



Tacoma Pride Festival 2018
July 13 – 22

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

Through education, advocacy, and celebration, the 8th annual collaboratively produced event will host:

- **Rainbow Flag Raising over Tacoma City Hall with City Officials**
- **Rainbow Center's Tacoma Pride, formerly Out in the Park**
- **The Mix's Annual PRIDE Block Party**
- **The Grand Cinema Pride Film Series**
- **Oasis Youth Center's Big Hat Brunch fundraiser... and much more!**

Last year, nearly 18,000 people attended Tacoma Pride Festival events. The benefits and opportunities of sponsorship are many, including:

- **Development and Outreach**
South Sound region community members have the in-person opportunity to engage with your business or organization during our annual **Tacoma Pride** street festival
- **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 2017 a resounding success. Make this year even more vibrant and engaging than ever before – be a part of our 2018 sponsorship team!

In gratitude,

Meg Quinlivan, Director of Development
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253.383.2318



\$10,000 Sponsorship: Ruby

- ❑ Title sponsor of entire Tacoma Pride Festival
- ❑ 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
- ❑ Logo on Tacoma Pride Festival poster (300 ct.)
- ❑ Potential on-site presence/product placement at Tacoma Pride (ATM, Car, Beverage, etc.)
- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2019
- ❑ Logo and link on the Rainbow Center website through January 31, 2019
- ❑ Your logo on presenting banner displayed at all Tacoma Pride Festival events
- ❑ Logo on TPF informational rack card (3000 ct.)
- ❑ One 10x20 booth at Tacoma Pride on July 14, 2018
- ❑ 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 (ATM, Car, Beverage, etc.)
- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2019
- ❑ Banner displayed at Tacoma Pride, formerly OITP (Sponsor provides banner)
- ❑ Logo on TPF informational rack cards (3000 ct.)
- ❑ One 10x20 booth at Tacoma Pride on July 14, 2018
- ❑ 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, 2019
- ❑ 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 on July 14, 2018
- ❑ 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, 2019
- ❑ Your business promoted in three (3) social media plugs leading up to Tacoma Pride Festival
- ❑ One 10x10 booth at Tacoma Pride on July 14, 2018
- ❑ Line listing on Tacoma Pride Festival poster (300 ct.)
- ❑ Acknowledgement from the stage during Tacoma Pride

\$500 Sponsorship: Sapphire

- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2019
- ❑ Your business promoted in two (2) social media plugs leading up to Tacoma Pride Festival
- ❑ One 10x10 booth at Tacoma Pride on July 14, 2018
- ❑ Acknowledgement from the stage during OITP

\$253 Sponsorship: Amethyst

- ❑ Logo and link on Tacoma Pride Festival website through January 31, 2019
- ❑ Your business promoted in one (1) social media plug leading up to Tacoma Pride Festival
- ❑ Acknowledgement from the stage during Tacoma Pride

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 14 from noon-6pm. In 2017, we hosted nearly 18,000 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
2018 Tacoma Pride Festival title sponsor	*					
Presenting banner displayed during Tacoma Pride Festival	*					
Logo and link on Rainbow Center website through January 2019	*					
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 2019	*	*	*	*	*	*
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 14	*	*				
10x10 Booth at Tacoma Pride, July 14			*	*	*	

* As a participating sponsor of Tacoma Pride Festival, sponsorship donations over \$500 includes a booth at our largest attended event, Tacoma Pride. Booth space is limited to a 10x10 space. Tables, 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.