



Tacoma Pride Festival 2017 July 7th – July 15th

The Rainbow Center is proud to offer you the opportunity to sponsor the Tacoma Pride Festival, a multi-day event with over 12,000 attendees, celebrating the lesbian, gay, bisexual, transgender, queer and allied community.

Through education, advocacy, and celebration, the 7th annual collaboratively produced event will host:

- **Rainbow Flag Raising over Tacoma City Hall with City Officials & Mayor Marilyn Strickland**
- **Rainbow Center's Tacoma Pride, formerly Out in the Park**
- **The Mix's Annual PRIDE Block Party**
- **The Grand Cinema Pride Film Series**
- **Rainbow Center Poetry Event featuring Andrea Gibson**
- **Oasis Youth Center's Big Hat Brunch fundraiser**
- **Village Keepers Pride Carnival... and much more!**

Last year, over 12,000 people attended Tacoma Pride Festival events. The benefits and opportunities of sponsorship are many, including:

- **Development and Outreach**
In 2016, over 12,000 people attended and actively participated in events throughout the week-long festival. More than 10,000 festival participants have the in-person opportunity to engage with your business or organization during our annual **Tacoma Pride**, formerly Out in the Park event held on July 8, 2017.
- **Advertising and Engagement**
Maximum visibility with advertising exposure via TPF print materials and social media. Exercising good citizenship by using strategic and socially responsible business practices within this niche market will cement your status as a quality business provider for our community.
- **Community Support**
Sponsors can establish a reputation by taking a vested interest celebrating the amazing diversity within Tacoma and Pierce County. The value of having such a reputation to the LGBTQA population is incalculable.

Incredible community involvement and support made Tacoma Pride Festival 2016 a resounding success. Make this year even more vibrant and engaging than ever before and be part of our 2017 sponsorship team!

In gratitude,

Meg Quinlivan, Development Director

Please send all sponsorship contributions to:
Rainbow Center | 2215 Pacific Avenue; Tacoma, WA 98402 | (253)383-2318 | Tax ID: 91-1859897



TACOMA PRIDE FESTIVAL
Celebrate Pride in the City of Destiny

\$10,000 Sponsorship: Ruby

- ❑ Title sponsor of entire Tacoma Pride Festival (Only 2 title sponsors per season! Inquire today!)
- ❑ Your logo on special promotional banner at Tacoma Pride Festival events
- ❑ Your business promoted in six (6) social media plugs leading up to Tacoma Pride Festival
- ❑ Your business featured on the new Tacoma Pride Festival blog
- ❑ Logo on Tacoma Pride Festival poster (300 ct.)
- ❑ Potential on-site presence/product placement at Tacoma Pride, formerly OITP (ATM, Car, Beverage, etc.)
- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2018
- ❑ Logo and link on the Rainbow Center website through January 31, 2018
- ❑ Your logo on presenting banner displayed at Tacoma Pride Festival
- ❑ Logo on TPF informational rack card (3000 ct.)
- ❑ One 10x20 booth at Tacoma Pride, formerly OITP on July 8, 2017
- ❑ Verbal acknowledgement at each official TPF event

\$5,000 Sponsorship: Topaz

- ❑ Presenting sponsor of one series or major event during the Tacoma Pride Festival week
- ❑ Special promotional banner at Tacoma Pride Festival events
- ❑ Your business promoted in five (5) social media plugs leading up to Tacoma Pride Festival
- ❑ Logo on Tacoma Pride Festival poster (300 ct.)
- ❑ Potential on-site presence/product placement at Tacoma Pride, formerly OITP (ATM, Car, Beverage, etc.)
- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2018
- ❑ Banner displayed at Tacoma Pride, formerly OITP (Sponsor provides banner)
- ❑ Logo on TPF informational rack cards (3000 ct.)
- ❑ One 10x20 booth at Tacoma Pride, formerly OITP on July 8, 2017
- ❑ Verbal acknowledgement at each official TPF event

