



PRIDE

Cape Coral

2023

March 4th & 5th

PRIDE Cape Coral
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Cape Coral, FL 33904
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ABOUT PRIDE CAPE CORAL

HOW IT STARTED...

In 2018, after studies showed one of America's fastest-growing cities ranked low on the spectrum of diversity and acceptance, a group of merchants and local leaders planned a celebration like no other in Southwest Florida. The idea was to bring people together, while also sending a clear message: Cape Coral, Florida embraces all walks of life, including the LGBTQ+ community.

The first PRIDE Cape Coral was held April 6-7, 2019, in the city's Entertainment District. It featured Southwest Florida's first PRIDE Parade, Tutu Drag Race, street performers and live entertainment. The weekend also featured the largest Drag Queen Sunday Brunch, where hundreds gathered to enjoy a local fare while being entertained.

THE NONPROFIT

PRIDE Cape Coral is a Florida nonprofit. Its mission is to facilitate a welcoming environment for members and allies of the LGBTQ+ community through education, support and recognition. The seven-member board is comprised of local leaders and advocates.

CITY & ORGANIZATIONAL SUPPORT

PRIDE Cape Coral has the support of The South Cape Hospitality & Entertainment Association (a South Cape merchant's association) and the City of Cape Coral, which assists with various logistics of the event.

THE MAIN EVENT

PRIDE Cape Coral's annual street event is a two-day weekend of education and celebration. Saturday's free-to-attend event attracts thousands of people across the state of Florida and vacationers from across the globe.

RELEVANT GUESTS

PRIDE Cape Coral has featured both national and regional guests of relevance. Headliners from the first three years include SONIQUE and LAGANJA ESTRANJA (both from RuPaul's Drag Race), SAMMIE CIMARELLI (Netflix's The Circle), MADISON CAIN (The Voice), SHEENA BROOK (The Voice), DAYE NADA / RAUL QUIJANO (American Idol), TRINITY THE TUCK (RuPaul's Drag Race All Stars), LANA SUMMERS & AXEL ANDREWS.

DIVERSE AUDIENCE

PRIDE Cape Coral's focus is supporting the LGBTQ+ community along with its allies and advocates. The LGBTQ+ community is known for its diversity and inclusion of people from all walks of life. Our annual event attracts people of all ages, drawing crowds from our local, state and national communities.

SPONSOR & VOLUNTEER DRIVEN

PRIDE Cape Coral relies on the generous support of both local businesses and national brands, along with thousands of volunteer hours. A dedicated local committee works throughout the year to ensure a successful event that is open to everyone.

EVENT FEATURES

PRIDE Cape Coral's admission-free Saturday includes the annual PRIDE Cape Coral Parade, street performers, Vendor Village, food trucks, Wellness Village, health screenings, live entertainment on the big stage, carnival games and more.

Sunday's showstopping Drag Brunch in the Street features headlining and local acts in a more intimate setting. During this ticketed event, guests enjoy local fare and drink while being entertained. We've made two seatings available to accommodate growing demand.



PRIDE PARADE HOST \$10,000

One huge way to make a difference.

Executing Southwest Florida's only PRIDE parade is no easy feat. It takes a year's planning and months of logistical support. It's also the most costly part of PRIDE Cape Coral.

As the sole sponsor at this level you'll receive the best benefits.

- Your logo emblazoned across the top of the big stage.*
- Exclusive feather banner featuring your logo - yours to keep after the event.*
- Over-the-mic mentions before and during the PRIDE Parade, plus 6 on-stage mentions during event primetime.*
- Logo on shared sponsor banner.*
- Sponsored by banner in the parade.*
- VIP tent access for 10 guests.*
- "Brought to you by" mentions in press releases, event promo videos and social media marketing.
- Reserved VIP area for PRIDE Parade (prime viewing!)*
- 8 complimentary tickets for Sunday Brunch.*

- Reserved table for 8 at Sunday Brunch.
- Logo listing on event website, posters and rack cards.
- Spotlights on social media channels.
- Mentions in all press releases.
- Your logo or name on a double-sided street banner. Banners will line Cape Coral Parkway and SE 47th Terrace leading up to the event. (6 week minimum display.)
- Logo in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- Logo inclusion on PRIDE Cape Coral T-shirts.
- 4 complimentary PRIDE Cape Coral T-shirts.





