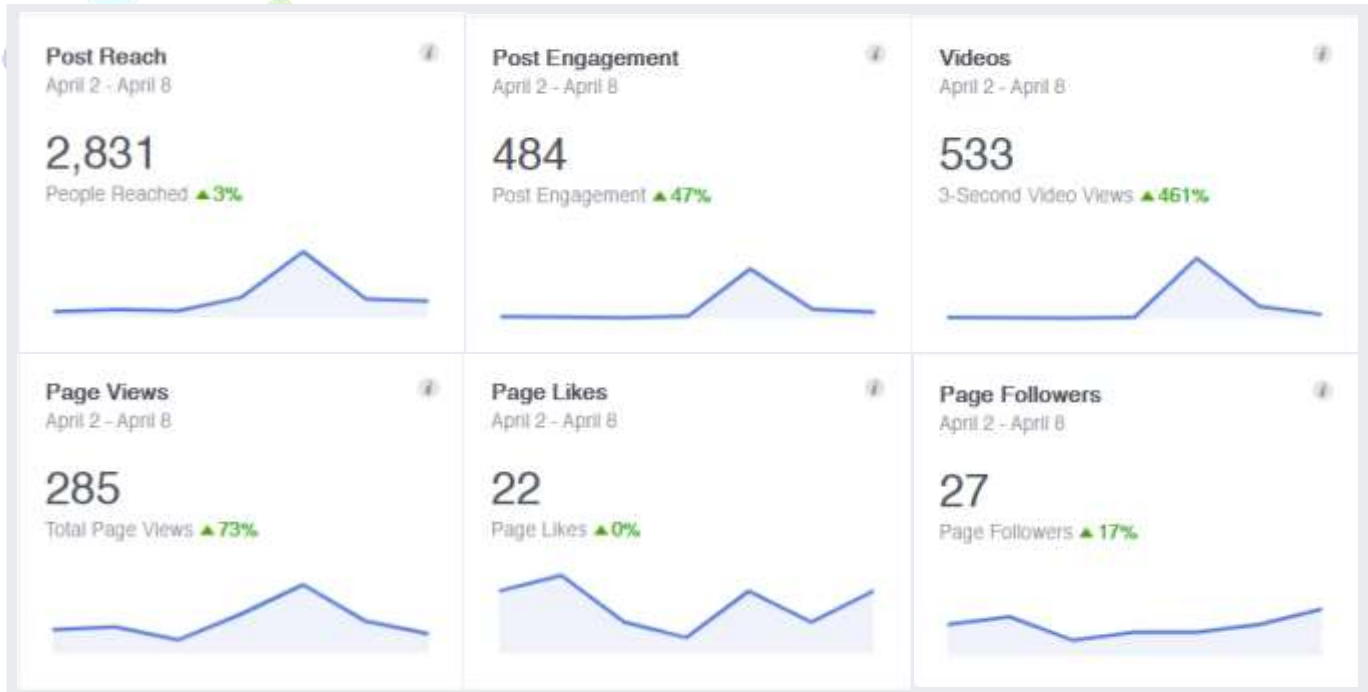
PRIDEFEST MAP

LOMAS BLVD NE ↑



STATISTICS—Pride by the Numbers

Facebook offers our largest online audience. We have 13,416 followers as of April 9, 2021. Here is a snapshot of that week.







PREVIOUS SPONSORS





PARTNERSHIP LEVELS

Information & Benefits	 Platinum	 Gold	 Silver	 Bronze
Price with Area Naming	\$5,000	\$4,000	\$3,000	\$2,000
In-Kind Gifts Accepted?	In-kind gifts in lieu of cash are negotiated if a partner can provide goods and/or services that can be used for the event.			
Attractions Available (est. 40,000 spectators at parade, est. 7,000 spectators at PrideFest)	<ul style="list-style-type: none"> ◆ Parade with Ribbon Cutting ◆ Unicorn Stage (Villa Hispania) ◆ Rainbow Stage (Indian Village) 	<ul style="list-style-type: none"> ◆ Headliner & Featured Artists ◆ Fierce Zone (Villa Hispania) ◆ Fabulous Zone (Indian Village) 	Located in Fierce <ul style="list-style-type: none"> ◆ Beer Gardens Located in Fabulous <ul style="list-style-type: none"> ◆ Kids Zone ◆ Car Show ◆ Pride Archives 	No Attraction Naming Available
Banner Placement	ABQ Pride provided	ABQ Pride provided	ABQ Pride provided	None
Parade Entry	✓	✓	✓	✓
PrideFest Entry Tickets	50 Tickets 12 Passes	40 Tickets 10 Passes	30 Tickets 7 Passes	20 Tickets 5 Passes
Onstage Recognition	5 Times	4 Times	3 Times	2 Times
Partner Logo on	✓	✓	✓	✓
Partner Logo on	10 spots	8 Spots	6 spots	4 spots
Partner Logo on	5 Posts	4 Posts	3 Posts	2 Posts
Partner Logo on Staff & Volunteer T-shirts	X-large	Large	Medium	Small

Ribbon Cutting—A Presence with ABQ Pride President, Grand Marshal and Honored Dignitaries.

Attraction Naming—name will be printed on entry signs for that attraction.

ABQ Pride Mobile App—logo & organization information on mobile application sponsor page (Android & iOS).

ABQ Pride Website—logo randomized on homepage ticker and placed on sponsor page.

Staff & Volunteer T-shirts—logo sized to partner level.



ADD-ON ITEMS

PrideFest Exhibitor Booths

Each space includes one 6' table and two folding chairs. Premium and Standard spaces are indoors with a large front opening. Premium spaces are air-conditioned, have electricity and are located in high traffic areas. Standard spaces have ceiling fans. Economy spaces have a shade structure and are located outdoors. Each exhibitor will be given two admission tickets and one parking pass.

Premium 20' x 17'	Premium 10' x 17'	Standard 10' x 11'	Economy 8' x 5'
\$490	\$330	\$280	\$175

PrideFest

PrideFest Entry

\$10 each

Additional Pride Parade Entry

Floats - Business & Community, Additional Motor Vehicles and Walking entries receive one entry ticket into PrideFest.

National Corporation or Franchised Business	Local Business	College, University, Politician, Government Agency	Social Group	Non-Profit Organization	Middle and High School GSA
\$305	\$150	\$145	\$135	\$110	\$90

Facebook Post on Albuquerque Pride Page

Our Facebook page has over 9,400 likes (an average of 4 new likes a day), weekly average organic reaches are 1,200 and weekly average engagements are 8,300. Both have a 5 times spike during our annual events and a 15 times spike during our main PrideFest Event.

Est. Reach 31,000—81,000	Est. Reach 18,000—48,000	Est. Reach 7,900—21,000	Est. Reach 4,200—11,000
\$250	\$150	\$60	\$40

Other Ways to Promote

Onstage Recognition	ABQPride.com Additional Sponsor Rotation	PrideFest Banner Placement
\$20	\$100 year/each	\$100

ABQ Pride Mobile App Advertising

A free downloadable mobile app for iPhones and Androids that provides PrideFest schedules, photos and information about sponsors, hotels & tickets. Ask about the many advertising options on our app.