

## Why Sponsor?

In October 2009, the first Blue Ridge Pride Festival brought in over 2000 people from all over Western North Carolina and surrounding areas.

According to the United States census, the Asheville area has 83% more lesbian, gay bisexual, transgendered, or queer (LGBTQ) identified people than the average American city or town.

These individuals make up a portion of the \$660 billion dollars of disposable income that is the LGBTQ purchasing market.

Research also indicates that LGBTQ populations are loyal to businesses that support them.

Asheville was named the #2 City in the Nation as a Top Arts Destination by American Style Magazine and #6 in the nation for Best Metro Places for Business and Careers by Forbes.com.

Supporting Blue Ridge Pride demonstrates that your business goes deeper than commerce; it proves that you care about reaching a target market with a proven market basket.



BLUE RIDGE PRIDE · 2010

[www.blueridgepride.com](http://www.blueridgepride.com)  
[brpsponsor@yahoo.com](mailto:brpsponsor@yahoo.com)



BLUE RIDGE PRIDE · 2010

## SPONSORSHIP OPPORTUNITIES

An innovative way for your company to reach a large segment of the **lesbian, gay, bisexual, transgender, and queer** community with your message.

# Corporate Sponsorships

## RAINBOW SPONSOR (\$10,000)

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Premier banner placement on stage (provided by Blue Ridge Pride)  
Logo inclusion on all event poster, advertising, & e-newsletter  
Banner/link on the official Blue Ridge Pride Website  
10'x10' booth space at Festival with tent, tables and chairs included  
Pick of premier space options for booth space  
A recognition message on or about every hour of the festival  
6 VIP passes to all Pride parties/events during Pride Week

## GOLD SPONSOR (\$5,000 - \$9,999)

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Banner placement at each beer/alcohol tent or equitable area/tent of choice (provided by Blue Ridge Pride)  
Logo inclusion on all posters, advertising, & e-newsletter  
10'x10' booth space at Festival with tent, tables and chairs included  
Pick of premier space options for booth space  
A recognition message on or about every hour of the Festival  
4 VIP passes to all Pride parties/events during Pride Week

## SILVER SPONSOR (\$2,500 - \$4,999)

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Banner placement at Kids Tent or equitable area/tent of choice (provided by sponsor)  
Small logo inclusion on all posters, advertising, & e-newsletter  
10'x10' booth space at Festival with tent, tables and chairs included  
Logo/link on the official Blue Ridge Pride Website  
3 VIP passes to all Pride parties/events during Pride Week

## BRONZE SPONSOR (\$1,000 - \$2,499)

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Small Banner placement at event (provided by sponsor)  
10'x10' booth space at Festival with tent, tables and chairs included  
Logo/link on the official Blue Ridge Pride Festival website  
Thank you inclusion on e-newsletter  
2 VIP passes to all Pride parties/events during Pride Week

## Circle of Pride (\$500-\$999)

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10'x10' booth space at Festival with tent, tables and chairs *not included*  
Listing on official Blue Ridge Pride Website  
A thank you on Blue Ridge Pride Facebook & e-newsletter  
2 VIP passes to all Pride parties/events during Pride Week

## Friends of Pride (\$25-\$499)

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Listing on official Blue Ridge Pride Website  
A thank you on Blue Ridge Pride Facebook page

## OTHER WAYS TO HELP

### In-Kind Sponsorships

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These sponsorships of goods and services needed to make Blue Ridge Pride successful are welcomed. Sponsorship levels will be determined by the approximate value of the goods and/or services donated.

### Community Partnerships

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These sponsorships are available to bars, organizations, and individuals that host approved Blue Ridge Pride fundraising events. Sponsorship levels will be determined by the approximate value of the goods and/or services donated.

# Individual Sponsorships