DIAMOND SPONSORSHIP

\$7,500

Limited to 4 awesome sponsors!

- Your oversized logo displayed on a giant stage scrim.
- 6 on-stage mentions during event primetime.
- Exclusive feather banner featuring your logo - yours to keep after the event.*
- Logo on shared sponsor banner.*
- VIP tent access for 10 guests.
- Reserved VIP area for PRIDE Parade (prime viewing!).*
- 8 complimentary tickets for Sunday Brunch.*
- Your logo or name on a double-sided street banner. Banners will line Cape Coral Parkway and SE 47th Terrace leading up to the event. (6 week minimum display.)
- Logo listing on event website, posters and rack cards.
- Spotlights on social media channels.
- Mentions in all press releases.
- Logo in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- Logo inclusion on PRIDE Cape Coral T-shirts.
- 4 complimentary PRIDE Cape Coral T-shirts.



EMERALD SPONSORSHIP \$5,000

Limited to 2 awesome sponsors!

- Logo displayed on a giant stage scrim.
- 4 on-stage mentions during event primetime.
- Exclusive feather banner featuring your logo - yours to keep after the event.*
- Logo on shared sponsor banner.*
- VIP tent access for 8 guests.
- Reserved VIP area for PRIDE Parade (prime viewing!).*
- Your logo or name on a double-sided street banner.
- Logo listing on event website, posters and rack cards.
- 6 complimentary tickets for Sunday Brunch.*
- Spotlights on social media channels.
- Mentions in all press releases.
- Logo in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- 2 complimentary PRIDE Cape Coral T-Shirts.
- Your logo or name on a double-sided street banner. Banners will line Cape Coral Parkway and SE 47th Terrace leading up to the event. (6 week minimum display.)



BRUNCH SPONSORSHIP \$5,000

Limited to 1 awesome sponsor!

- Your logo displayed on 3 giant banners in Brunch Tent & in front of DJ Sunday staging.
- 10 on-stage mentions during event primetime (5 per Brunch).
- Exclusive feather banner featuring your logo - yours to keep after the event.*
- Logo on shared sponsor banner.*
- 10 complimentary tickets for Sunday Brunch w/ reserved table seating*
- Reserved table for 10 at Brunch
- Logo listing on event website, posters and rack cards.
- Spotlights on social media channels.
- Mentions in all press releases.
- Logo in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- 2 complimentary PRIDE Cape Coral T-Shirts.
- Sponsor signage at each Brunch table



PLATIUNUM SPONSORSHIP \$3,200

A great way to show your support!

- 3 on-stage mentions during event primetime.
- Exclusive feather banner featuring your logo - yours to keep after the event.*
- Logo on shared sponsor banner.*
- VIP tent access for 4 guests.*
- 4 complimentary tickets for Sunday Brunch.*
- Logo on website, posters and rack cards.
- Spotlights on social media channels.
- Mentions in all press releases.
- Logo in promotional videos.
- Sponsor badge to use in your own print and digital marketing.
- 2 complimentary PRIDE Cape Coral T-Shirts.



GOLD SPONSORSHIP \$1,000

Perfect for a small local business.

- Exclusive feather banner featuring your logo - yours to keep after the event.*
- Logo on shared sponsor banner.*
- Logo on website, posters and rack cards.
- Spotlights on social media channels.
- Mentions in all press releases.
- Logo in promotional videos.
- Sponsor badge to use in your own print and digital marketing.



SILVER SPONSORSHIP \$500

A small way to make a big impact.

- Logo on shared sponsor banner.*
- Logo on website, posters and rack cards.
- Spotlight on social media channels.
- Mentions in select press releases.
- Business name in credit scroll format in promotional videos.
- Sponsor badge to use in your own print and digital marketing.



BRONZE SPONSORSHIP \$250

A super affordable way to lend support.

- Business name on shared sponsor banner.*
- Business name listing on event website, posters and rack cards.
- Spotlight on social media channels.
- Mentions in select press releases.
- Business name in credit scroll format in promotional videos.
- Sponsor badge to use in your own print and digital marketing.

