

Dallas Pride

JUNE 1-2 | FAIR PARK

www.dallaspride.org



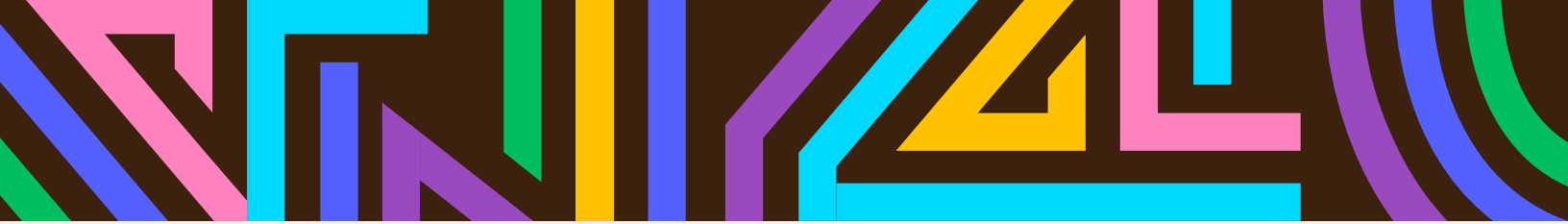
Dallas Pride Weekend Celebration

Dallas Pride's annual weekend celebration which includes The Dallas Pride Music Festival at Fair Park, organized and produced in conjunction with Real Live Connection, and The Alan Ross Texas Freedom Parade is one of the largest opportunities to market your business to Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ+) communities nationally. By becoming a supporter of this two-day event, you gain exclusive access to a host of invaluable benefits, including your vendor space on both Saturday and Sunday, enhanced brand visibility and recognition and the chance to engage with tens of thousands of event attendees.

Dallas Pride has been at the forefront of LGBTQ+ advocacy in North Texas since 1972, just three years after the historic Stonewall riots in New York. What began as a festive gathering of 250-300 men and women has evolved into a monumental event organized by a nonprofit organization led by community members. Today, the annual Dallas Pride community celebration stands as one of the fastest-growing events in the metroplex and ranks among the largest Pride entities in the United States, drawing in excess of 50,000 attendees annually.



For more on Dallas Pride, please visit our website: www.dallaspride.org



As our locally hosted event continues to flourish, the community's demand for a more extensive celebratory weekend has grown. This evolution now encompasses host hotels, academic convenings, and organized events, and gains substantial national and international exposure through social media influencers and entertainers. Some of our historic achievements from past celebrations include:



- The Alan Ross Texas Freedom Parade was broadcast on CW33 for the first time in 2019; in 2023, the parade was seen by over 28,000 viewers.
- The incorporation of Teen Pride (hosted by Real Live Connection) and Family Pride Zone as part of the celebration, allows us to now cater to all ages of the LGBTQ+ community, with both attracting more than 25,000 attendees annually.
- Providing employment to performing artists who were previously sidelined by the COVID-19 pandemic.
- Hosting more than 220 vendors at Dallas Pride 2023, marking the highest vendor participation in the event's history.
- Illuminating the Dallas skyline with the vibrant colors of the Pride Flag throughout the 2023 event weekend.
- Filling Fair Park at our current celebration with over 25,000 attendees.

Dallas Pride has worked for over 40 years to strengthen, support and celebrate the LGBTQ community by creating events and initiatives that foster connections between members of the community, allies and supporters. This year, we are proud to pay tribute to our beloved Drag family, who have faced relentless attacks in state and national-level legislation. We stand in unwavering solidarity with our Drag family, recognizing the countless lives they have positively impacted by their very existence.

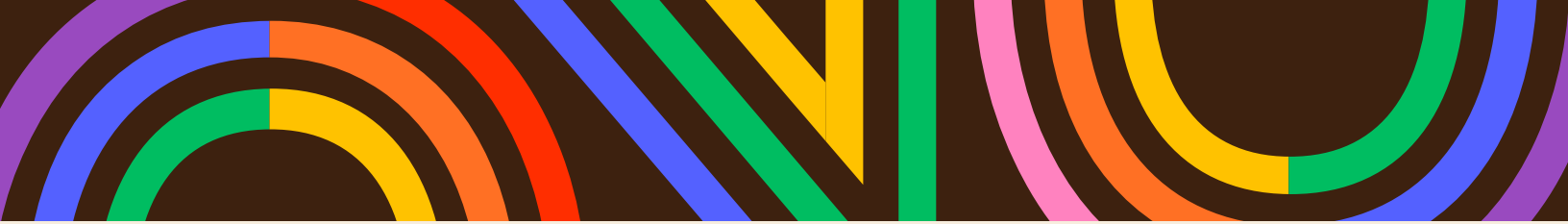
Your sponsorship not only promotes your product or service but also supports the LGBTQ+ community and its initiatives. With opportunities ranging from parade sponsorship to on-stage recognition, your involvement can be tailored to your specific goals and objectives. Join us in making a meaningful impact and securing these exclusive perks by becoming a 2024 Pride Weekend Celebration sponsor.

