



2024 SMALL BUSINESS SPONSORSHIP OPPORTUNITIES

JOIN US!

SEPTEMBER 13-15, 2024

CECIL D. ANDRUS PARK



BOISE PRIDE

The 35th Annual Boise Pride Festival and Parade will take place September 13-15, 2024. We would not have made it this far without our fabulous community of small business supporters! We value the support our small business sponsors show the Treasure Valley LGBTQ+ community. Small business sponsors are not only financial supporters but essential allies who help create and celebrate our community.

These Small Business Partnership Packages were created to show your support of the LGBTQ+ community while also gaining valuable visibility for your business. We need your support to continue to improve LGBTQ+ equality and visibility in Boise and the Treasure Valley and present the region's largest LGBTQ+ Pride celebration while keeping it free and open to the public.



Interested in additional benefits or a customized package? Let us know! We would be delighted to have you on board as a small business sponsor. Please contact our sponsorship team at sponsorships@boisepridefest.org.

I hope everyone is feeling the power of @boisepride and the beautiful, strong, and amazing community we share. When everyone is valued, celebrated, and loved for exactly the beautiful human beings that they are, the future is beyond bright!



\$1.4 TRILLION

LGBTQ+ Community
Buying Power

(Source: LGBT Capital, 2023)



81% AGREE

"I think more positively about companies that sponsor LGBTQ community organizations and events."¹



67% AGREE

"LGBTQ-supportive companies have made a positive difference for their LGBTQ employees."¹

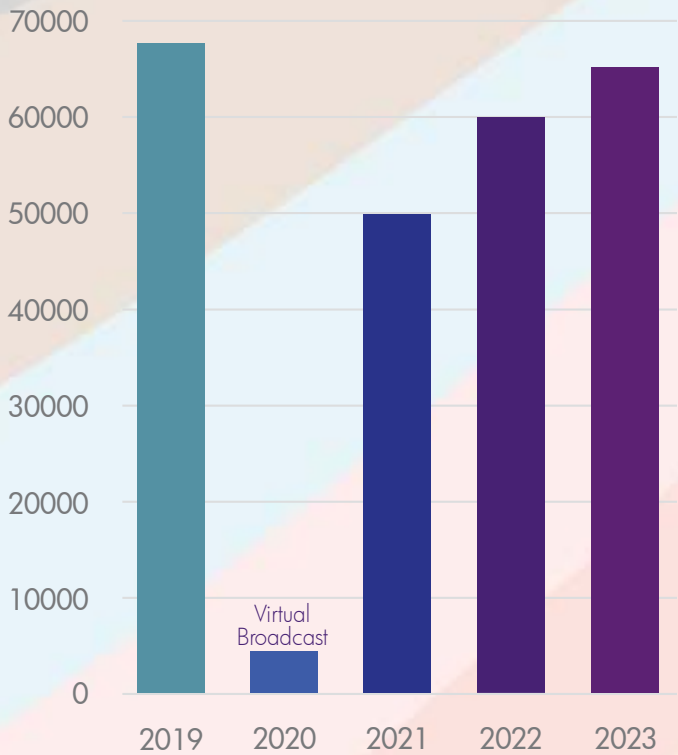


73% AGREE

"I am more likely to purchase from a company that outreaches and advertises to the LGBTQ community."¹

¹ June 2023 research study of the LGBTQ+ community conducted by Community Marketing, Inc., the world's leading, most-respected LGBTQ+ research firm.

BOISE PRIDEFEST ATTENDANCE



✦ I've never felt more love and appreciation for my art and identity thanks to everyone who made this @boisepride incredible! ❤️❤️❤️



| SPONSOR BENEFITS | Champion \$800 | Advocate \$400 |
|--|----------------|----------------|
| Logo on small business recognition banner displayed at Boise Pride Festival grounds | ✓ | ✓ |
| Logo included in Official Pride Guide Print version inserted into Boise Weekly Logo on Small Business Sponsors recognition page (plus additional 15K copies distributed) | ✓ | ✓ |
| Logo on Boise Pride website with link | ✓ | ✓ |
| Logo included in festival mainstage digital video ad recognizing Small Business Sponsors | ✓ | ✓ |
| One post on Boise Pride social media channels | ✓ | |
| Social media shoutout on Small Business Saturday | ✓ | |
| Official Boise Pride sponsor window cling and digital badge | ✓ | ✓ |
| 4' x 8' small business sponsors perimeter banner | 2 | |

Thank you for your continued support!

BOISE PRIDE



🇺🇸🇺🇸 @boisepride parade was amazing! So many people and orgs sharing love, support, joy, kindness. I cried a little, it was that powerful. Beautiful to be there, to show up and stand for EQUALITY.



What an inspiring day of love and community at the @boisepride parade.
Sometimes just being authentically yourself is an act of bravery. I'm proud to celebrate and continue advocating for our LGBTQIA+ neighbors! ❤️🧡💛💚💙💜



I hope this Boise Pride weekend is big reminder that Boise is place where EVERYONE, exactly the way they are, belongs. I hope this weekend is reminder that Boise is better and brighter when EVERYONE is valued. I hope this weekend is reminder the Boise is strong and beautiful when we ALL stand together.

Whether you're new to Boise or if you've been here for years, keep showing your PRIDE!
Never stop showing your PRIDE!