



# **PRIDE IS A MARATHON, KEEP SHOWING UP**

**BATON ROUGE PRIDE 2023  
SPONSORSHIP & ADVERTISING GUIDE**





# A WELCOME FROM OUR CHAIRS

Hi Potential Sponsor, Resource Fair Participant, or Advertiser!

Baton Rouge Pride will celebrate our 15th annual Pride Festival on **Saturday, June 24, 2023!** We plan to continue our past growth of upwards of 15,000 attendees at pride fest this year. To help ensure the growth and visibility of Baton Rouge Pride Fest, we have a great artist lineup for the Rainbow Stage; you're bound to know at least one of them! We're also expanding upon our children's activities, bringing back the Queerative Market, and so much more, all inside the Raising Canes River Center.

We're also excited to announce we are bringing **Pride Week in Baton Rouge** back and making it bigger and better! This year, Pride Week will be a week full of activities leading up to Pride Fest, ending on Sunday, June 24, 2023. In addition to our planned activities for Pride Week, we are now offering great marketing opportunities for other businesses and organizations to host official Pride Week events and activities!

As in years past, Baton Rouge Pride will continue to be a FREE, family-friendly event that is educational and open-to-all to attend. However, this can only happen with the support of local businesses and organizations like yours. Pride Fest is an opportunity to support the community, advertise your business or service, or gain visibility for your organization. With attendees drawn from as far west as Texas, all the way to the Atlantic coast in the east, and north to Tennessee, you will reach far beyond the local Greater Baton Rouge market. Our event has proven to be an outstanding chance for businesses and organizations to help fund an amazing event that's good for our vibrant community that is also loyal and appreciative to those who support them!

In addition to bringing back Pride Week, we are changing our program to now be the **Official Baton Rouge Pride Guide!** With over 4,000 copies to be printed and distributed at local businesses around Baton Rouge and Pride Fest, your advertisement is sure to get noticed. Copies are set to hit stands on June 1, 2023!

The following pages will provide more information about the events, particularly about the resource fair and celebration on **Saturday, June 24, 2023**, at the Raising Canes River Center and Pride Week 2023. We hope to have your business or organization's support.

Respectfully,

*Bobbi Wisekal and The Pride Planning Team*





## OUR VISION

In 2023 Baton Rouge Pride is moving beyond just Pride Fest and Pride Week in Baton Rouge to year-round events to help better the lives of the LGBTQ+ Community Members in the Greater Baton Rouge Area. This year Baton Rouge Pride will include:

- **The Baton Rouge Pride Guide:** Second annual LGBTQ-focused guide, our program is a publication that will be out in local businesses for the masses to see by June 1!
- **Great Entertainment:** As we grow Baton Rouge Pride, we not only bring back fun acts from years past like The Austin Baptist Women and the amazing performers by local Drag Queens of the South; but we will have nationally known artists like never before.
- **The Resource Fair:** A place for nonprofits and businesses to promote their services to the community and recruit members/volunteers/clients. There also are various health screenings and much more.
- **Drag Queen Story Time:** We will have 3 hours of stories for children read by the fantastic local drag performers of the Greater Baton Rouge area.
- **The Queerative Market:** In partnership with LEUR Magazine, this is a place for local LGBTQ+ artists to show off their work to the public.
- **Recognition of the Community:** We will recognize the outstanding community leaders/allies as this year's honorary grand marshals. We are keeping to our roots with the blessing of relationships and adding the recognition of major donors on stage.
- **Pride Week:** A week full of festive events around Baton Rouge, providing fun for all ages.

## WHY YOU SHOULD BE PART OF BATON ROUGE PRIDE

- Baton Rouge Pride is fast a growing event that supports unity in the community.
- Post-event surveys show attendees are incredibly eager for more sponsors and further community support and deeply value this event!
- The experience of many is best summarized by one participant: "This event is well organized, has great entertainment, is family-safe and positively supports the LGBTQ+ community."
- It's a fun way for businesses to grow their existing clientele and expand their market to a whole new community.
- Individuals that identify as LGBTQ+ are more brand loyal than any other group.

