



# 2019 Parade & Festival Participation Opportunities



HEARTLAND  
**PRIDE**  
GREATER OMAHA & COUNCIL BLUFFS

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Respect

DIFFERENCES

LOVE

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LGBTQ

## Heartland Pride Key Numbers...

**4,500+** Festival Attendees in 2018

**5,000+** Parade Attendees in 2018

**15** Pride Alliance Local Non-Profit Organizations

**75,000** Visitors to HeartlandPride.org annually

## About Heartland Pride

Heartland Pride began as a task force in the fall of 2010. Today, Heartland Pride (United in Pride) is an IRS 501(c)3 non-profit, charitable organization. Our volunteers, board members, and committee chairs are comprised of proactive people from all walks of life. We understand the importance of including our allies in our journey and helping our communities keep the pride in Pride!

We are committed to creating an inclusive environment, inspiring equality, celebrating diversity, and acknowledging the contributions of our community. We honor those who came before us and give thanks to our allies.

Each year Heartland Pride produces a series of community based pride events, including: the Pride parade, an annual Pride Pageant, and Pride Festival in Omaha with vendor and organizational fair, and various fundraising events throughout the year.

## 2019 Theme

Just after 3 a.m., on June 29 1959, a police raid of the Stonewall Inn—a New York City gay club—turns violent as patrons and local sympathizers begin rioting against the police.

This was followed by several days of demonstrations and was the impetus for the formation of the Gay Liberation Front as well as other gay, lesbian and bisexual civil rights organizations. It's also regarded as history's first major protest on behalf of equal rights for homosexuals.

On June 29th 2019, Heartland Pride will mark the 50th Anniversary of the Stonewall Uprising and a half-century of LGBT+ liberation.



## LGBT Community Key Numbers...

**66% of LGBT individuals** report that they don't see their lifestyle represented enough in advertising, compared to 51% of the general public.<sup>1</sup>

**LGBT households spend 35% more** on online purchases than non-LGBT households.<sup>2</sup>

**LGBT households have 24% more equity** in their homes compared to the general public.<sup>3</sup>

**78% of adults & their friends/families/relatives** would switch to brands that are known to be LGBT-friendly.<sup>4</sup>

**52% of LGBT individuals have attended** a Gay Pride event in the last 12 months.<sup>4</sup>

<sup>1</sup><https://today.yougov.com/topics/media/articles-reports/2017/06/08/benefits-of-advertising-to-LGBT-consumers>.

<sup>2</sup><http://www.gayadnetwork.com/files/nielsen2015.pdf>

<sup>3</sup>Prudential 2012 Survey of more than 1,000 LGBT respondents

<sup>4</sup>CM's 12th Annual LGBTQ Community Survey®, USA Report June 2018

# Pride Guide & Digital Signage Advertising Opportunities

**Full Page Ad** \$500

**1/2 Page Ad** \$250

Digital Pride Guides will be on our website, emailed to subscribers, and on TVs throughout the arena on the day of the Festival.



## 2019 Sponsorship Opportunities

Corporate sponsorships provide a fundamental source of financial support to Heartland Pride by helping to cover the costs associated with the annual Parade and Festival. The Parade and Festival are not only a cultural celebration raising awareness, outreach, and support, but they serve as our largest fundraising campaign. **Funds raised help fund our programs, provide college scholarships, and are shared with smaller LGBTQ+ not for profits in the area through our Community Action Grant Program.** In return, sponsors receive significant marketing benefits and opportunities to showcase their support of the LGBTQ+ community in the greater Omaha and Council Bluffs area.

There are many levels of sponsorship and ways to get your corporation, organization, or group involved!

Please contact **[info@heartlandpride.org](mailto:info@heartlandpride.org)** or visit **[www.HeartlandPride.org/sponsors](http://www.HeartlandPride.org/sponsors)** to learn more.

	<b>Friend of Pride</b> \$500-\$999	<b>Bronze</b> \$1,000-\$2,499	<b>Silver</b> \$2,500-\$4,999	<b>Gold</b> \$5,000-\$7,499	<b>Platinum</b> \$7,500+
<b>Listed as Sponsor with Logo</b> (Friend of Pride is name only)	✓	✓	✓	✓	✓
<b>Admission Tickets<sup>3</sup></b>	✓	✓	✓	✓	✓
<b>Festival Booth</b> (Platinum Sponsors get 2 booths)		✓	✓	✓	✓
<b>Parade Entry</b>		✓	✓	✓	✓
<b>Pride Guide Advertisement<sup>2</sup></b>			✓	✓	✓
<b>Listing in Online Business Directory</b> (annual listing = \$150 value)			✓	✓	✓
<b>Logo on Festival T-Shirts<sup>1</sup></b>				✓	✓
<b>Listed as presenting sponsor in advertising</b>					✓

<sup>1</sup>Platinum: Large logo, Gold sponsors: small logo

<sup>2</sup>Platinum: digital pride guides available on website, emailed to subscribers, and rotating on TVs the day of the festival.

<sup>3</sup>Platinum: 20 tickets, Gold: 15 tickets, Silver: 10 tickets, Bronze: 5 tickets, Friends: 2 tickets

## 2019 Parade Participation

The 2019 parade will take place on June 29th in the Old Market area of Downtown Omaha. The deadline to register is June 1, 2019. Visit [www.HeartlandPride.org/sponsors](http://www.HeartlandPride.org/sponsors) to learn more and register to participate in the parade.

**Non-profit or Gov.** \$75

**For Profit** \$150



## Banner & Jumbotron Sponsorship

**Main Stage** (up to 3 sponsors) \$2,500

**Photo Booth** \$3,000

**V.I.P Lounge** \$3,000

**Outdoor/Beer Garden/Water Truck** \$2,000

**Kids Corner** \$1,500

**Youth Pride** (4 spots available) \$1,000

**Jumbotron Large display** (4 sided) \$1,000

**Jumbotron Small display** (4 sided)

**Jumbotron \$750 Round display** \$500



Visit [www.HeartlandPride.org/sponsors](http://www.HeartlandPride.org/sponsors) to **learn more** and **register** to for banner and Jumbotron sponsorship.

# 2019 Festival Vendor

Vendors will be located on the concourse level. Vendors catering to an "over 18 crowd" will be located in the Holland Ice arena. Each vendor booth consists of one 10x10 space, one table, 2 chairs, and 4 vendor passes. Additional passes can be purchased through the box office.

Visit [www.HeartlandPride.org/sponsors](http://www.HeartlandPride.org/sponsors) to **learn more** and **register** for a vendor booth.



\*Booth purchases accepted until June 15, 2019, but after June 1, 2019 will be subject to a \$200 late fee.

\*\* Not eligible for "Early Bird" discounts. Due to contracts in place, food cannot be sold inside the Baxter Arena. All food vendors will be set up in the parking lot near event entrance. Food vendors must provide their own truck/tent and power source. Beverages are not allowed to be sold. Spaces are limited. Cuisine options will not be duplicated, and is first come, first serve.

**SUPER Early Bird** (through February 28, 2019) \$300

**Early Bird** (Mar. 1 - April 30, 2019) \$400

**Standard Rate** (May 1- June 15, 2018) \$500\*

**Youth Pride** \$100

**Food Truck** \$500 (\$200 Facility Fee + \$300 Organizer Fee)\*\*

## Non-profit & Government Agency

**Gov. or Non-profit (annual budget < \$50K)** \$100

**Non-profit (annual budget \$50K-\$100K)** \$150

**Non-profit (annual budget \$100K+)** \$200

## Add-Ons

**Electricity** \$50

**Additional table (1) and chairs (2)** \$25

