



## What is the West Michigan Pride Festival?

The West Michigan Pride Festival is an annual celebratory and educational event commemorating the “Stonewall Riots” that most acknowledge as the beginning of the modern gay rights movement. The Festival brings the entire local LGBT community together to celebrate openly and proudly with the greater western Michigan public.

### To be a sponsor, contact David Battjes @

Call: 530-346-4290

Email: [funds@westmipride.org](mailto:funds@westmipride.org)

Address: 211 Logan St. sw

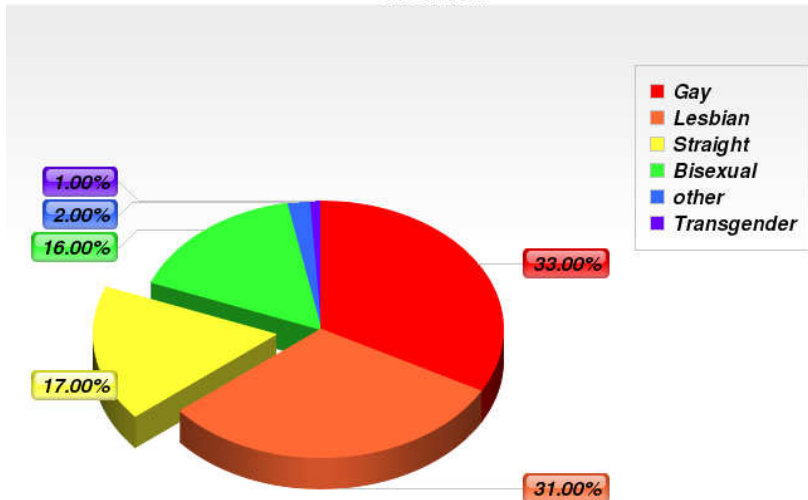
Grand Rapids, MI 49503-4924

### Ready to Select Your Sponsorship?

#### Here is what you do:

1. Contact David Battjes using the contact information highlighted in the lower left-hand corner to discuss your desired sponsorship level & benefits.
2. We will prepare & send you a sponsorship proposal via email or fax (if you prefer).
3. Review the proposal & sign to approve it.
4. Return the signed proposal to us via email or post. We will sign it and return a copy to you along with your invoice.

Orientation



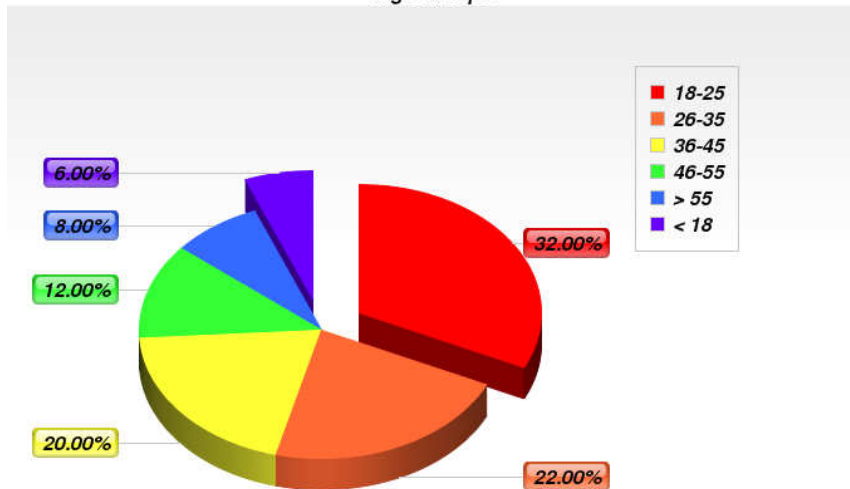
## Over 11,000 Festival Attendees in 2011

A random sample of 300 attendees was asked to participate in the demographic questionnaire. Graphed are the results.