**BATON ROUGE PRIDE**

(225) 384-6344

ContactUs@BRPride.org

www.BRPride.org



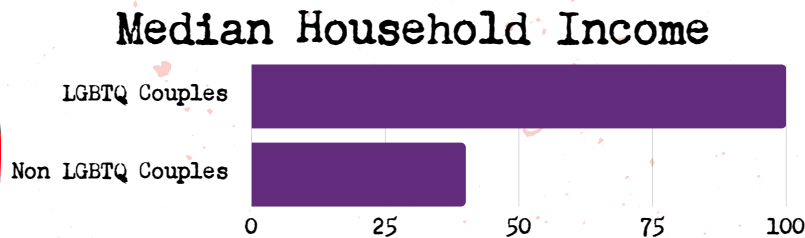






## BRAND LOYALTY IN THE LGBTQ+ COMMUNITY

Baton Rouge is home to the 2nd largest LGBTQ+ Community in Louisiana! No other outlet in the Greater Baton Rouge area will allow your business to reach thousands of LGBTQ+ individuals and their families with the same effect and reach that Baton Rouge Pride will. Showing your support for Baton Rouge Pride conveys that you stand with the LGBTQ+ community and tells our community that we can take pride in your business.



According to Harns/Witeck-Combs, 72% of LGBTQ+ individuals prefer to buy from companies that advertise to them directly. Meaning these companies can benefit from increases in sales across products and services and an increase in the number of returning customers in the LGBTQ+ community. Additionally, the median household income of LGBTQ+ couples is nearly 60% higher than non-LGBTQ+ couples. Baton Rouge's diverse community celebrates their differences and embraces each other's culture. Together with Baton Rouge Pride, we can foster a relationship that encourages and supports that celebration.





## HOW YOU CAN SUPPORT

There are many ways in which you as a business or organization leader/owner can support Baton Rouge Pride. In the following pages you will find a detailed outline.

### GENERAL SPONSORSHIPS - Deadline April 30, 2023

Baton Rouge Pride is run mainly on donations by businesses. Sponsorships are our primary way to ensure we can operate and produce Pride Fest and many other events throughout the year to the Greater Baton Rouge Community. See page 7 Sponsorship Levels and Details.

### MEDIA SPONSORSHIPS - Deadline April 30, 2023

We now have a new structure for media and news agencies to help support Baton Rouge Pride in a non-monetary manner. This would be through airing our commercial to guarantee news coverage and social media sharing and billboards and magazine print space. Media sponsors also enjoy many of the great sponsorships that general sponsors receive. See page 8 for Media Sponsorship Levels and Details.

### PRIDE WEEK SPONSORSHIPS- Deadline April 30, 2023

For 2023 we are bringing back Pride Week for its third time ever! Baton Rouge Pride will be producing an event each day of the week; however, you as a business or organization may want to highlight your business with a Pride Week Event. We are there to support you as you support our community. We have two basic tiers for supporting your events. On page 9, you can see the details of these marketing opportunities.

### BATON ROUGE PRIDE GUIDE - Deadline April 30, 2023

We called it the Pride Fest Program in the past, and you had to come to Pride Fest to get it. This year, will be the 2nd Annual Baton Rouge Pride Guide with over 4,000 issues to be put into local circulation. Details can be found on page 10.

### THE RESOURCE FAIR AT PRIDE FEST - Price & Deadline Varies

Join the over 100+ businesses and organizations who have shown their support at Pride Fest in the past 15 years and show off the services and products of your business. Remember brand loyalty runs the highest in the LGBTQ+ Community, so your presence will not be forgotten. The deadline and pricing for the Resource Fair varies, see page 11 for all the details.



