



FLAGSTAFF Pride
Pride
IN THE
PINES

SPONSORSHIP OPPORTUNITIES

28th Annual Pride in the Pines
Flagstaff, AZ | June 15, 2024

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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.

Celebrate the 28th Pride in the Pines

28th Annual Pride in the Pines June 15, 2024

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 Convention and Visitors Bureau (CVB.) **Reinforce your brand in a significant media market to an extremely “brand loyal” community** that recognizes the importance of rewarding companies that support the lesbian, gay, bisexual, transgender and queer (LGBTQ2SIA+) 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 LGBTQ2SIA+

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 LGBTQ2SIA+

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 LGBTQ2SIA+ community.

75%
of LGBTQ2SIA+

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

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).

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 LGBTQ2SIA+ 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.



FLAGSTAFF Pride

PRIDE IN THE PINES SPONSORSHIP LEVELS

BENEFITS	PRESENTING FESTIVAL \$25,000+	DIAMOND \$15,000 +	PLATINUM \$10,000 +	GOLD \$5,500 +	SILVER \$3,000+
Ticket Sponsor	•				
Prominent Placing of Branded Banner	•	•	•	•	
Media print recognition on running ads	•	•	•	•	•
Booth Space	10'x10' tent, table, 2 chairs provided w/ premium location	10'x10' tent, table, 2 chairs provided w/ premium location	10'x10' tent, table, 2 chairs provided w/ premium location	Open air vendor space w/ table & chairs	Open air vendor space w/ table & chairs
Logo on website 18 mos.	•	•	•	•	•
On-site Branded Banner Placement	•	•	•	•	•
VIP PASSES (Festival only)	•	•	•		
Main Stage Recognition At Event	•	•	•	•	•
Social Media Shout Outs	•	•	•	•	•
General Admission Passes	•	•	•	•	
Parade Entry	•	•	•	•	•



Community Partner \$1000+

Become a community partner for as little as \$1000 and receive recognitions on our print advertisements including our festival banner, logo on our website, social media shout outs and a parade entry!

Donations

Empower our endeavors through your financial support. Contribute with ease through one-time donations or by establishing a monthly contribution, each gesture making a meaningful difference in advancing our cause. Making charitable donations with Northern Arizona Pride Association may provide an array of tax benefits. Visit "Charitable Contribution Deductions" on [irs.gov](https://www.irs.gov) or ask your tax expert.

Customized Sponsorships Available!

Contact Zane@flagstaffpride.org for more information.

FLAGSTAFF Pride

2024 SPONSORSHIP COMMITMENT FORM

Company | Organization: _____

Contact Name & Phone Number: _____

Contact Signature & Date: _____

Billing Address: _____

Email | Website: _____

Sponsorship Level: Please check level of sponsorship

___ Presenting Festival \$25,000 +

___ Gold \$5,500 +

___ Diamond \$15,000 +

___ Silver \$3,000 +

___ Platinum \$10,000 +

___ Community Partner \$1,000 +

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.

Thank You

FOR YOUR SUPPORT! **FLAGSTAFF** Pride



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