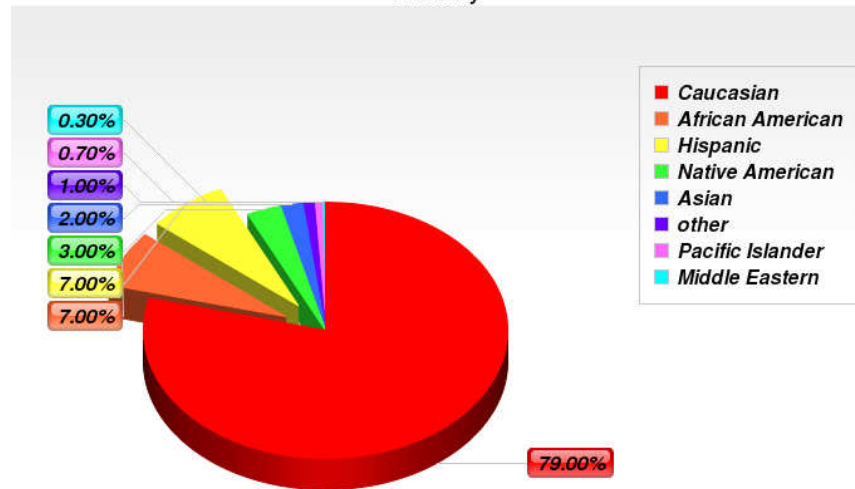
## Why Sponsor?

We seek sponsors to help cover the costs of our events, including the 2012 West Michigan Pride Festival. With your support, West Michigan Pride, Inc. (WMP) can maintain other funds raised through donations and sales of vendor and advertising space. These to go directly to West Michigan Pride, Inc.'s community outreach and education activities. Through your support your business can reach thousands of patrons while supporting WMP's efforts to improve and enrich our community.

Age Groups



Ethnicity



## Sponsorship Benefits

Event Sponsorship is a substantial opportunity for your business to reach a large, responsive and loyal assembly of individuals. Our 2011 West Michigan Pride Festival Survey showed that 96% of the people that attend our festival prefer to buy from companies that advertise to the gay market and [www.mygayweb.com](http://www.mygayweb.com) reports that 78 percent of gay consumers do the same.

Research shows that gay consumers are...

- ◆ Over twice as likely as national index to be professionals or managers
- ◆ Average household income over \$85.4K
- ◆ Gays and lesbians have more disposable income and are extremely loyal consumers
- ◆ Gay and lesbian consumers purchase from companies/brands that advertise in gay media, deliver product messages in gay specific advertising, support gay and lesbian community causes and are good to their own gay and lesbian employees
- ◆ 68% upgrade to a product's latest model
- ◆ 77% "believe in indulging themselves"
- ◆ 57% "prefer to buy top of the line"
- ◆ 83% of the GLBT market has attended college or graduated

from college.

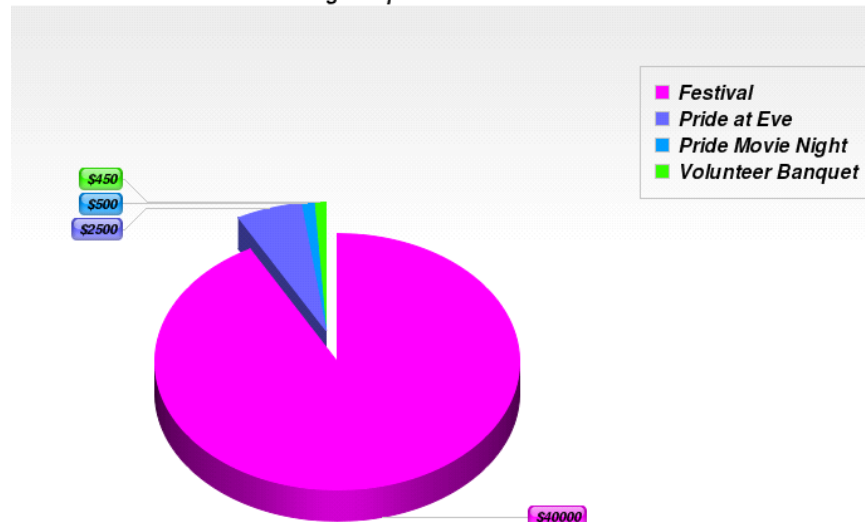
- ◆ The GLBT Community is the largest non-ethnic affluent market in the United States with a population of 19 million people, and a total spending power of \$800 billion.
- ◆ Average household income is \$65,000: nearly 60% higher than the national average.

Sponsorship:

- ◆ Generates exposure to over 11,000 GLBT & GLBT friendly residents of West Michigan
- ◆ Sends a positive message to your GLBT employees and customers.

