

Pride
IN THE
PINES
**SPONSORSHIP
OPPORTUNITIES**

27th Annual Pride in the Pines
Flagstaff, AZ | June 17, 2023

MISSION

Together, we support, unite, and strengthen our LGBTQIA2S+ community.

VISION

We envision a Flagstaff and Northern Arizona where LGBTQIA2S+ individuals are welcomed, supported, and able to live safely, authentically, and free from discrimination, prejudice, and bias.

DEBRA TAYLOR, President (she, her, hers)
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Celebrate the 27th Pride in the Pines

27th Annual Pride in the Pines

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Why to Sponsor Pride in the Pines?

Flagstaff Pride receives coverage and has partners with numerous Arizona Magazines and press releases for each event, including our City of Flagstaff CVB. **Reinforce your brand in a significant media market to an extremely “brand loyal” community** who recognize the importance of rewarding companies that support the lesbian, gay, bisexual, transgender and queer (LGBTQIA2S+) community. There is no other event in the Northern Arizona area that brings together Flagstaff and the surrounding communities for one purpose: to celebrate Pride.

Put your brand in front of our community and show that your business believes in inclusivity and all are equal:

67%
of LGBTQIA2S+

consumers are more likely to feel positively toward brands with advertising that demonstrates that men and women have the same capabilities and roles.

91%
of LGBTQIA2S+

consumers will choose to do business with companies that are committed to the diversity, equal treatment, work place benefits for all and those of the LGBTQIA2S+ community.

75%
of LGBTQIA2S+

feel more positive towards companies that include transgender / gender expansive community imagery in their outreach communications.

About Us

Flagstaff Pride planted its roots in Flagstaff, Arizona in the winter of 1996 as a subgroup of Phoenix Pride. After the 2nd Annual Pride in the Pines, board members also established relationships with larger, regional LGBTQ+ pride organizations. In 1999, Flagstaff Pride secured its first grant from the City of Flagstaff's Arts & Science Commission and attained non-profit status from the State of Arizona. In 2000, Pride in the Pines received official city recognition with the first proclamation declaring the day as 'Pride in the Pines Day' in Flagstaff by then-Mayor Joe Donaldson. The 2002 Pride in the Pines saw record attendance and enjoyed the first festival headliner, Erin Hamilton. From our beginning with 300 attendees at a county fairground on the outskirts of town to our current festival of several thousand next to City Hall, Northern Arizona Pride Association's Pride in the Pines is now one of the largest and most well-supported events in the City of Flagstaff, Arizona.



Data Source: Google/Ipsos, U.S., Inclusive Marketing Study, n of 2987 U.S. consumers aged 13–54 who access the internet at least monthly, Aug. 2019. 12th annual LGBTQ Community Survey report released by Community Marketing & Insights (CMI).

FLAGSTAFF Pride

PRIDE IN THE PINES FESTIVAL SPONSORSHIP LEVELS

BENEFITS	PRESENTING \$20,000+	DIAMOND \$10,000 +	PLATINUM \$7,500 +	GOLD \$5,500 +	SILVER \$3,500 +	BRONZE \$2,500 +	COMMUNITY PARTNER \$1,500+	FRIENDS OF PRIDE \$500+
Naming Rights for main stage	•							
Ticket Sponsor	•	•						
Prominent Placing of Branded Banner	•	•	•	•				
Media print recognition on running ads	•	•	•	•	•	•	•	
Booth Space (tented) 10 x 10-prime location	•	•	•	•	•	•		
Logo on website 1 year	•	•	•	•	•	•	•	•
On-site Branded Banner Placement	•	•	•	•	•	•	•	
VIP PASSES (Festival only)	6	5	5	4	2	2		
Main Stage Recognition At Event	•	•	•	•	•			
Facebook, Instagram & Twitter blast	•	•	•	•	•	•	•	•
Parade Entry	•	•	•	•	•	•	•	

Golf Cart Sponsor Opportunities:
\$500 per golf cart. Limited available.
 Your company logo will be seen by over 4,000 attendees multiple times throughout the day on our golf carts. This is a great opportunity to maximize your business and show support to the LGBTQIA2S+ community.



PRIDE IN THE PINES PARADE SPONSORSHIP LEVELS

BENEFITS	PRESENTING \$10,000+	DIAMOND \$5,000 +	PLATINUM \$3,500 +
Parade Naming Rights	•		
Prominent Placing of Branded Banner on Parade Route	•	•	•
Media print recognition on running ads	•	•	•
Logo on website 1 year	•	•	•
Festival Passes	4 VIP EVENT	2 VIP EVENT	2 EVENT
Parade Stage Recognition At Event	•	•	•
Facebook, Instagram & Twitter blast	•	•	•
Parade Entry	•	•	•

Parade Entry ONLY: \$50

**no sponsorship required*

2023 SPONSORSHIP COMMITMENT FORM

Company | Organization: _____

Contact Name & Phone Number: _____

Contact Signature & Date: _____

Billing Address: _____

Email | Website: _____

Festival Sponsorship Level: Please check level of sponsorship

<input type="checkbox"/> Presenting \$20,000 +	<input type="checkbox"/> Gold \$5,500 +	<input type="checkbox"/> Community Partner \$1,500 +
<input type="checkbox"/> Diamond \$10,000 +	<input type="checkbox"/> Silver \$3,500 +	<input type="checkbox"/> Friends of Pride \$500 +
<input type="checkbox"/> Platinum \$7,500 +	<input type="checkbox"/> Bronze \$2,500 +	

Parade Sponsorship Level: Please check level of sponsorship

<input type="checkbox"/> Presenting \$10,000 +	<input type="checkbox"/> Diamond \$5,000 +	<input type="checkbox"/> Platinum \$3,500 +
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Thank You FOR YOUR SUPPORT! **FLAGSTAFF** Pride



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Northern Arizona Pride Association is a non-profit 501(c)(3) organization, Tax ID# 86-0974341, and contributions are tax-deductible to the extent allowed by law.