



West Kentucky Pride Festival 2019

Sponsorship Package

OUR THEME FOR 2019
“CELEBRATING OUR DIVERSITY”

2019

western
KENTUCKY
pride festival

AUGUST 24TH AND 25TH

Twitter & Facebook @westkypride

westkypride@gmail.com

Partner With Western Kentucky Pride

SUPPORT THE COMMUNITY & PROMOTE YOUR BUSINESS

As the area's first, and only pride festival, Western Kentucky Pride Festival is pleased to invite you to become a sponsor of our 1st LGBTQ Pride Festival. Festival events will be held August 24th - August 25th, 2019. Our Kick off Celebration will feature local speakers, and an honorary celebration of those that paved the way for WKPF to happen. The Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations.

DISTRIBUTION & LONG SHELF-LIFE GET RESULTS

A full-color program guide will be distributed extensively one month prior to the event throughout the Western Kentucky Area. The WKPF program has a shelf life! This means it delivers your advertising often, creating an excellent branding opportunity for your business. Additionally, it's a souvenir that will remind an expected 7,000 attendees of your contribution and commitment to support the LGBT community. As research indicates, the LGBT community is loyal to those who support them!

BUILD CUSTOMER AWARENESS & LOYALTY

Being a sponsor with Western Kentucky Pride provides a tremendous amount of exposure for your business to the LGBT community and their allies. Each year, our celebrations will not only be a spectacular event for the attendee, but an amazing experience for those who assist in making it happen. Your support increases awareness for all people of the Western Kentucky area. Supporting WKPF proves that your business goes deeper than commerce; it truly cares about and supports its community. Western Kentucky Pride looks forward to working with you as a sponsor of the Festival, Western Kentucky's largest and most colorful civic event!

Western Kentucky Pride Festival provides an opportunity for you to reinforce your brand in a significant media market, to the extremely “brand loyal” LGBTQ community. WKPF is the best opportunity in Western Kentucky for your business to reach this important consumer. Western Kentucky Pride Festival is one of the few LGBTQ events in Kentucky that attracts a very diverse audience, comprising people aged 5 to 95+, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. Paducah residents as well as tourists from all of the Jackson Purchase area and beyond will be joining us for the events. Western Kentucky Pride Festival presents a singular opportunity to attract travelers for this once-a-year event, and gain a loyal following of returning visitors, year after year. Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, regional, and online advertising as well as a presence at the Festival and all Festival events. PRIDE Sponsorships are priced to encourage participation by businesses of all sizes.

THANK YOU!

We look forward to answering any of the questions you may have regarding potential sponsorship opportunities.

YOUR SPONSORSHIP COMMITTEE

Dustin Havens (541) 771-0630 Mitzi Kirkwood (270) 816-8342 Donna Riley (270) 349-2704
Email westkypf@gmail.com

	Presenting Sponsor \$1500	Red SPONSOR \$1000	Orange SPONSOR \$750	YELLOW SPONSOR \$500	GREEN SPONSOR \$250	BLUE SPONSOR \$100	VIOLET SPONSOR \$50
VOLUNTEER T-SHIRTS	LOGO PLACEMENT						
WEBSITE	LOGO PLACEMENT ON SPONSOR PAGE BANNER PLACEMENT ON HOME PAGE	LOGO PLACEMENT ON SPONSOR PAGE	LOGO PLACEMENT ON SPONSOR PAGE	LOGO PLACEMENT ON SPONSOR PAGE	LOGO PLACEMENT ON SPONSOR PAGE	LOGO PLACEMENT ON SPONSOR PAGE	LOGO PLACEMENT ON SPONSOR PAGE
PRESS RELEASES	LISTED ON ALL	LISTED ON MAJOR RELEASES					
FESTIVAL GUIDE	FULL PAGE ADD LOGO PLACEMENT ON SPONSOR PAGE	FULL PAGE ADD LOGO PLACEMENT ON SPONSOR PAGE	3/4 PAGE ADD LOGO PLACEMENT ON SPONSOR PAGE	1/2 PAGE ADD LOGO PLACEMENT ON SPONSOR PAGE	1/4 PAGE ADD LOGO PLACEMENT ON SPONSOR PAGE	1/8 PAGE ADD LOGO PLACEMENT ON SPONSOR PAGE	LOGO PLACEMENT ON SPONSOR PAGE
FESTIVAL PERKS	LOGO PLACEMENT ON FESTIVAL MAP						
	BANNER PLACEMENT AT MAIN ENTRANCE						
	10 ALL ACCESS PASSES	8 ALL ACCESS PASSES	7 ALL ACCESS PASSES	5 ALL ACCESS PASSES	4 ALL ACCESS PASSES	3 ALL ACCESS PASSES	2 ALL ACCESS PASSES
	HOURLY GRATITUDE FROM MAIN STAGE	HOURLY GRATITUDE FROM MAIN STAGE	HOURLY GRATITUDE FROM MAIN STAGE	HOURLY GRATITUDE FROM MAIN STAGE	HOURLY GRATITUDE FROM MAIN STAGE	HOURLY GRATITUDE FROM MAIN STAGE	HOURLY GRATITUDE FROM MAIN STAGE
SOCIAL MEDIA	6 DEDICATED POSTS PER MONTH	5 DEDICATED POSTS PER MONTH	4 DEDICATED POSTS PER MONTH	3 DEDICATED POST PER MONTH	3 DEDICATED POSTS MONTH OF PRIDE	2 DEDICATED POSTS MONTH OF PRIDE	1 DEDICATED POST MONTH OF PRIDE