If you would like to be considered as a 2024 Pride Weekend Celebration donor, sponsor, or vendor, please visit dallaspride.org/sponsors and complete the applicable form indicating your level of participation by April 30, 2024. If you have any questions, please contact me at sherrell@dallaspride.org. We look forward to working with you.

Michael Doughman Scholarship Fund

Michael Doughman was the Executive Director of Dallas Pride for 18 years before retiring in 2018. Dallas Pride grew exponentially under Michael's leadership to become what it is today. In his honor, Dallas Pride started the Michael Doughman Scholarship fund to help deserving LGBTQ high school students reach their dreams of attending college.





Why Sponsor Dallas Pride Weekend?

Dallas Pride is a tax-exempt charitable organization under Section 501(c)(3) of the Internal Revenue Code. Our organization is dedicated to producing events that promote a diverse, inclusive, and positive image of the LGBTQ community for more than 40 years. All proceeds from our events after expenses are donated to our beneficiary community organizations. These organizations work tirelessly to strengthen the LGBTQ community through resources and outreach. Our sponsors are what make this possible. We sincerely hope that you will consider being a part of this incredible celebration and showing pride in your company and its commitment to equality, diversity, and inclusion. This is a very important celebration for the LGBTQ community in North Texas. As a community we are fiercely loyal and have a strong brand conscious for companies that support us locally. **We support the businesses that support us.**

LGBTQ BUYING POWER | The LGBTQ community is loyal to business' that support equal rights for all.



The U.S. LGBTQ buying power estimates surpassed **1.4 trillion** in 2021.*



LGBTQ households spent an average of \$4,135 at retail stores, **7% more** than non-LGBTQ consumers.**

LGBTQ households make **10% more** shopping trips in a year than the average U.S. household.***



The average LGBTQ household net worth ranges from **\$100K to \$499K** with two income producing individuals, no kids, the LGBTQ community has lots of discretionary income.

*The Pride Co-op; **Nielsen 2015 LGBTQ Consumer Report; ***US Census Bureau, 2013 American Community Survey

Paul Lewis Holiday Gift Project



Alan Ross conceived the annual Holiday Gift Project. The program enables Dallas Pride to provide a basket of food and other items to a 1,000 people with terminal illnesses who are in hospitals and other care facilities. The project was named after Paul Lewis who was a longtime friend of Alan Ross and volunteer of Dallas Pride. Paul passed away in 2014, but his legacy lives on through this crucial program.



	Presenting Sponsor	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Gift Amount	\$250,000	\$175,000	\$100,000	\$50,000	\$25,000	\$10,000
Event Name	"...Presented by Sponsor"	-	-	-	-	-
Hosting Rights	VIP Lounges	Welcome Reception and Wrap Party	-	-	-	-
Digital & Print Ads, e-Blasts	Logo	Logo	Logo	Logo	Name	E-mail & Press Release Only
DallasPride.org	Logo	Logo	Logo	Logo	Name	Name
Event Sponsor Signage	Logo	Logo	Logo	Logo	Logo	-
Volunteer T-Shirts	Logo	Logo	Logo	Logo	Logo	-
Use of Dallas Pride Logo	Yes	Yes	Yes	Yes	Yes	Yes
Banner Placements	Custom	8	5	4	3	-
VIP Admission	10	8	6	4	2	-
VIP Parking	5	4	3	2	1	-
Festival Booth	Custom with electric at 2 events	10'x40' at Welcome Reception & 1 other event	10'x30' at 2 events	10'x20' at 1 event	10'x10' at 1 event	10'x10' at 1 event
Parade Entry	Sponsor Entry	Sponsor Entry	Sponsor Entry	Sponsor Entry	Sponsor Entry	Sponsor Entry
Pride Guide Ads	2 Full Pages	1 Full Page	1 Half Page	1 Half Page	1 Quarter Page	-
Stage Emcee Recognitions	8	6	4	2	1	-
Sponsor Supplied Social Media Posts	30	10	-	-	-	-
Inclusion in Welcome Bags	Yes	Yes	Yes	Yes	-	-

	Friend of Dallas Pride	Supporter of Dallas Pride
Gift Amount	\$5,000	\$2,500
Recognition	Acknowledged in Email Marketing & DallasPride.org Use of Dallas Pride Logo 1 Stage Emcee Recognition	Acknowledged in Email Marketing & DallasPride.org Use of Dallas Pride Logo

Sherrell Cross, Executive Director

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