



2024 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 on September 13-15, 2024. Our sponsors play a crucial role in bringing the festival to life. The vital contributions of our sponsors are integral to making the festival possible. We value the support our sponsors show the Treasure Valley LGBTQ+ community. Boise Pride's sponsors are not only financial supporters but essential allies and partners of our community who enable us to produce an inclusive festival that is accessible for all to enjoy.

The Boise Pride Festival is one of the top three Pride events in the Pacific Northwest and the largest and longest continuous Pride Festival in Idaho. The festival features live entertainment by nationally recognized headline artists and local favorites, food and drink, a plethora of arts and crafts, retail, and nonprofit vendors, DJs, drag artists, and more.

We need your support to continue to improve LGBTQ+ equality in Boise and the Treasure Valley, amplify the voices of our community, and present the region's largest LGBTQ+ Pride celebration while keeping it free and open to the public.

Sponsors of Boise Pride deliver their message to a targeted, engaged, and responsive audience. In addition to one-on-one connections with community members at the festival and during the parade, sponsors benefit from advertising, promotion, and visibility prior to, during, and after the festival. Sponsors also benefit from increased



Thank you to the producers and the community for all of the beautiful ways you support me and all my fellow performers! It truly brings tears to my eyes to see so many types of performance art not only at the bars but on main stage so even the younger generation can see how amazing our Boise artists are!

Thank you for all your work, most joyful event of the year! ❤️

We had a little bit of fun at @boisepride this year 😊 There's no feeling quite like sharing our queer art and queer joy with our big, queer Boise family!! Thank you to everyone who supports us, whether you've been around from the beginning or just found us. We are feeling so loved, so seen, and so inspired by our community after this amazing weekend. 🌈🌈🌈🌈🌈🌈🌈🌈🌈🌈



exposure through social media channels, web traffic, and direct links to their company websites. We need your support to continue to improve LGBTQ+ equality in Boise and the Treasure Valley, amplify the voices of our community, and present the region's largest LGBTQ+ Pride celebration while keeping it free and open to the public.

We invite you to explore the 2024 Partnership Packages and work with us to find the right benefits for your business. Interested in a customized sponsorship package that fits your unique marketing objectives? Let us know! We would be delighted to have you on board as a sponsor. Please contact our sponsorship team at sponsorships@boisepridefest.org.



@boisepride gave me life yesterday!! Vibes were positive and energy was high!! Thanks for all the love!!! xoxo



It was magical! Thank you so very much for ALL you do to make it happen!! ❤️

🌈 This is the Boise I know and love. Loved getting to share Pride with my kids this year. Also went to my first drag show! There is so much love out there. Yes, there is also some hate. But the love is stronger and motivates us to fight for rights of all!

Thank you to my friends and to @boisepride for making downtown into a space for celebration, a place of safety, and for love! #lovewins 🏳️‍🌈 🏳️‍🌈

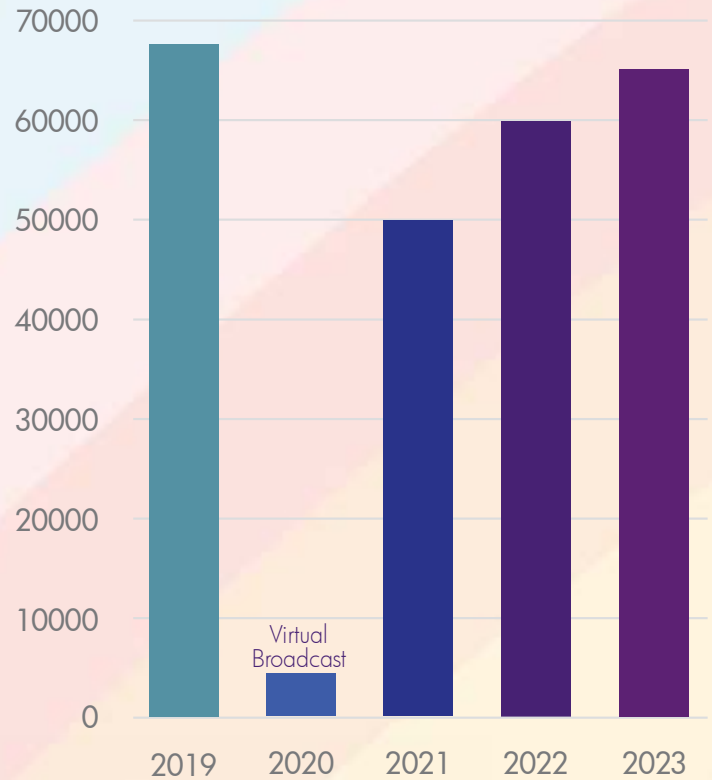


Becoming a sponsor of the 2024 Boise Pride Festival will place your brand in front of tens of thousands of people who identify as LGBTQ+ and their allies. Our sponsorship program can help meet your strategic goals, maximize your brand visibility, and deliver your message of support not only to attendees but also to your employees and current and potential customers.

A sponsorship of the Boise Pride Festival affords your business the opportunity to:

- Increase and enhance brand awareness amongst a loyal demographic
- Demonstrate crucial support, allyship, and solidarity with the Idaho LGBTQ+ community
- Access a highly educated, progressive community with one of the highest disposable incomes in Idaho.

BOISE PRIDEFEST ATTENDANCE



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!

We had such a blast at Boise Pride! 🇺🇸🏳️‍🌈 Thank you to everyone who made this possible and for joining us at the parade!

