



Sponsorship Packet

Table of Contents

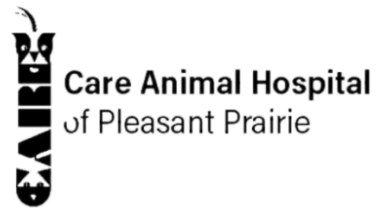
- Letter from the President** **3**

- Organization and Market Overview** **4**
 - Kenosha Pride Organization Overview 5
 - Notable Kenosha Pride Data 5

- Sponsorship Opportunities** **6**
 - Sponsorship Level Partnership Details 7
 - In-Kind Sponsorship Details 9

- Sponsorship Form** **11**

Thank You 2023 Sponsors



Excellence in Communication
Oakwood Clinical Associates

PlayGazers
CJW, Inc.

Letter from the President

Wow, what a difference a year makes. Last year, Kenosha Pride held its most successful festival with around 5,000 people estimated to be in attendance. However, it also brought with it a year of change to the Board and Organization as a whole. We said thank you to several departing Directors and took the chance to restructure. As a result, we just welcomed 7 new Directors to our board who are focusing on individual areas to build out, while collaboratively working to support the overall organization and its efforts.

We have also been working on our presence outside of our annual festival. We have representatives serving other organizations like the Kenosha Education Justice Coalition, the WI LGBT History Project, ACLU of WI, and Wisconsin Rapids Pride. We are members of the United States Association of Prides (USAP) and the International Pride Organizers Association (Interpride). As our festival grows so does our reputation and our impact.

With these changes and as we enter our 12th year, we have an amazing opportunity to start growing out programs. Whether that be helping to protect rights through advocacy or connecting with other organizations to provide entertainment for events-helping to preserve and share cultural art like drag-, maybe even providing social opportunities and resources for older individuals, or more. However, it takes funding to support this kind of growth, but it also takes these kinds of activities/programs to get grant funding.

This year, we are asking you to take a bigger chance on us. We are asking our community to help continue to support our growth. With all the anti-LGBTQ+, and particularly anti-Trans, bills in WI and across the country, and court cases looking to upend additional rights, showing your support for the LGBTQ+ community is an excellent marketing, HR, and financial decision. Please consider increasing your giving to help us kickstart additional programming to support our vibrant and diverse community.

Whether it is a small business, non-profit, or large corporation we have sponsorship opportunities available for you; we also have opportunities for in-kind donations as well. If you would like to discuss these or other opportunities, please feel free to contact me at president@kenoshapride.org

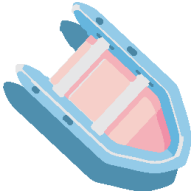


Proudly Yours,

Dan Seaver

President/Chairperson

Kenosha Pride, Inc. Board of Directors



Organization and Market Overview

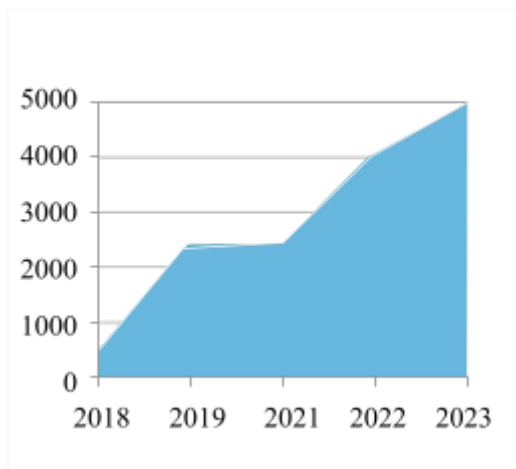
Kenosha Pride Mission and Consumer Scope

Organization Overview

Kenosha Pride, a 501(c)(3) non-profit, was created with a purpose to address discrimination and prejudice against, as well as to defend, the human and civil rights secured by law for the LGBTQ Plus community of Southeastern Wisconsin and Northeastern Illinois. Kenosha Pride advances these goals through public events and advocacy to build inclusion for a community that is founded on openness, acceptance, and pride.

Over 40 years ago, Wisconsin became the first state to pass a law preventing discrimination based on sexual orientation. Things have changed since then; Wisconsin lawmakers have recently passed a bill that prevents municipalities from protecting transgender citizens from discrimination, and we are seeing more and more anti-LGBTQ+ bill being presented and passing in our state and federal legislatures. The Municipal Equality Index by the Human Rights Campaign consistently scored the City of Kenosha the lowest of the 7 municipalities in the State of WI well below the national average score. Since the Stonewall Riots, over 50 years ago, Pride marches, parades, and events have become places for the LGBT+ community and its allies to come together, celebrate who we are, educate, and tell the world that we will never be silent again.

Notable Kenosha Pride Data

















Kenosha Pride Event attendance records have risen in the last five years to reach over 5,000 participants in 2023, with a projected 6,000 participants in 2024. In addition to event attendance, Kenoshapride.org received 37,500 impressions in 2023. On social media, Kenosha Pride on Facebook received 3,344 likes (+12.8%) in 2023 as well as a reach of over 13,000 on festival day. On Instagram, Kenosha pride following grew 11% to 1,078 in 2023.






















