

Sponsorship and Advertising Package



AUGUSTA PRIDE 2012



**The Augusta Pride Festival
June 23rd, 2012
The Augusta Commons
Augusta, Georgia**

**A product of the
Augusta Pride Committee**

www.prideaugusta.org

Who is Augusta Pride?

Augusta Pride Inc. is a 501(c)3 non-profit organization devoted to promoting the advancement of harmonious cultural diversity through education and shared experience with specific emphasis on GLBT communities

Based in the Georgia home of James Brown and The Masters gold tournament, Augusta Pride hosts a series of activities and programs to meet it's mission including:



- **Concerts, art exhibits, and educational workshops**
- **HIV/AIDS information and testing**
- **Countering GLBT discrimination**
- **Augusta Pride Parade and Festival**



The Augusta Pride Festival 2011

- **City projections of 7000 attendees.**
- **Praised by City/Richmond County authorities for orderliness and management.**

- **Convention and Visitors Bureau estimated single day economic impact of \$200K.**
- **Vendor capacity sold out (85 vendors)**
- **Over \$60K in individual, charitable and corporate sponsorships.**
- **2011 Corporate Sponsors include Verizon, Wells Fargo, and Mercedes.**



ORGANIZATIONAL SPONSORSHIP TIERS

	Diamond \$2500	Opal \$1000	Sapphire \$750	Ruby \$500	Emerald \$250	Pearl \$100
Promotion						
Logo & name recognition on sponsor page in Pride Guide	☑	☑	☑	☑	☑	☑
Advertisement in Pride Guides distributed at the Festival and to local merchants	Full Page	Full Page	Full Page	Half Page	Quarter Page	Quarter Page 50% off
Logo on Augusta Pride home page	☑	☑	☑	☑	☑	☑
Logo on Augusta Pride Promotion material	☑	☑	☑			
Sponsor billing on all local and regional press releases	☑	☑	☑			
Event Perqs						
Company logo banner on main stage	☑					
Free Premium vendor location in the park	☑	☑				
Free vendor space in the park	☑	☑	☑	☑		
Complimentary VIP Tent Tickets	4	2	1			
Presidential Soiree Tickets	2	2	2	2		

**** In-Kind donations are welcome and credited at the estimated value of the donation**

**** Payment required prior to publication of Pride Guide. Ad art due 5/1/2012.**

**** Community and group sponsors are credited for total donations raised before 6/1/2012**

**** Additional sponsor information is found at:**

www.prideaugusta.org

INDIVIDUAL SPONSORSHIP TIERS

	Diamond \$2500	Opal \$1000	Sapphire \$750	Ruby \$500	Emerald \$250	Pearl \$100	Turquoise \$50	Garnet \$10
Recognition								
Name recognition on sponsor page in Pride Guide	☑	☑	☑	☑	☑	☑	☑	☑
Name recognition on sponsor page in Pride Website	☑	☑	☑	☑	☑	☑	☑	☑
Event								
Complimentary VIP Tent Tickets	4	2	1					
Presidential Soiree Tickets	2	2	2	2				

**** In-Kind donations are welcome and credited at the estimated value of the donation**

**** Community and group sponsors are credited for total donations raised before 6/1/2011**

**** Additional sponsor information is found at:**

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CORPORATE SPONSORSHIP OPPURTUNITIES

THE MAIN STAGE

The Augusta Pride Committee is soliciting sponsors for support of the main stage for the 2012 Augusta Pride Festival on June 23rd, 2012. The stage is the centerpiece of the Festival and hosts all acts, emcees and headliners. The Pride Festival uses a Global Stage System with a 32' X 24' performance platform and a state of the art sound system operated by 2 professional sound technicians.

Stage Sponsors Receive:

- **Sponsor Billing** on all print, radio and electronic publication of Augusta Pride
- **Naming Rights** to the stage (your banner in place of Augusta Pride's)
- **Prominent On-Stage Advertising** with center placement of Corporate Banner
- **Back cover ad placement** in the Augusta Pride Guide in full color
- **Complimentary premium vending space** to promote your company at the Festival
- **8 Complimentary Tickets** to the VIP Tent and Viewing Platform

STAGE SPONSORSHIP IS OFFERED FOR \$8000

CORPORATE SPONSORSHIP OPPURTUNITIES

THE VIP TENT

The Augusta Pride Committee is soliciting sponsors for support of the VIP Tent for the 2011 Augusta Pride Festival on June 25th, 2011. The VIP tent provides the best in



entertainment accommodation for the Pride Festival and is reserved for VIP guests of the Augusta Pride Committee, its sponsors and premium ticket holders.

The Augusta Pride VIP Tent is covered tent space with a minimum size of 15' x 45'. Tent space is elevated 3 feet off the ground to provide a viewing platform with direct line of sight of the main stage. Premium tables and chairs, complementary snack and beverages and cooled air circulators provide the maximum

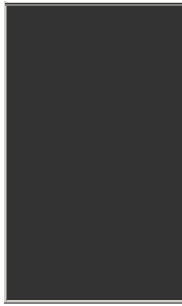
in comfort for VIP guests.

VIP Sponsors Receive:

- Sponsor Billing on all print, radio and electronic publication of Augusta Pride
- Naming Rights to the VIP TENT
- Prominent Advertising with Banner Covering for the wall of the tent facing the crowd
- Inside Front Cover ad placement in the Augusta Pride Guide in full color (2000 copies)
- Complimentary Premium Vending Space to promote your company at the Festival
- 6 Complimentary Tickets to the VIP Tent and Viewing Platform

STAGE SPONSORSHIP IS OFFERED FOR \$5000

AUGUSTA PRIDE 2011
Pride Guide non-tier advertising
June 23rd, 2012



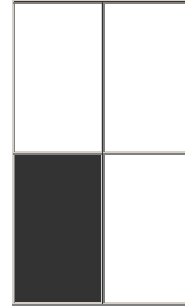
Full Page only
5.5" x 8.5"

\$300 Color



1/2 Page Horizontal
5.5" x 4.25"

\$200 Color



1/4 Page
2.75" x 4.25"

\$100 Color

Advertisement in the Pride Guide is a vehicle to reach the attendees at the Augusta Pride Festival as well as supportive organizations in downtown Augusta where the Pride Guide is distributed.

Print Ready Art is due to Augusta Pride no later than May 1st, 2012.

For other sponsorship or advertising inquiries, please contact Augusta Pride Fundraising at fundraiser@prideaugusta.org.



THANK YOU!

On behalf of the Board of Directors of Augusta Pride, we thank you for your interest in sponsorship and advertisement

Please address further inquiries to:

Travis Jenkins, President:

president@prideaugusta.org

David Stepp, Sponsorship & Development:

fundraiser@prideaugusta.org

Chris Bannochie, Public Relations & Marketing:

chris@prideaugusta.org

Alan Braden, Publication

alan@prideaugusta.org