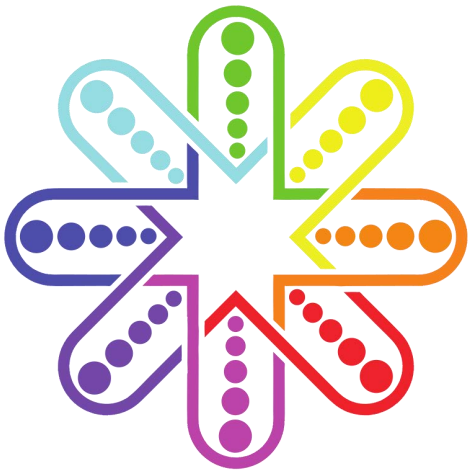




ALBUQUERQUE  **pridefest**



THURSDAY, FRIDAY & SATURDAY
JUNE 08, 09 & 10





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 themselves and celebrate PRIDE. We welcome you with excitement and enthusiasm to join us year as we provide quality events for the entire community and its allies during 2023.

We have experienced many challenges due to the COVID-19 pandemic since March 2020. **Thanks to sponsors like you 2022 was a huge success!** Although we were still in our smaller footprint at Expo NM, the attendance was phenomenal. Albuquerque Pride is very excited that we will be celebrating Pridefest 2023 at Balloon Fiesta Park. Our Pride week begins on Monday June 5th with our SilverFest, Tuesday June 6th is our KidsFest, Wednesday June 7th is our SheFest, Thursday, June 8th, we will honor those no longer with us at the Candlelight Vigil at Morningside Park. Friday, June 9th, PrideFest kicks off at Balloon Fiesta Park with a no charge event PreFest is from 5-9pm. Saturday, June 10th starts off with the Pride Parade still on Central Ave beginning at 10 am. Pridefest 2023 will begin at 3pm at Balloon Fiesta Park.

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 and educational 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 events. You will also gain exposure from the audience attending the 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 at sponsorship@abqpride.com with your questions. Thank you for your time and consideration in joining our community.

The Albuquerque Pride, Inc. Board of Directors

PRIDE YEAR-ROUND CALENDAR



SILVER FEST

This free afternoon event features a social gathering for our seniors, with food, bingo, karaoke, and performers. A fun day to showcase our silver community who started our fight for equality many years ago.



SHE + FEST

This free event is all about the amazing and talented **WOMEN** in our community. We will have food, performances from local kings, as well as burlesque, comedy, and we will finish the night with some steamy sexual bingo!



PRIDEFEST & PARADE

Albuquerque Pride's largest event celebrating the LGBTIQ community while creating a presence in the New Mexico Community to help advocate and promote for equality and awareness of our community.



KIDS FEST

A free event for the entire family, we are showcasing the youth of Albuquerque. There will be amazing performances by our talented youth, as well as food, games, Drag Story Time, and maybe Baby Shark will stop by.



CANDLELIGHT VIGIL

Creating a safe place for the New Mexico LGBTIQ community to come together to honor those who have come, before us. An opportunity to reflect at Morningside Park on equality through diversity.



NM PRIDE PAGEANT

A state-wide competition of the best LGBTIQ leaders, advocates and performers throughout the state. These adult titleholders represent the LGBTIQ communities in New Mexico. Join us as the best of the best compete.

PRIDEFEST MAP 2023



PREVIOUS SPONSORS



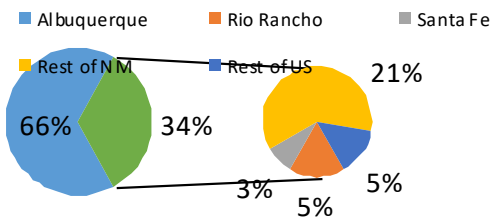
ALBUQUERQUE 
pride
LESBIAN, GAY, BISEXUAL, TRANSGENDER, INTERSEX & QUEER