We are now all digital!  
All forms can be completed online  
by visiting [www.brpride.org](http://www.brpride.org)



# SPONSORSHIP OPPORTUNITIES

	\$15,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+	\$1,000+
<b>Naming Sponsor (Baton Rouge Pride Fest Presented By)</b>						
Naming Rights to the event	•					
Logo used as part of all advertising material for all events throughout pride month	•					
Logo Part of Commercial aired with over 500,000 impressions on Cable Television	•					
Logo displayed on all major printed materials, advertisements and billboards	•					
Displayed on all sponsor banners	•					
Listed on all Press Releases	•					
<b>Logo and Name Usage</b>						
Displayed on Rainbow Stage	•	•				
Displayed on step-and-repeat banners placed throughout event	•	•				
Logo Printed on Official Pride T-Shirt*	•	•				
Name Printed on Official Pride T-Shirt**			•	•		
Displayed on major printed materials and advertisements (where possible)	•	•	•	•		
Prominently displayed on our website <a href="http://www.brpride.org">www.brpride.org</a>	•	•	•	•		
Logo displayed on our website <a href="http://www.brpride.org">www.brpride.org</a>	•	•	•	•	•	•
Displayed in program book	•	•	•	•	•	•
<b>Pride Guide Ad</b>						
Center spread ad	•					
Premium location full page ad (Inside front cover, inside back cover)		•				
Full page ad			•	•		
Half page ad (or discount on larger)					•	
Quarter page ad (or discount on larger ad)						•
<b>Resource Fair Space</b>						
2 Double booths provided at event for promoting products or services	•					
1 Double booth provided at event for promoting products or services		•				
1 Booth provided at event for promoting products or services			•			
Table at event to promote products and services				•	•	
Early Access Setup (Friday Before)	•	•	•			
Ability to bring an asset into Pride Fest	•	•	•	•		
<b>Commemorative Materials / Pride Week Events</b>						
Official Commemorative T-Shirts for you and your team	10	8	6	4	2	1
Discount on Additional Commemorative T-Shirts	•	•	•	•	•	•
Ability to put promotional materials in VIP Bags***	•	•	•	•		
Tickets to Pride Week Events	10	8	6	4	2	1
<b>Pride Fest Recognition</b>						
Plaque of Recognition Presented on Stage during Pride Fest	•					
Verbal Recognition on Pride Main Stage (Hourly)	•	•	•			
Verbal Recognition on Pride Main Stage (Limited)				•	•	•
<b>Social Media Advertising</b>						
Posting on Social Media platforms with logos (Facebook and Instagram)	•	•				
Individual spotlight postings recognition of sponsorship	•	•	•			
Sponsor group spotlight postings recognition of sponsorship				•	•	•





# MEDIA SPONSORSHIP OPPORTUNITIES

	\$50,000+	\$30,000+	\$20,000+	\$10,000+	\$5,000+
<b>Logo and Name Usage</b>					
Displayed on Billboards	•	•			
Displayed on Rainbow Stage	•	•			
Displayed on step-and-repeat banners placed throughout event	•	•			
Logo Printed on Official Pride T-Shirt	•	•			
Name Printed on Official Pride T-Shirt			•	•	
Displayed on major printed materials and advertisements ( <i>where possible</i> )	•	•	•	•	•
Prominently displayed on our website <a href="http://www.brpride.org">www.brpride.org</a>	•	•	•	•	•
Logo displayed on our website <a href="http://www.brpride.org">www.brpride.org</a>	•	•	•	•	•
Displayed in pride guide	•	•	•	•	•
<b>Pride Guide Ads</b>					
Back Cover of Pride Guide	•				
Full page ad		•	•		
Half page ad (or discount on larger)				•	
<b>Resource Fair Space</b>					
Double booth provided at event for promoting products or services	•				
One booth provided at event for promoting products or services		•	•		
Table at event to promote products and services—prime traffic location				•	•
50% discount on additional booth space	•	•			
Ability to bring an asset into Pride Fest	•	•			
<b>Pride Fest Recognition</b>					
Hourly Mention from Rainbow Stage	•	•			
Verbal Recognition on Pride Main Stage (Limited)			•	•	•
<b>Social Media Advertising</b>					
Posting on Social Media platforms with logos (Facebook and Instagram)	•	•			
Individual spotlight postings recognition of sponsorship	•	•	•		
Sponsor group spotlight postings recognition of sponsorship				•	•
<b>Additional Opportunities</b>					
Logo Part of Commercial aired with over 500,000 impressions on Cable Television	•	•			
<b>Commemorative Materials / Pride Week Events</b>					
Official Commemorative T-Shirts for you and your team	10	8	6	4	2
Discount on Additional Commemorative T-Shirts	•	•	•	•	•
Ability to put promotional materials in VIP Bags	•	•	•		
Tickets to Pride Week Events	10	8	6	4	2







