

THE POWER OF PRIDE



For every questioning child or teen
who doesn't know where to turn,

WE NEED PRIDE

For every drag queen
in search of a stage,

WE NEED PRIDE

For every non-binary individual
wanting space to be themselves,

WE NEED PRIDE

For every queer couple in their
first public relationship,

WE NEED PRIDE

For every legislator using hate against
our community to earn votes,

WE NEED PRIDE

For every madman with a gun intent
on ripping our community apart,

WE NEED PRIDE



2023 Sponsorship
Opportunities

#ThePowerOfPride 

2023 Power of Pride Event Information



“The Power of Pride”

Saturday, June 10, 10 a.m. to 7 p.m.

Sunday, June 11, 10 a.m. to 7 p.m.

@ Alamo Square Park (the Pioneer Museum)

Pikes Peak Pride Parade

Sunday, June 11, 11 a.m.

Acacia Park to Alamo Square Park (via Tejon)

Pikes Peak Pride Festival

Pikes Peak Pride is a community event expected to gather thousands of visitors together from across the state and the Pikes Peak Region to downtown Colorado Springs. There will be two full days of vendor booths, food trucks, cocktail lounge and high energy entertainment to include a fabulous parade on Sunday.

Pikes Peak Pride honors the active and diverse achievements of the lesbian, gay, bisexual and transgender communities of Colorado. This is an opportunity for all LGBTQIA+ Coloradans to celebrate our achievements and remind the world that we exist while raising awareness within the communities.

Southern Colorado has enjoyed a robust Pride tradition for 33 years, and this is the second year under the management of Pikes Peak Pride. According to an attendee, last year’s Pride celebration was “one of the best in memory.” Another said, “Y’all truly outdid yourselves.” A third claimed, “I will remember this one for many years to come!”

Pikes Peak Pride presents “The Power of Pride”

On November 19, 2022, the queer community of Colorado Springs was shaken to our core as one of our historic safe spaces was violated. Five beautiful souls were taken from our community in the shooting at Club Q. Our 2023 Pride event will be a celebration and commemoration of our fallen friends and what it means to be LGBTQIA+ in southern Colorado. We are stronger together. We will never forget. Together, we will show the world the **Power of Pride**.



Key Sponsorship Benefits



Parade Entry

A spot in the annual Pikes Peak Pride parade means your group, company or nonprofit will be seen by thousands of friendly LGBTQIA+ community members. And as a sponsor, you are guaranteed a spot in our Pride parade, an up-to-\$350 value. Why not become a Red or Orange sponsor for premium parade placement, so you make sure your message goes even further?

Available at Sponsorship Levels:     



Corporate Booths

They might come for the parade, but they stay for the festival. Which means your merchandise is right at their fingertips for the rest of the day with a corporate booth, an up-to-\$450 value, available with your sponsorship. Join our team of amazing sponsors at every level, and make sure every attendee knows your name!

Available at Sponsorship Levels:     



Web Presence

We think you'd look great in rainbow. So as a thank you, we're making sure every single one of our sponsors receives a mention on our web site and social media channels! Want your name to go even further? Make sure you grab one of our exclusive Orange or Red sponsorships to be highlighted on the social media channels of our media sponsors.

Available at Sponsorship Levels:     



Additional Sponsorship Benefits

Enjoy unparalleled access to the Pikes Peak Region's LGBTQIA+ community, as well as the opportunity to deliver your messages to a targeted, affluent and responsive urban audience.

In addition to one-on-one connections with community members at the festival and throughout the parade, you will benefit from Pride event promotion and advertising that boosts your profile in the community.

For more information visit: pikespeakpride.org
Or contact us directly at info@pikespeakpride.org



Presenting Sponsor - Naming Opportunities



Pikes Peak Pride Parade

Our most anticipated activity of our Pride event has your name on it! If you become one of our Red presenting sponsors, you could get first dibs on naming the pride of our Pride event - the Pride parade. Local media will be calling your name throughout the parade, as will our parade emcee and the live stream on our Pikes Peak Pride social media channels. Don't miss the chance to be labeled the biggest ally of them all!



Pikes Peak Pride Main Stage

If media attention isn't your thing but you want your company's logo in picture after picture come Pride weekend, then this is the sponsorship for you. If you choose to be one of our Red presenting sponsors, you can choose to be our main stage presenting sponsor with the honor of naming our main stage. That means your name will be at the top of our stage and thus in every picture and video taken of the entertainment at Pride. Flooding social media, anyone?



Pikes Peak Pride Lounge

Is word of mouth your advertisement of choice? Are you comfortable around adult beverages? Does your brand scream fun? Then you sound perfect for our third option in naming opportunities. If you choose to become a Red presenting sponsor, you can choose to name our lounge, the most action-packed spot in the whole festival. We'll mention your name every time we mention the lounge. You'll have the honor of naming the drinks and supplying coasters, and every festival-goer will know you are the place to go for a fun time. Sound like you?

Contact us today about being a Red presenting sponsor before someone else snatches up these great naming opportunities!

For more information visit: pikespeakpride.org
Or contact us directly at info@pikespeakpride.org



2023 Sponsorship Levels & Benefits

Sponsorship Levels

Blue \$1,000	Green \$2,500	Yellow \$5,000	Orange \$10,000	Red \$15,000
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Advertising & Brand Placement Benefits

Choice of naming either the Main Stage, Cocktail Lounge or Parade with your company name. **(First come first serve.)**

1 Company sign on bottom of main stage

Company banner or signage placed on the Cocktail Lounge **(Banner must be supplied.)**

Company ID on website and social media

Recognition on all radio ads

Recognition in media sponsors social media posts

Recognition from main stage

Logo on Event Signage in park during event

Logo on all event fliers

Logo on event T-shirt

Licensed use of "Official Sponsor" logo and graphics until February 2024

				✓
			✓	
		✓	✓	✓
✓	✓	✓	✓	✓
				✓
			✓	✓
✓	✓	✓	✓	✓
			✓	✓
Listed	Small	Medium	Large	Large
	Listed	Small	Medium	Large
	✓	✓	✓	✓

Additional Benefits

10' x 10' Vendor Booth

10' x 20' Vendor Booth

1 Free entry to our Parade

Passes to the VIP area inside the Cocktail Lounge

Artist Meet & Greet

Official Pride T-Shirts

✓	✓	✓		
			Premium Location	Premium Location
✓	✓	✓	Featured Placement	Featured Placement
1	4	6	8	10
			✓	✓
1	2	4	6	8





pikespeakpride.org