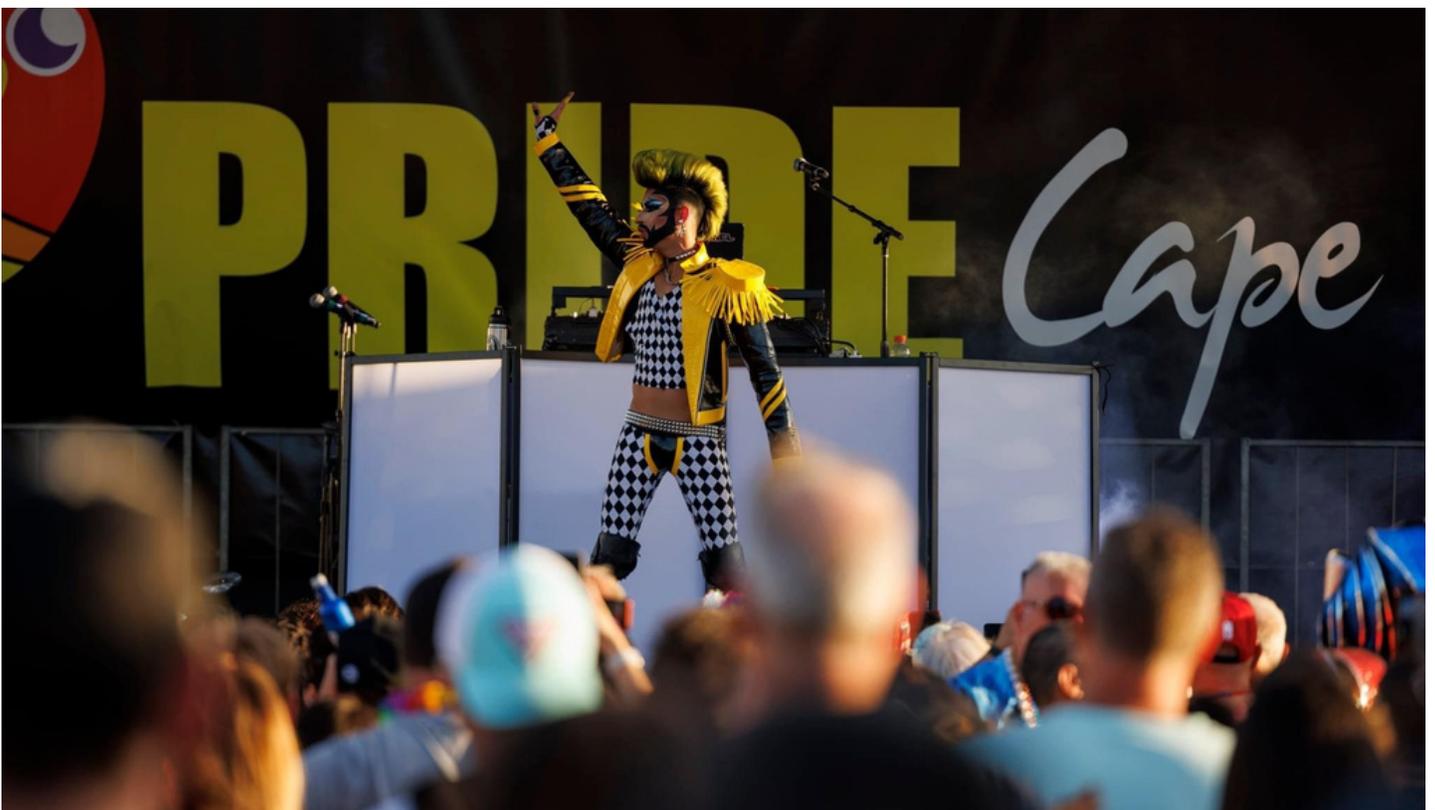
2023 SPONSORSHIP LEVEL COMPARISONS

Established Deadlines:

January 6, 2023: Final print runs of marketing materials for outerlying areas January 9, 2023: Street banners go to print / Final production for feather banners February 3, 2023: Final production for event banners March 1, 2023: Final press release sent

Category exclusivity available for Parade, Diamond, Emerald & Brunch levels. Sub-category exclusivity may be available for other sponsorship levels and is determined on a case by case basis.

