



# Sponsorship Packet 2020



Kenosha  
PRIDE

# 2019 Sponsors



## CREAM CITY FOUNDATION



*Achieving more together.*



## 2019 Small Business Sponsors



Planned Parenthood of Wisconsin, Inc.

First American Bank

Oakwood Clinical

# *Letter from the President*

Dear Perspective Sponsor,

Kenosha Pride, Inc. (Kenosha, Racine, and Lake Counties LGBT+ Pride March and Festival) is a 501(c)(3) non-profit organization. In 2013, I had the privilege to help start what has become an amazing event and organization. Over the years, I have witnessed the growth, strength, and dedication of the all-volunteer Board of Directors, committee chairs, and event volunteers. Their passion to ensure the success of the annual Kenosha Pride events is astounding. The mission of Kenosha Pride, Inc. is to address discrimination and prejudice against, as well as, defend the human and civil rights secured by law for the LGBTQ Plus community of Southeastern Wisconsin and Northeastern Illinois. Kenosha Pride, Inc. will advance these goals through public events and advocacy to build inclusion for a community that is founded on openness, acceptance and pride.

In 2019, Kenosha Pride, Inc. held its largest and most successful event yet. Kenosha Pride saw a dramatic increase in attendance, with more than 2,400 people coming through the main entrance to the event. The beverage tent was so busy, Kenosha Pride had to go purchase more beverages. Kenosha Pride was able to be more selective with event entertainment and marketplace vendors. The food vendors were a huge success, running out of food.

Over the last several years, Kenosha Pride, Inc. has worked to develop deeper and more meaningful relationships with community partners. Kenosha Pride understands that sponsorship is not just about giving money or goods, it is about developing a relationship. Kenosha Pride works to support those who support Kenosha Pride, whether through social media marketing, event attendance, outreach, or any other way we can help.

Finally, Kenosha Pride's Board of Directors begins meeting immediately following each year's events to discuss successes and opportunities. Kenosha Pride's Board meets monthly, taking off December, starting in October and moves to every other week starting in March.

We invite you to join our growing list of community partners in 2020, as our Board of Directors and committee chairs have already started working to make this our best year yet. I can't begin to explain how important it is for the LGBT+ community to see that the communities, organizations, and businesses around them support them. We hope you will consider helping to make Kenosha Pride 2020 a huge success, we can't do it without your support.

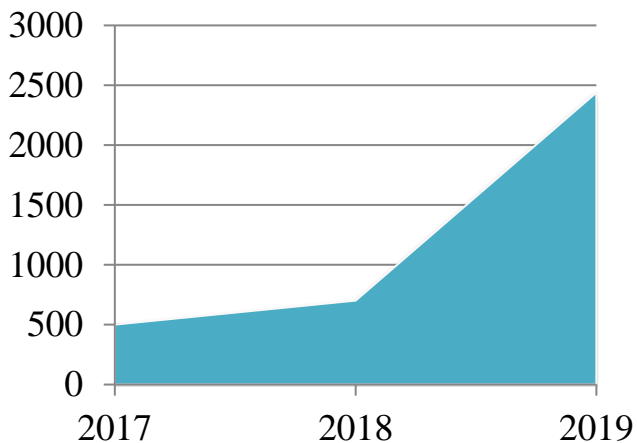


With Pride,

Dan Seaver  
President  
Kenosha Pride, Inc.  
[d.seaver@kenoshapride.org](mailto:d.seaver@kenoshapride.org)

# About Kenosha Pride

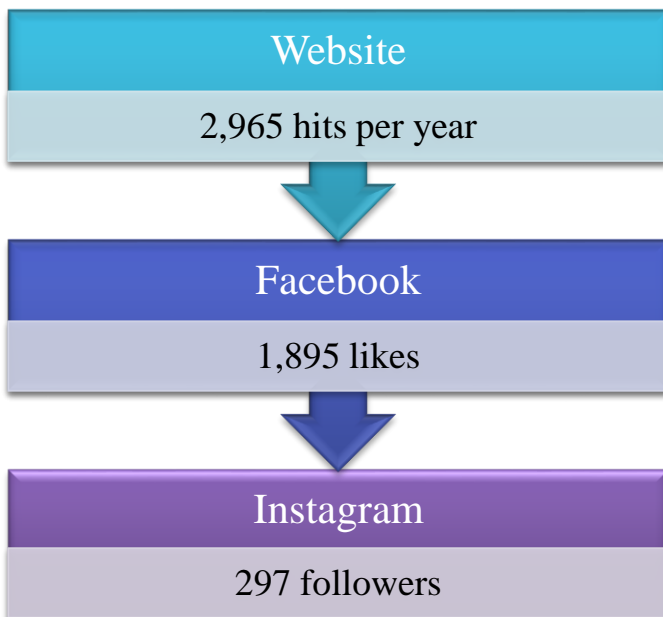
## Kenosha Pride Guest Attendance



## What is Kenosha Pride?

Kenosha Pride, a 501(c)(3) non-profit, was created with a purpose to address discrimination and prejudice against, as well as to defend, the human and civil rights secured by law for the LGBTQ Plus community of Southeastern Wisconsin and Northeastern Illinois. Kenosha Pride advances these goals through public events and advocacy to build inclusion for a community that is founded on openness, acceptance, and pride.