# OFFICIAL PRIDE CELEBRATION EVENTS

Businesses and organizations are permitted to present Official Baton Rouge Pride Celebration events in cooperation with Baton Rouge Pride at the rates listed below. Please note that these are NOT exclusive events and may have other events scheduled on the same date/time. Official Events are promoted by Baton Rouge Pride in the following manner:

## ENHANCED PRIDE CELEBRATION OFFICIAL EVENTS

**\$1,500 Cash**

- Inclusion in the Baton Rouge Pride online event calendar
- Creation of Facebook event page (sharing of your event page)
- Promotion of the event on social media via BR Pride official account(s)
- Paid advertisement of the event on social media via BR Pride official account(s)
- Ability to include the "Official Event" logo in event branding and advertising
- Listed on the Pride Week page of the Baton Rouge Pride Guide
- Half-page event advertisement in Baton Rouge Pride Guide
- BRPride.org home page advertisement to promote the event

## PRIDE CELEBRATION OFFICIAL EVENTS

**\$750 Cash**

- Inclusion in the Baton Rouge Pride online event calendar
- Creation of Facebook event page (sharing of your event page)
- Promotion of the event on social media via BR Pride official account(s)
- Ability to include the "Official Event" logo in event branding and advertising
- Listed on Pride Week page of the Baton Rouge Pride Guide
- Quarter Page event advertisement in Baton Rouge Pride Guide

Official Events are non-exclusive. Baton Rouge Pride strives to direct all attendees to the Baton Rouge Pride Festival. We may decline to accept or promote events in direct conflict with these events. Baton Rouge Pride maintains all rights associated with its brand and does not guarantee the attendance at or success of Pride Week Celebration Official Events.

**To apply visit [www.brpride.org/prideweek](http://www.brpride.org/prideweek) to complete an application today! Deadline is April 30, 2023!**

## PRIDE WEEK 2023

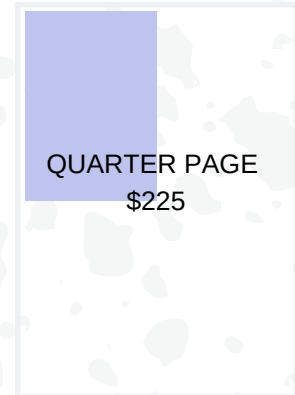
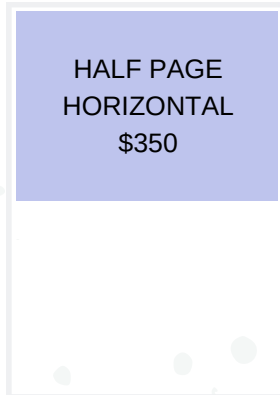
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
June 19	June 20	June 21	June 22	June 23	June 24	June 25





# THE BATON ROUGE PRIDE GUIDE

In the past we called it "The Program" and you could only get it at Pride Fest. We threw that idea out the window when we announced Baton Rouge Pride Fest would be the last weekend of June 2023. Now we have the **Baton Rouge Pride Guide**, the official guide to LGBTQ+ Baton Rouge! This four-color, 30+ page magazine will hit businesses and newsstands around Greater Baton Rouge on June 1, 2023, which means your advertisement will be seen by thousands more people at businesses and organizations like yours and at Pride Fest. Not to mention, it will be on our website digitally for ALL to see for many years to come!



