



Cville PRIDE

The 8th Annual Cville Pride Festival
September 14th, 2019

Our mission is to create a vibrant, visible, and inclusive LGBTQ community presence in Charlottesville, Albemarle, and the surrounding region that promotes equality through events, education, outreach, and advocacy.

www.cvillepride.org

THE PRIDE FESTIVAL



Cville Pride will hold its 8th annual Pride Festival on Saturday, September 14th at the Sprint Pavilion in downtown Charlottesville. Attendance at this popular event has grown over the years, with 8,000 attendees in 2018 of all different ages, sexualities, races, ethnicities, political and religious beliefs, and socio-economic backgrounds. Festival-goers come from the Charlottesville-Albemarle region as well as from throughout Virginia and even out-of-state, some from as far away as California. The Pride Festival is a celebration of diversity, inclusion, and tolerance.

The Cville Pride Footprint

- 8,500+ Facebook followers, with over 60K post reaches
- Social media presence on Instagram and Snapchat
- Tens of thousands of website views
- Email lists reaching thousands
- Statewide exposure in earned and paid social media, press coverage, and publications



YOUR SUPPORT HELPS US PROVIDE:

For the Festival

- A designated children's area with activities and crafts
- Sound and lighting for entertainment on the festival stage
- Reduced vendor rates for other community non-profits
- Wristbands to track festival attendance
- Promotional efforts statewide
- Pride Week programming with special events for the trans community, youth, business owners and more
- Reliable and dedicated security and event management

Beyond the Festival

- Programs for youth, including:
 - the LGBTQ Youth and Family Picnic the weekend before the Festival
 - the UnProm – an annual alternative prom for teenagers
 - activity nights such as bowling, art and literature contests, film screenings and more
- Programs for seniors such as social gatherings, movies and other activities
- Safe Space training for businesses and organizations
- Resources for the community, including timely information on social media, in the press, at conferences and workshops, and at events
- Partnerships with other organizations and nonprofits, including the Jefferson Madison Regional Library, UVA Health Sciences Center, Side by Side, and many more



CHOOSE YOUR SPONSORSHIP LEVEL

Rainbow - \$15,000

- EXCLUSIVE right to have name or logo on ALL Festival wristbands
- Special recognition on social media
- Honored on all media and materials
- Special sponsor events
- Large logo on Festival t-shirts
- Large banner behind stage
- Two free vendor spaces
- 5 free t-shirts

Gold - \$5,000

- Honored on all print material, website and Facebook
- Large logo on all materials
- Large banner on the Festival stage
- One free vendor table
- 4 free t-shirts

Bronze - \$1,000

- Honored on website, Facebook, and some print materials
- Small logo on Festival t-shirt
- One free vendor table
- 2 free t-shirts

Equality Partner - \$500

- Honored on website
- Name on Festival t-shirt
- Half-off vendor registration fee
- 1 free t-shirt

Platinum - \$10,000

- Honored on all media and materials
- Special sponsor events
- Large logo on Festival t-shirts
- Large banner on the Festival stage
- Two free vendor tables
- 4 free t-shirts

Silver - \$2,500

- Honored on all print material, website and Facebook
- Large logo on Festival t-shirt
- Banner space in the pavilion
- One free vendor table
- 4 free t-shirts

Equality Advocate - \$750

- Honored on website
- Small logo on Festival t-shirt
- Half-off vendor registration fee
- 2 free t-shirts

Pride Partner - \$250

- Honored on website
- 1 free t-shirt
- 1 free hat

Festival Friend - \$100

- Honored on website
- 1 free t-shirt