About this weekend 🇺🇸🏳️‍🌈 @boisepride showed up + put on an amazing party and made everyone feel so welcome 🏳️‍🌈💖

🇺🇸🏳️‍🌈 @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! 🏳️‍🌈💖💖💖💖💖💖

Went to @boisepride today and it was so wonderful to experience so much love and community. 🏳️‍🌈💖

🌟 I've never felt more love and appreciation for my art and identity thanks to everyone who made this @boisepride incredible!! 🏳️‍🌈💖💖💖





\$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.

I took my nephew, who recently came out and has been struggling a little bit, to pride this year. He cried and danced his heart out and was just in awe of how welcoming and beautiful the community is here in Boise. I am beyond grateful for this event and will always come to support the LOVE 🥰🌈

@boisepride I attended my first pride ever today with a close friend. I've been vocal about my sexuality since I was a teenager but never felt comfortable, or confident enough going. Every one there was loving, kind, and supportive. I plan to attend every year going forward! ❤️



@boisepride Great pride event! Today, I marched as an ally, for the first time, with my son, my daughter, and my grandchildren. It was a joyous event seeing so much love and support in this community. Thank you for all of the hard work you put in to make this happen. #boisepride

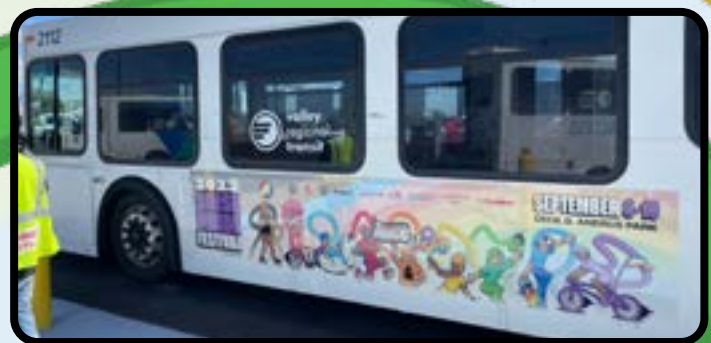
I hope everyone is feeling the power of @boisepride and the beautiful, strong, and amazing community we share. When everyone is valued, celebrated, and loved for exactly the beautiful human beings that they are, the future is beyond bright!



SPONSOR BENEFITS

	Violet \$2,000	Blue \$4,000	Green \$7,000	Yellow \$12,000	Orange \$18,000	Red \$30,000 3 Available	Presenting \$50,000 1 Available
Advertisement in Official Pride Guide Print version inserted into <i>Boise Weekly</i> (plus additional 15K distributed)			1/4 Page	1/2 Page	Full Page	Inside Cover	Back Cover & Inside Page
Logo on sponsor page of Pride Guide by level	✓	✓	✓	✓	✓	✓	✓
Logo on Boise Pride homepage with link				✓	✓	✓	✓
Logo on sponsor page of website (by level) with link	✓	✓	✓	✓	✓	✓	✓
Logo on official Boise Pride Festival poster					✓	✓	Presented By
Logo on official Boise Pride volunteer t-shirts						✓	✓
Logo included in Boise Pride Festival emails (up to four (4) emails)				✓	✓	✓	✓
Logo on Violet Sponsor banner displayed at festival	✓						
Logo included on Lamar digital billboards (multiple locations throughout Treasure Valley)					✓	✓	Presenting
Logo included on Valley Transit bus advertising (multiple activations)					✓	✓	✓
Logo on festival mainstage digital video board (stand alone logo)				✓	✓	✓	✓
Logo on festival mainstage digital video board (logo inclusion by sponsorship level)	✓	✓	✓				
Mainstage naming rights: "Company Name Mainstage" & branding (top & bottom of stage)							✓
Mainstage logo placement on two side stage banners					✓	✓	✓
Dedicated exclusive side stage banner						✓	
Present one mainstage headliner						✓	

Benefits continue on next page



SPONSOR BENEFITS

	Violet \$2,000	Blue \$4,000	Green \$7,000	Yellow \$12,000	Orange \$18,000	Red \$30,000 3 Available	Presenting \$50,000 1 Available
Present one mainstage performance					✓		
30-second video ad screened on mainstage (content provided by sponsor)						✓	✓
15-second video ad screened on mainstage (content provided by sponsor)					✓		
2-day Boise Pride Festival exhibit space (10' x 10')		Parade entry or booth space ✓	✓	✓	✓		
Premium 2-day Boise Pride Festival exhibit space (20' x 20')						✓	✓
Premium placement of Boise Pride Festival exhibit space				✓	✓	Entrance	Entrance
Passes for festival hospitality lounge	4 Sun Only	4 Sat & Sun Only	4	6	8	16	20
4' x 8' banner on festival perimeter fencing		3	4	6	8	12	16
Premium placement of signage on festival perimeter fencing					✓	✓	✓
Branding of main festival entrance							✓
Branding of secondary festival entrances						✓	
Pride parade entry		Parade entry or booth space ✓	✓	✓			
Pride parade entry with priority placement by sponsor level					✓	✓	✓
Co-branded official Boise Pride Parade banner					✓	✓	✓
Pride Parade naming rights: "Company Name Pride Parade"						✓	
Festival fireworks show: "Presented by Company Name"						✓	
Social media recognition			1	1	1	2	3
Official Boise Pride sponsor window cling and digital badge	✓	✓	✓	✓	✓	✓	✓

Pride is being happy and comfortable with who you are. Not having a care of what others say, and just being you.



I got to experience it here @boisepride last weekend with beautiful people. My god was it absolutely amazing. New, loving, and wonderful friends, as well as reuniting with other buddies <3