*Other perks are always being added as the Festival grows AND SPONSORS WILL BE NOTIFIED AS ANYTHING IS ADDED.

Media Sponsors

- 50% discount off festival booth
- Logo Placement on Sponsorship Page
- One full-page in the Festival Guide
- Hourly mention from festival main stage hosts
- Publication placement or onsite remote broadcast at Festival
- 3 Social Media postings on all Festival social media accounts during the week of WKPF
- Four All Access Passes

Category and In Kind Sponsorships

The following list outlines the “in-kind” and category sponsorship needs of Western Kentucky Pride. Monetary amounts listed indicate the need for a cash sponsorship of that item or category.

GIFT BAG / RAFFLE / AUCTION ITEMS

- Sponsors to provide items for the festival to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

PARTY RENTALS & SUPPLY

- Sponsor to provide table cloths, skirting, and other decorations for use at WKPF
- Decorations should be available for afternoon pickup on August 23rd and will be returned on August 26th, 2019.

FAMILY ACTIVITY AREA

- Sponsor to provide owned or rented play/ recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Suggested equipment could include bounce houses, playscapes, human gyroscopes, bungee trampoline jump, carnival games, etc.
- WKPF will supply sponsor with the appropriate amount of space to ensure safe operation.
- Sponsor will receive area branding as the Family Activity Area presenting sponsor.

HOST HOTEL - \$1,000

- Sponsor commitment must be confirmed by July 1st 2019 to meet media deadlines.
- Sponsor to provide a discounted room rate for attendees wishing to book hotel stays.
- Sponsor to offer shuttle service to/from festival for hotel guests (when applicable).
- Sponsor to provide up to 5 regular hotel room nights and 1 suite nights for WKPF use during the festival. (Exact dates of check-in/check-out to be determined at a later date, pending room availability) • Sponsor will gain recognition as the host hotel of Western Kentucky Pride Festival and be mentioned as such in all marketing.
- Non-exclusive Sponsorship

EVENT SPONSORSHIP - VARIOUS AMOUNTS

Businesses & Organizations are permitted to present Official Western Kentucky Pride Festival events in cooperation with WKPF for the rate of \$100. Please note that these are NOT exclusive events and may have other events scheduled on the same date/time.

These Events will be:

- **Listed on the Official Festival Website**
- **Announced Regularly throughout the festival**
- **Included in the online and print calendar**
- **Promoted in the same manner as official WKPF events**
- **Ability to Include the WKPF logo**

Notes:

Completed Sponsorship Agreement and complete Sponsorship must be postmarked no later than June 26th 2019* . Please make checks payable to Western Kentucky Pride % LifePointe. Cash sponsorships will be credited at full value, in kind sponsorships will be credited at 1/2 market value. Send Agreement and Sponsorship to: 119 RAC MER CT Paducah KY 42003 (You will be notified upon receipt of your Sponsorship) Logos in PDF or EPS format should be sent to westkypf@gmail.com as soon as possible, but no later than JULY 6th , 2019. Camera ready artwork for WKPF Official Pride Guide should be sent in 300dpi JPG or PDF format to westkypf@gmail.com by JULY 6th, 2019.

Sponsorship Application

Name: _____

Business (If Applicable): _____

Address: _____

Email: _____

Phone: _____

SPONSORSHIP LEVEL

___ Presenter ___ Red ___ Orange ___ Green ___ Blue ___ Violet

___ In Kind _____

If Artwork Is required please send it in digital form to westkypf@gmail.com

Please Make all Checks Payable to Western Kentucky Pride % Lifepointe

119 RAC MER CT

PADUCAH KY 42003

Credit Card _____ - _____ - _____ - _____

Exp _____ / _____ CV _____

Name on Card _____

Zip code: _____

Debit and Credit Cards are processed through square we would rather handle all credit card transactions over the phone or in person if possible, or you can mail it in with this form

Would you be interested in becoming a yearly sponsor or one time? _____

Would you like to join the WKPF Mailing List? _____