\$2,500 Sponsorship: Pearl

- ❑ Your logo on special promotional banner at Tacoma Pride Festival events
- ❑ Your business promoted in four (4) social media plugs leading up to Tacoma Pride Festival
- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2018
- ❑ Logo on Tacoma Pride Festival poster (300 ct.)
- ❑ Potential on-site presence/product placement at Tacoma Pride, formerly OITP (ATM, Car, Beverage, etc.)
- ❑ Line listing on TPF informational rack card (3000 ct.)
- ❑ One 10x10 booth at Tacoma Pride, formerly OITP on July 8, 2017
- ❑ Acknowledgement at each official TPF event

\$1,000 Sponsorship: Emerald

- ❑ Your logo on special promotional banner at Tacoma Pride Festival events
- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2018
- ❑ Your business promoted in three (3) social media plugs leading up to Tacoma Pride Festival
- ❑ One 10x10 booth at Tacoma Pride, formerly OITP on July 8, 2017
- ❑ Line listing on Tacoma Pride Festival poster (300 ct.)
- ❑ Acknowledgement from the stage during Tacoma Pride, formerly OITP

\$500 Sponsorship: Sapphire

- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2018
- ❑ Your business promoted in two (2) social media plugs leading up to Tacoma Pride Festival
- ❑ One 10x10 booth at Tacoma Pride, formerly OITP on July 8, 2017
- ❑ Acknowledgement from the stage during OITP

\$253 Sponsorship: Amethyst

- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2018
- ❑ Your business promoted in one (1) social media plug leading up to Tacoma Pride Festival
- ❑ Acknowledgement from the stage during Tacoma Pride, formerly OITP

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TACOMA PRIDE FESTIVAL
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About Tacoma Pride Festival's main event: **Tacoma Pride**, formerly Out in the Park

Tacoma Pride is a program of the Rainbow Center, a Tacoma based non-profit LGBTQA Community and Resource Center. Tacoma Pride is a street festival that will take place in Downtown Tacoma on July 8th from noon-5pm. In 2016, we hosted over 10,000 attendees. Tacoma Pride is a family-friendly festival that features street-side vendor booths, live performances by musical and drag groups, dignitaries and speakers - all featured on our main stage.

| Sponsorship Levels | \$10,000 | \$5,000 | \$2,500 | \$1,000 | \$500 | \$253 |
|---|-----------------|----------------|----------------|----------------|--------------|--------------|
| 2017 Tacoma Pride Festival title sponsor | * | | | | | |
| Presenting banner displayed during Tacoma Pride Festival | * | | | | | |
| Logo and link on Rainbow Center website through January 2018 | * | | | | | |
| Presenting sponsor of one major event during the Tacoma Pride Festival week | | * | | | | |
| Your corporate banner displayed at Tacoma Pride | | * | | | | |
| Acknowledgement at each TPF event | * | * | * | | | |
| Social media plugs leading up to Tacoma Pride Festival | 6 | 5 | 4 | 3 | 2 | 1 |
| Logo on Tacoma Pride Festival poster (300 ct) | * | * | * | | | |
| Line listing on Tacoma Pride Festival poster (300 ct) | | | | * | | |
| Potential for your business to have an on-site presence or product placement at Tacoma Pride | * | * | * | | | |
| A hyperlink from your logo on Tacoma Pride Festival website to your website through January, 2018 | * | * | * | * | * | * |
| Logo on our official TPF informational rack card (3,000 ct) | * | * | | | | |
| Line listing on official TPF information rack card (3,000 ct) | | | * | | | |
| Your logo on Special promotional banner at TPF Events | * | * | * | * | | |
| Acknowledgement from the stage during TP | * | * | * | * | * | * |
| 10x20 Booth at Tacoma Pride, July 8, 2017 | * | * | | | | |
| 10x10 Booth at Tacoma Pride, July 8, 2017 | | | * | * | * | |

* As a participating sponsor of Tacoma Pride Festival, sponsorship donations over \$500 include a booth at our largest attended event, Tacoma Pride. Booth space is limited to a 10x10 space and includes a 6' table. However, tents/canopies are not included in this sponsorship agreement. Both title sponsors and presenting sponsors receive a 10x20 booth space complete with advance placement selection.

For more information about the Rainbow Center, Tacoma Pride Festival, or Tacoma Pride, visit us online at www.TacomaPride.org or www.rainbowcntr.org or call Meg Quinlivan at 253-383-2318.

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