## How does supporting Kenosha Pride help this community?



Nearly 30 years ago, Wisconsin became the first state to pass a law preventing discrimination based on sexual orientation. Things have changed since then; Wisconsin lawmakers have recently passed a bill that prevents municipalities from protecting transgender citizens from discrimination. The 2017 Municipal Equality Index by the Human Rights Campaign scored both the City of Kenosha (43) and the City of Racine (29) well below the national average of 57. Since the Stonewall Riots, over 50 years ago, Pride marches, parades, and events have become places for the LGBT+ community and its allies to come together, celebrate who we are, educate, and tell the world that we will never be silent again.



# *Did you know...?*



## **FACTS ABOUT LGBT CONSUMERS:**

- The total buying power of the adult U.S. LGBT+ Community is projected at \$917 billion.
- 72% of the LGBT+ community is more likely to purchase from a company that advertises in the LGBT+ media.
- More than 70% of LGBT+ adults are likely to remain loyal to a brand that is supportive of the LGBT community, even when less friendly companies offer lower prices or are less convenient.
- Advertising in the LGBT+ media is more impactful to LGBT+ consumers than advertising in the general population media.
- More than 45% of same-sex couple households have an income over \$100,000 per year, with a median income of \$92,225 per year.

2015 est., Source: Witeck Communications  
2017, US Census, Characteristics of Same-Sex Couple Households

# Become a Sponsor

## Corporate

	Premiere \$5,000	Platinum \$4,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000
Press Release Mention	X				
Kenosha Pride Guide Ad	Full page	1/4 page			
Sponsor T-shirts	15	10	5		
Print Marketing Recognition	X	X	X		
Post-Event Acknowledgment	X	X	X		
Add your Promotional Item to Pride Giveaway Bag	X	X	X	X	
Announcement	Hourly- main stage	Hourly-second stage	Once-main stage	Once-second stage	
Vendor space 10x10	Choice of space location	X	X	X	X
Social Media Marketing	10 posts with 2 boosts	6 posts with 1 boost	3 with 1 boost	1 with boost	1
Entrance Sign	Dedicated	Dedicated	Composite with Large Logo	Composite with Medium Logo	Composite with Small Logo
Logo on Website with Hyperlink	X - Large Logo	X	X	X	X
Award	Large Trophy- option of presentation	Small Trophy	Plaque	Plaque	Certificate
Logo in 2021 Sponsorship Packet	X	X	X	X	X
Logo Displayed from Stonewall Stage	X	X	X	Composite	Composite

# *In-Kind Sponsorship*

The following list outlines the “in-kind” and category sponsorship needs of Kenosha Pride. Monetary amounts listed indicate the need for a cash sponsorship of that item or category.

## GIFT BAG / RAFFLE / AUCTION ITEMS

- Sponsors to provide items for Kenosha Pride to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

## PARTY RENTALS & SUPPLY

- Sponsor to provide tables, chairs, table cloths, skirting, and/or other decorations for use at Pride Festival.
- Decorations should be available for afternoon pickup on July 10th and will be returned on July 14, 2020.

## CAR DEALERSHIP

- Able to provide 1 convertibles for Milwaukee Pride Parade.
- Sponsor should provide car magnets or signage with logo for additional branding on all vehicles.

## TRUCK RENTALS

- Provide one 12ft rental truck free of charge for official Kenosha Pride use from July 10th (afternoon pickup) to July 14th (afternoon drop off).

## WATER /NON-ALCOHOLIC BEVERAGES

- Provide 500 bottles of water.
- Provide 300 can of soda.
- Provide 200 bottles of non-alcoholic beverages.

## FAMILY ACTIVITY AREA

- Sponsor to provide owned or rented play/recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Suggested equipment could include bounce houses, carnival games, etc.
- Kenosha Pride will supply sponsor with the appropriate amount of space to ensure safe operation.

## HOST HOTEL - \$1,000

- Sponsor commitment must be confirmed by June 1, 2020 to meet media deadlines.
- Sponsor to provide a discounted room rate for Kenosha Pride attendees wishing to book hotel stays.
- Sponsor to provide up to 4 regular hotel room nights and 2 suite nights for Kenosha Pride’s use during Kenosha Pride. (Exact dates of check-in/check-out to be determined at a later date, pending room availability)
- Sponsor will gain recognition as the host hotel of Kenosha Pride and be mentioned as such in all out-of-town marketing.
- Non-exclusive Sponsorship.

# Sponsorship Form

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

## Sponsorship Level

PLEASE CHECK ONE:

\_\_\_\_\_ Premiere - \$5,000

\_\_\_\_\_ Platinum - \$4,000

\_\_\_\_\_ Gold - \$3,000

\_\_\_\_\_ Silver - \$2,000

\_\_\_\_\_ Bronze - \$1,000

TOTAL AMOUNT DUE:

\_\_\_\_\_

Form of Payment: (please choose one)

\_\_\_\_\_ Check \_\_\_\_\_ Please invoice

Please indicate in-kind contribution and fair market value:

\_\_\_\_\_

\_\_\_\_\_

Please send completed form to:

Shawn Forsythe

[sforsythe@kenoshapride.org](mailto:sforsythe@kenoshapride.org)

OR

Kenosha Pride Inc, ATTN: Shawn, PO Box 744, Kenosha, WI 53141

If you have any questions, please contact Shawn at [sforsythe@kenoshapride.org](mailto:sforsythe@kenoshapride.org)