	BRONZE \$250	SILVER \$550	GOLD \$1,000	PLATINUM \$3,200	BRUNCH \$5,000	EMERALD \$5,000	DIAMOND \$7,500	PARADE \$10,000	
Business logo listing on event website	✓	✓	✓	✓	✓	✓	✓	✓	Logo sized based on sponsorship level
Business logo event posters	✓	✓	✓	✓	✓	✓	✓	✓	Logo sized based on sponsorship level
Sponsor badge to use in own marketing for digital & print	✓	✓	✓	✓	✓	✓	✓	✓	Level labeled badge in both lo- and hi-resolution to use in your own marketing throughout the year
Mentions on PRIDE CC website, emails & social media channels	✓	✓	✓	✓	✓	✓	✓	✓	Mention amounts & frequency determined by sponsor level. Tier-level listing on website.
Mentions in press releases	✓	✓	✓	✓	✓	✓	✓	✓	Tier-level listing in all press releases.
Mentions in credits/bumper of promotional video	✓	✓	✓	✓	✓	✓	✓	✓	Text for bronze & silver. Logos for higher levels.
Logo on shared sponsor banners at event		✓	✓	✓	✓	✓	✓	✓	Prominent placement during the event.
Exclusive feather banner featuring your logo (strategically placed at event)			✓	✓	✓	✓	✓	✓	Hi-quality logo must be provided. Each feather banner will be a solid color.
Stage mentions during event				3	4 per brunch seating (2)	4	6	6	Shout outs from the emcee! Platinum, Emerald, Diamond & Parade mentioned Saturday, Brunch mentioned Sunday.
Complimentary tickets for Sunday Brunch (second seating)				4	10	6	8	8	Served outside on SE 10th Place w/ live entertainment
VIP tent access for select # of guests				4	8	8	10	10	Includes light fare provided by Nice Guys & assorted beverages
Complimentary PRIDE Cape Coral T-Shirts				2	2	2	4 w/ logo inclusion on t-shirt	4 w/ logo inclusion on t-shirt	Platinum, Brunch & Emerald receive 2 (two) T-shirts. Diamond & Parade sponsor logo inclusion on T-shirt & receives 4 T-shirts each.
Your logo on stage						✓	✓	✓	Diamond logo oversized on scrim. Emerald logo on either left or right of the big stage. Parade appears on top of stage.
Reserved VIP area for parade viewing							✓	✓	Front & center view of all the floats & marching units.
Sponsored banner in PRIDE Parade & stage mentions during parade								✓	One at this level available.



T-SHIRT SPONSOR \$250

An a-la-carte sponsorship. Limited.

- Your logo on the back of the official PRIDE Cape Coral 2023 t-shirt, which will be sold before, during and after the event.
- 1 complimentary PRIDE Cape Coral T-shirt.



Front & back of 2020 sponsored shirt
(women's v-neck)



STREET BANNER SPONSOR \$250

An a-la-carte sponsorship.

- Your logo or name on a double-sided street banner. Banners will line Cape Coral Parkway and SE 47th Terrace leading up to the event. (6 week minimum display.)



Street banner sponsors enjoy a \$50 discount on the following year when returning banner for reuse.



SUPPORTING PARTNER \$100+

For individuals wanting to show support.

- Name listed on event website.
- Spotlight thank you on social media channels.



MARKETING PLAN & REACH

PRIDE Cape Coral 2023 has an expected attendance of 10,000 people. Most will be SWFL residents, and many will travel 50 miles or more to be a part of the celebration.

PRIDE Cape Coral utilizes print, online and proven resources to get the word out! Resources include the LGBTQ+ community, local and national organizations, area businesses, realtors, travel agents and the area's long-running trolley events' system, which includes thousands of people looking to have a great time.

Additional marketing strategies include banner placement on the Mid Cape Bridge, press releases, national listings, appropriate Facebook groups, and on-air interviews. PRIDE Cape Coral loves shining the spotlight on event sponsors, and makes effort to include them when lining up interviews for television, newspaper and radio outlets.

The expected Facebook reach alone for this event is expected to surpass 950,000. This, combined with activity on Instagram, Snapchat and Google, makes for a great opportunity for sponsors to show their support.

READY TO SHOW YOUR SUPPORT?

Contact PRIDE Cape Coral today.

Email: info@pridecapecoral.com

Call or Text: (239) 900-4028

Visit us online at: PRIDECapeCoral.com

