

FORT WAYNE PRIDE 2009

Dear Marketing Manager, Owner, or Public Relations:

On July 24th-25th, 2009 Fort Wayne, Indiana will celebrate its twelfth annual Pride Festival. As we celebrate our eleventh year we have a lot to be proud and thankful for. We have become Indiana's second largest Pride celebration, and one of the Midwest's fastest growing. Last year we attracted thousands of people and we project our attendance to be well over 5,000 in 2009.

We would like to congratulate you and your company for its continuing support of the gay and lesbian community. In keeping with the diversity of the marketing force, I would like to ask your business to consider becoming a sponsor of our event. I believe you will find that GLBT consumers are viable in today's market.

As previously stated, Fort Wayne Pride will be held on July 24th-25th, 2009. The event will take place at Headwater's Park East, Fort Wayne's main festival plaza located downtown in the heart of the city. On Friday the 24th we will hold our kick-off party complete with live entertainment, dancing, and our beer tent from 7pm- midnight. Saturday will be our main Pride festival from noon until midnight. This will include entertainment throughout the day, vendors and organizations, a beer tent, GLBT-driven workshops, KidSpace, ArtSpace and a great day in the park with the community.

The task of planning this event will not be easy. Due to the increasing cost of venue rental, security, entertainment, equipment, and insurance premiums it is imperative to obtain sponsors for an event of this magnitude. It is your contributions which will help offset these costs.

Please read over our sponsorship packet and consider our request. The foundation of our success builds year-to-year with valued contributors like you.

I look forward to hearing from you and in the meantime; should you have any questions, please do not hesitate to contact me or visit our website at www.fortwaynepride.org.

Sincerely,

Nikki Berger-Fultz
Fort Wayne Pride Director 2009
nikki@fortwaynepride.org
260-602-6860

Fort Wayne Pride, Inc
Nikki Berger-Fultz
7829 Noble Ridge Place
Fort Wayne, IN 46825

Fort Wayne Pride Sponsorship Packet



OVERVIEW

Headwater's Park East

Who is Fort Wayne Pride	Fort Wayne Pride is dedicated to the planning and implementation of the Fort Wayne Pride Festival which develops awareness of the Gay, Lesbian, Bisexual, and Transgender (GLBT) community.
When is Fort Wayne Pride	Fort Wayne Pride will be held July 24 th -25 th , 2009.
What is the festival about	The festival is a celebration of our GLBT history and unique community that we form with one another and our heterosexual allies. The festival is designed to be not only entertaining, but educational as well. By educating the general public and ourselves, we all benefit from this festival.
Where is the festival at	The festival is held at Headwater's Park East in downtown Fort Wayne, Indiana.
Why do we have Fort Wayne Pride	We have Fort Wayne Pride as a dedication and day to celebrate our community's rich historical and cultural heritage, the many struggles we have overcome, the rights we hope to achieve, and to teach and show others who we are.
How many people attend	The Fort Wayne Pride festival is the second largest Pride festival in Indiana. With an attendance last year of thousands, we are expecting an attendance of 5,000 with your support.

Fort Wayne Pride



Gay & Lesbian Market

Who they are

17 million consumers
with the buying power of **\$450 billion annually**

When do they buy

Gays and lesbians buy products and services year round and also bear the most expendable income of any other diverse group

What they value

72%- Advertising in gay media
72%- Supporting gay and lesbian causes
71%- Establishing and publicizing progressive policies toward gay and lesbian employees
50%- Showing gay images in advertising

How they choose

56% are far more likely than heterosexual consumers (18%) to make a purchase based on their awareness of the company's diversity policy

68% prefer to purchase products from companies that provide support to non profit organizations serving the gay and lesbian community

Fort Wayne Pride



Sponsorship Opportunities

Statement

Our event's sponsorship program provides companies with the opportunity to put their product or service in front of a precisely targeted market

Possibilities

Official, Presenting or Corporate Status
Sponsor ID in event advertising and promotional materials
Listing on Pride Website with logo and link
www.fortwaynepride.org and
www.myspace.com/fwpride
Festival Program Advertising
Expo booth space
Product sampling and display

What's in it for you

With over **17 million** gay people living in every county throughout the US, the GLBT audience is the most under-tapped, under-recognized and under-served market in America.

With **94%** of gays and lesbians going out of their way to purchase products and services marketed directly towards them, just consider the possibilities of how it can make your business grow.

Fort Wayne Pride Sponsorship Levels

Diamond (Official Sponsor of Fort Wayne Pride)

\$5,000

- Banner ads posted at festival stage and entrance.
- Four covered prime booth spaces at Pride Vendor Market.
- Recognition from the stage throughout Pride.
- Logo and link on fortwaynepride.org website.
- 2 FULL page COLOR ad in the Pride program
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement.

Platinum (Presenting Sponsor of Fort Wayne Pride)

\$3,500

- Banner ads posted at festival stage and entrance.
- Three covered prime booth spaces at Pride Vendor Market.
- Recognition from the stage throughout Pride.
- Logo and link on fortwaynepride.org website.
- 2 FULL page B/W ad in the Pride program
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement.

Gold (Corporate Sponsor of Fort Wayne Pride)

\$2,000

- Banner ads posted within Pride festival.
- Two covered prime booth spaces at Pride Vendor Market.
- Recognition from the stage throughout Pride.
- Logo and link on fortwaynepride.org website.
- 1 FULL page B/W ad in the Pride program
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement.

Silver

\$1,000

- One banner ad posted within Pride festival.
- One covered booth spaces at Pride Vendor Market.
- Recognition from the stage during Pride.
- Logo and link on fortwaynepride.org website.
- 1 FULL page B/W ad in the Pride program.

Bronze

\$500

- One covered booth space at Pride Vendor Market
- Recognition from the stage during Pride
- Logo and link on fortwaynepride.org website
- Listing in Pride program
- 1 HALF page B/W ad in the Pride program.
- Logo added on Print Media and Verbal recognition on all Radio/ Television Advertisement.

Special Sponsorships

- Headliner- \$2500 Benefits of Gold plus VIP tickets to meet Headliner
- Workshop Tent- \$1000 Silver Benefits plus naming rights to workshop/ ArtSpace tent
- KidSpace- \$500 Bronze Benefits plus naming rights to children's area

Fort Wayne Pride

Become-A-Sponsor

The Fort Wayne Pride festival will be held July 24th-25th, 2009.

Sponsorship Information

Company or Organization Name: _____

Contact Representative: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

We want to become a Sponsor of Fort Wayne Pride.

We want to be a _____ level supporter.

Please accept our company's donation of \$_____.

Please make checks payable to Fort Wayne Pride, Inc.

-I understand we will receive the benefits and title of this sponsorship level.

For more information on a sponsorship contact Nikki Berger-Fultz, Director,
at 260-602-6860 or by email at nikki@fortwaynepride.org.

Please mail Sponsorship Information to:

Fort Wayne Pride, Inc.
Nikki Berger-Fultz
7829 Noble Ridge Place
Fort Wayne, IN 46825