ALBUQUERQUE 
pridefest

STATISTICS—Pride by the Numbers

PrideFest Attendance

Attendance by Location 2022



14,100 2017
12,000 2016
11,000 2015

72%

Entry Fees
Paid with

\$35,420
\$38,753

Average Income¹
Female
Male

\$56,410

Average household income
by same-sex couples¹

68,411

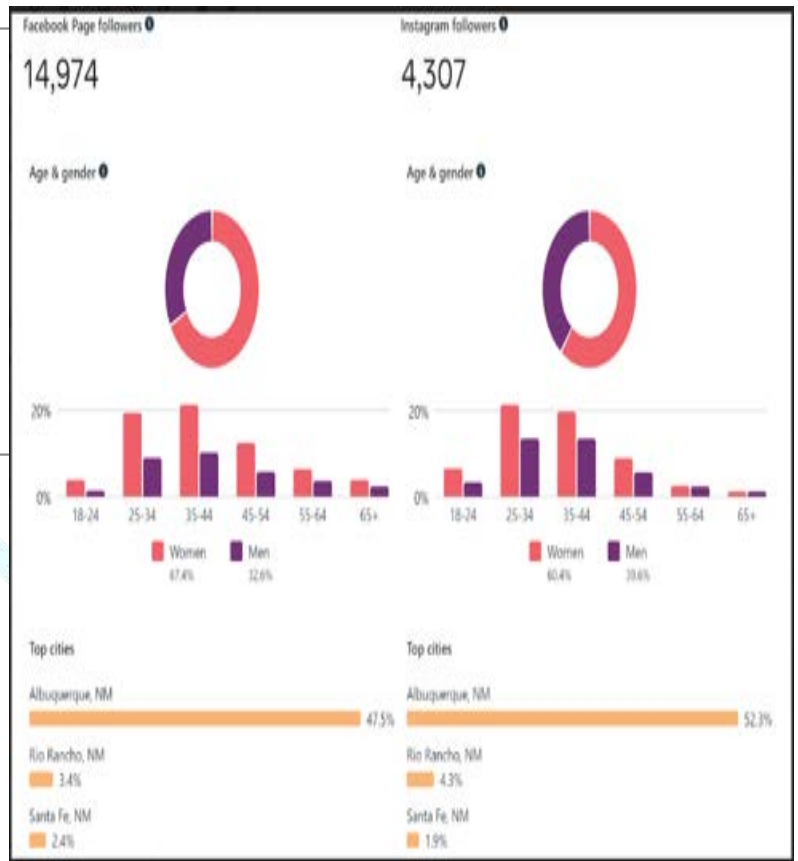
Gay, lesbian or bisexual people
live in New Mexico (2005)²

6,063

Same sex couples living in New
Mexico (2005)²

27%

New Mexico Same-Sex Couples
Raising Children (2000)¹



87%

LGBTIQ & Non-LGBTIQ Adults would consider a brand that has equal benefits for LGBTIQ employees.

75%

LGBTIQ adults have switched products or services in the past year because a different company was supportive of the LGBTIQ community.

23%

71%

Gay and Lesbian Adults would remain loyal to a brand should they be supportive of and friendly to LGBTIQ issues, even if a brand is costlier or less convenient.

47%

LGBTIQ Adults are more likely to purchase a company's products or services when an advertisement has been tailored to an LGBTIQ audience.

¹ The Williams Institute. (2008). Census Snapshot. New Mexico. Located at: <http://williamsinstitute.law.ucla.edu/wp-content/uploads/NewMexicoCensus2000Snapshot.pdf>


² The Williams Institute. Same-sex Couples and the Gay, Lesbian, Bisexual Population: New Estimates from the American Community Survey, p. 11, apx. 1, available at <http://www.law.ucla.edu/williamsinstitute/publications/SameSexCouplesandGLBpopACS.pdf>

Marketing Sources:

PRNews Wire. 2011. LGBT Adults Strongly Prefer Brands that Support Causes Important to them and that also offer equal workplace benefits. Available at: <http://www.prnewswire.com/news-releases/lgbt-adults-strongly-prefer-brands-that-support-causes-important-to-them-and-that-also-offer-equal-workplace-benefits-125742178.html>



PARTNERSHIP LEVELS

Information & Benefits	 Platinum	 Gold	 Silver	 Bronze	 Brass
Base Price	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000
Attraction Naming Price	\$1,000	\$1,000	\$750	\$500	
Attraction Naming Info	Attraction naming is an additional price that requires being a base level partner for attractions at the same level.				
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. 15,000 spectators at PrideFest)	Rainbow & Unicorn Stage	<ul style="list-style-type: none"> ◆ Parade w/ ribbon cutting ◆ Headliner & Featured Artists ◆ VIP Lounge ◆ Beer Garden 	<ul style="list-style-type: none"> ◆ Pride Row ◆ Kids Zone and Water Park ◆ Kink Tent 	<ul style="list-style-type: none"> ◆ Car Show ◆ Pride Archives ◆ Art Showcase 	
Banner Placement	ABQ Pride provided for display on stage	ABQ Pride provided for display at parade or at area	ABQ Pride provided and placed throughout area	ABQ Pride provided and placed throughout area	ABQ Pride provided and placed throughout event
Parade Entry	✓	✓	✓	✓	✓
PrideFest Entry Tickets VIP Access	50 Tickets and 20 VIP Passes	40 Tickets and 20 VIP Passes	35 Tickets and 15 VIP Passes	20 Tickets and 10 VIP Passes	15 Tickets and 5 VIP Passes
Onstage Recognition	15 Times	10 Times	7 Times	6 Times	5 Times
Partner Logo on ABQ Pride Mobile App	✓	✓	✓	✓	✓
Partner Logo on	15 spots	10 Spots	7 spots	6 spots	5 spots
Partner Logo on	15 Posts	10 Posts	7 Posts	6 Posts	5 Posts
Partner Logo on Staff & Volunteer T-shirts	XX-large	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.

Parade Entry—All Sponsors receive parade entry



ADD-ON ITEMS

PrideFest Exhibitor Booths

Each space includes a shade structure, one 6' table and two folding chairs. Each exhibitor will be given two admission tickets and one parking pass. Premium exhibitor booths are located in high traffic areas.

Premium 20' x 20'	Premium 10' x 10'	Standard 20' x 20'	Standard 10' x 10'
\$400	\$250	\$320	\$200

PrideFest 2023 Access

PrideFest Entry	VIP Access
\$20 each	\$50 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
\$245	\$90	\$85	\$75	\$50	\$30

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
\$50 Main	\$00 year/each	\$200

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.