**Each Year WMP strives to make each event bigger, more spectacular, and more community inclusive than the year before.**

*Budget Expense for Each Event*



## MEDIA SPONSOR

**\$10,000**

Featured Sponsor on Pride Website	●
Logo Placement on Main Stage Banner at Pride Festival	●
Sponsorship Recognition by name in all Pride Event Programs	●
Name and Logo Placement at Exclusive Leadership Lounge	●
Logo Placement on Festival Entrance Banner	●
Name and Logo Placement on all Post-Event Advertisements	●
Logo Placement & Web Link on Pride Website Sponsors Page	●
Ad Placement in the Restroom Facilities at the Festival	●
Logo Placement on Volunteer T-Shirts	●
A Banner on the Main Stage with your logo.	●
Complimentary Pride Vendor Booth Space (max size shown)	10' x 30'
Complimentary Admission to the Exclusive Leadership Lounge	10
Complimentary Tickets to the Pride @ Eve	10
Complimentary Dog Tags	10
Advertising Space in the Official Pride Guide (except covers)	2 Full Pages
Pink Pages Print Ad in 2012-2013 edition (except covers)	Free

**To be a sponsor, contact [David Battjes](#) @**

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Above: The West Michigan Pride President, Linda Stuba (on the left), with guests at the Pride @ Eve event. Photography by Terry Johnson

Below: A view of the festival grounds. Photography by Tim Motley



## PREMIUM SPONSORS

- Entertainment
- Tents
- Sound/Stage
- Security
- Advertising

- Family Area
- Restroom Facilities

- Movie Night
- Pride @ Eve
- Volunteer Area
- Leadership Lounge

**\$5,000**

**\$2,500**

**\$1,500**

Featured Sponsor on Pride Website	●	●	●
Logo Placement on Main Stage Banner at Pride Festival	●	●	●
Sponsorship Recognition by name in all Pride Event Programs	●	●	●
Name and Logo Placement at Exclusive Leadership Lounge	●	●	●
Logo Placement on Festival Entrance Banner	●	●	●
Name and Logo Placement on all Post-Event Advertisements	●	●	●
Logo Placement & Web Link on Pride Website Sponsors Page	●	●	●
Ad Placement in the Restroom Facilities at the Festival	●	●	
Logo Placement on Volunteer T-Shirts	●		
Complimentary Pride Vendor Booth Space (max size shown)	10' x 30'	10' x 20'	10' x 10'
Complimentary Admission to the Exclusive Leadership Lounge	6	4	4
Complimentary Tickets to the Pride @ Eve	6	4	4
Complimentary Dog Tags	6	4	4
Advertising Space in the Official Pride Guide (except covers)	2 Full Pages	1 Full Page	1 Full Page
Pink Pages Print Ad in 2012-2013 edition (except covers)	Free	Free	Free

<b>HONORED PRIDE SPONSORS</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Sponsorship Recognition by name in all Pride Event Programs	●	●	●
Complimentary 10'X10" Pride Vendor Booth Space	●	●	●
Logo Placement on Festival Entrance Banner	●	●	
Complimentary Dog Tags	2	2	
Complimentary Tickets to the Pride @ Eve	2	1	
Advertising Space in the Official Pride Guide (except covers)	1/2 Page	1/2 Page	1/4 Page
Pink Pages Print Ad in 2012-2013 edition (except covers)	Free	Free	Free

<b>IN-KIND SPONSORS</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>
Sponsorship Recognition by name in all Pride Event Programs	●	●	●
Logo Placement & Web Link on Pride Website Sponsors Page	●	●	●
Logo Placement on Festival Entrance Banner	●	●	
Complimentary Pride Vendor Booth Space (max size shown)	10' x 20'	10' x 10'	10' x 10'
Complimentary Dog Tags	2	2	
Complimentary Tickets to the Pride @ Eve	2	1	
Advertising Space in the Official Pride Guide (except covers)	1/2 Page	1/2 Page	1/4 Page
Pink Pages Print Ad in 2012-2013 edition (except covers)	Free	Free	Free

<sup>1</sup> All advertising opportunities are subject to receipt of payment and artwork. West Michigan Pride, Inc. takes no responsibility for missed advertising opportunities. No refunds will be issued due to late receipt of payment or artwork. Deadlines are firm.

<sup>2</sup> Booth space occupancy is an option and not required. Therefore, no other services or options may be exchanged for booth space.