All files must be a full bleed, CMYK color format. The dimensions for each advertisement size are as follows:

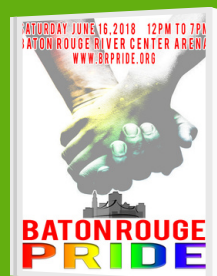
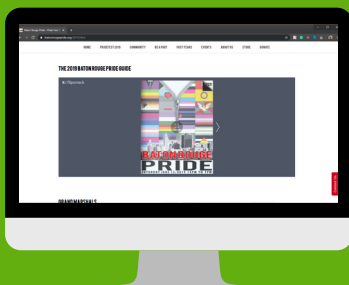
FULL PAGE: 7 1/2" wide x 10" tall or 8 1/2" wide x 11" tall (full bleed)

HALF PAGE HORIZONTAL: 7 1/2" wide x 4 3/4" tall or 8 1/2" wide by 5 1/2" tall (full bleed)

HALF PAGE VERTICAL: 3 1/2" wide x 10" tall or 4 1/2" wide x 11" tall (full bleed)

QUARTER PAGE: 3 1/4" wide x 7 3/4" tall (if boxed) or 4 1/2" wide x 5 1/2" tall (full bleed)

A digital format of your advertisement must be submitted via your online application by April 30, 2023. Only .ai, .eps, .jpeg and .png files may be accepted. Files must be 300dpi or higher and in CMYK format. Please note that if a file is too large to send, please comment on your online application so we can contact you to retrieve your file.



View the past  
Pride Programs  
online by visiting  
[www.brpride.org](http://www.brpride.org)





## THE RESOURCE FAIR

The Baton Rouge Pride resource fair is an opportunity for nonprofits, businesses, and other organizations to promote their groups and/or services to people who attend Baton Rouge Pride. With more than 15,000 people in 2022 and an expected 16,000+ this year, there is no better way for you to get your name out there in the community. With a limited number of booths and tables open, it is important that you sign up quickly before space runs out. Below is a list of booth and table sizes along with pricing. Prices are subject to the date paid. All 501(c)3 organizations must provide proof of status to receive discounts.

Table and Booth Sizes	Early Bird	General Pricing		Late Registration	
	If agreement and payment completed by April 30, 2023 Business Only	If agreement and payment completed between May 1 and May 31, 2023 Business	Non-Profit	If agreement and payment completed on or after June 1, 2023 Business	Non-Profit
8 foot table with 2 chairs	\$120.00	\$150.00	\$75.00	\$180.00	\$90.00
Single Booth	\$240.00	\$300.00	\$150.00	\$360.00	\$180.00
Double Booth	\$480.00	\$600.00	\$300.00	\$720.00	\$360.00
Early Access (Friday Setup)	\$40.00	\$50.00	\$50.00	\$60.00	\$60.00
<b>Electricity - Add on</b>					
110 Volt, 0-500 Watt Outlet	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00
220 Volt, 50 Amp	\$215.00	\$215.00	\$215.00	\$215.00	\$215.00

Based on venue rules: Nothing may be taped, pinned, stapled, or otherwise attached to walls/wall surfaces in the building. Anything attached to tables must not damage tables or any rented covers. Any banners to be hung should be draped from your table and affixed with spring clips – or banners or other backdrops may be displayed on easels or banner stands where space is available. Those requesting tables should plan to display material only on their tabletop or table front. (For more space, request a booth.) No outside food and beverages are allowed. Please see full Terms and Conditions online at [www.brpride.org](http://www.brpride.org) for all limitations, rules, and details.







## BATON ROUGE PRIDE

# PAST SPONSORS INCLUDE



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AIDS HEALTHCARE  
FOUNDATION

COX



MAC



FertilityAnswers®  
*Helping couples build families.*



Ochsner®

Medical Center – Baton Rouge

*Brew Fla★Fla!*

TYLER  
& POSSA

A PROFESSIONAL LAW CORPORATION



GILEAD



THE  
Lucky  
LAW FIRM PLC



Louisiana



Planned  
Parenthood®  
Care. No matter what.



OPEN  
HEALTH



Unitarian Church of Baton Rouge

LAMAR



REGIONS

**BATON ROUGE PRIDE**

PO Box 77166

Baton Rouge, LA 70879

[www.brpride.org](http://www.brpride.org)

**Baton Rouge Pride, Inc is a 501(c)3 Charitable Non-Profit Organization.**

All sponsorships, purchases for advertisements, and resource fair spaces are tax-deductible to the full extent of the law.