Sponsorship Opportunities

Partnership Levels and In-Kind Sponsorship

Sponsorship Level Partnership Details

Marketing and Media Exposure	Presenting (1) \$15,000	Entertainment \$10,000	Stonewall \$7,500	Community Pavilion \$5,000	Proud Partner \$3,000	Partner \$1,500	Ally \$750	Supporter \$500	Individual \$250-\$500
Top placement in all marketing									
Inclusion in all press releases									
Speaking opportunity on the MAIN stage during the event to thank and welcome community and recognition from emcee									
Speaking opportunity on the PULSE stage during the event to thank and welcome community and recognition from emcee									
Logo on official festival t-shirts and tank tops									
Logo on volunteer and staff shirts worn throughout event day									
Print marketing recognition									
Inclusion in Pride Guide distributed before and during event and electronically	Recognition on cover, full page ad inside cover	Full page next to headliner page	Half page	Half page	Quarter page	Eighth page	Eighth page		
Social media posts	Recognition as presenting sponsor	Recognition as headline entertainment sponsor	5 posts, 3 paid boosts	4 posts, 2 paid boosts	3 posts, 1 paid boost	3 posts	2 posts	1 post	
Kenosha Pride Website - full year of following recognition	Home page- logo and hyperlink	Entertainment page- logo and hyperlink	Supporters page logo and hyperlink	Supporters page logo and hyperlink	Supporters page with logo	Supporters page with logo	Supporters page with logo	Supporters page text only	Supporters page text only
2025 Sponsorship Packet Recognition	Logo	Logo	Logo	Logo	Logo	Logo	Logo		

Day of Event	Presenting (1) \$15,000	Entertainment \$10,000	Stonewall \$7,500	Community Pavilion \$5,000	Proud Partner \$3,000	Partner \$1,500	Ally \$750	Supporter \$500	Individual \$250-\$500
Sponsorship of	Kenosha Pride Festival 2024	2024 Headliners	Stonewall Stage	Community Pavilion					
Emcee recognition from main stage throughout the event									
Emcee recognition from Pulse stage throughout the event									
Vendor Space	Up to a 10'x30' space or 2 spaces with choice of location	Up to a 10'x20' space or 2 spaces with choice of location	1 space with choice of location	1 space with choice of location					
Logo on official festival t-shirts and tank tops	Banner signage at entrance and on each stage	Banner signage at entrance and on each stage	Large logo at entrance and banner at Stonewall stage	Large logo at entrance and banner at Pulse stage	Medium logo at entrance	Small logo at entrance	Small logo at entrance	Text at entrance	Text at entrance

Day of Event	Presenting (1) \$15,000	Entertainment \$10,000	Stonewall \$7,500	Community Pavilion \$5,000	Proud Partner \$3,000	Partner \$1,500	Ally \$750	Supporter \$500	Individual \$250-\$500
Meet and greet passes for Headline act(s)	5	5	3	2	2	1			
Tickets to pre-Benefit Show cocktail hour - light food and drink tickets included (2025)	10	8	6	4	3	3	2	2	2
Sponsor T-shirts					5	4	3	2	1
"Proud Sponsor" window cling									
Sponsor T-shirts	Trophy	Trophy	Trophy	Plaque	Plaque	Certificate	Certificate	Certificate	

In-Kind Sponsorship

The following list outlines the “in-kind” and category sponsorships needs of Kenosha Pride. Monetary amounts listed indicate the need for cash sponsorship of that item or category.

Gift Bag / Raffle / Auction Items

Sponsors to provide items for Kenosha Pride to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

Party Rentals and Supply

Sponsor to provide tables, chairs, table clothes, skirting, and/or other decorations for use at Kenosha Pride. Decorations should be available for afternoon pickup on July 5, 2024 and will be returned on July 8, 2024

Car Dealership

Able to provide one vehicle for Milwaukee Pride Parade and/or Chicago Pride Parade. Sponsors should provide car magnets or signage with logo for additional branding on all vehicles.

Truck Rentals

Provide one 12ft rental truck free of charge for official Kenosha Pride use from afternoon pickup on July 5, 2024 and will be returned on July 8, 2024

Water / Non-Alcoholic Beverages

Provide 500 bottles of water. Provide 300 cans of soda. Provide 200 bottles of non-alcoholic beverages.

Family Activity Area

Sponsor to provide owned or rented play/recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Kenosha Pride will supply sponsor with the appropriate amount of space to ensure safe operation. Suggested equipment could include bounce houses, carnival games, etc.

Host Hotel - \$1,000

Sponsor commitment must be confirmed by June 1, 2024 to meet media deadlines. Sponsor to provide a discounted room rate for Kenosha Pride attendees wishing to book hotel stays. Sponsor to provide up to 4 regular hotel room nights and 2 suite nights for Kenosha Pride's use during Kenosha Pride. (Exact dates of check-in/check-out to be determined at a later date, pending room availability.) Sponsor will gain recognition as the host hotel of Kenosha Pride and be mentioned as such in all out-of-town marketing. Non-exclusive Sponsorship.

Printing

Sponsor to collaborate with the marketing team to provide large scale and quantity print materials at a discounted rate - i.e. event booklet, signage, parade banners, flyers, etc.

Kenosha Pride Sponsorship Form

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Contact Person: _____

Sponsorship Type: _____ Total Amount Due: _____

Form of Payment: (please choose one)

check please invoice

Please indicate in-kind contribution and fair market value:

Please send completed form to:

sponsorship@kenoshapride.org

OR

Kenosha Pride, Inc. PO Box 744, Kenosha, WI 53141

If you have any questions, please contact us at sponsorship@kenoshapride.org