

2019

SPONSORSHIP  
VENDOR & PARADE  
OPPORTUNITIES



*Proudly serving the LGBTQ+  
community of Brevard County*



September 28, 2019

[www.SpaceCoastPride.org](http://www.SpaceCoastPride.org)



## WHO WE ARE

Space Coast Pride is committed to serving the LGBTQ+ interests in Brevard County by providing leadership to our community; by offering support and sponsorship of nonprofits that serve the LGBTQ+ community; by educating and advocating for human rights and serving as the call to action for our community; and through celebration with our festival and parade to celebrate our community.

## OUR HISTORY

Space Coast Pride started in 2007 as a small picnic and has grown to become one of the most respected Pride events in Florida, drawing people from all over the state, across the country, and even overseas. We completed our fourth parade on Highland Avenue in the Eau Gallie Arts District in 2018 attended by over eight thousand people.

## MISSION STATEMENT

Space Coast Pride, Inc. is the Lesbian, Gay, Bi-Sexual, Transgender and Queer+ community organization for Brevard County, Florida and a non-profit 501(c)3 charitable organization. Its primary focus is to foster a sense of community among LGBTQ+ residents and to bridge the divide with our straight families, friends, neighbors and organizations. Formerly managed by The Living Room of Brevard, the Space Coast Pride festival and parade is the pinnacle of our efforts. Space Coast Pride is committed to upholding LGBTQ+ interests in Brevard County.



## MEET OUR BOARD

Cortney Thompson— President

Shelley Rodden—Vice President

Cherrie Brown—Treasurer

Chad Gilezan—Secretary

Keith Becher

Erikka Caine

Bill McKay

Daniel McDow

Mark Popp

Justin Cercone

Chanda Begin





# SPACE COAST PRIDE FESTIVAL & PARADE

The 2018 Space Coast Pride Festival had over 160 vendors, two entertainment stages, indoor vendor expo, over 50 parade units, and nearly 10,000 attendees.



## SPONSORSHIP OPPORTUNITIES

Sponsors help make Pride happen in our community and we celebrate our partnerships. We can help create special branding opportunities to create a sponsorship level for everyone. Our 2019 Sponsorship levels have been detailed on the following page in the diagram.

**THANK YOU** for your support!

2019 SPONSOR LEVELS	Presenting — \$10,000
	Diamond — \$5,000
	Platinum — \$3,000
	Gold — \$2,000
	Silver — \$1,000
	Bronze — \$600





# SPONSORSHIP OPPORTUNITIES

Space Coast Pride, Inc is a 501(c)(3) allowing your sponsorship to be tax deductible when applicable

Presenting — \$10,000  
 Diamond — \$5,000  
 Platinum — \$3,000  
 Gold — \$2,000  
 Silver — \$1,000  
 Bronze — \$600

		Presenting — \$10,000	Diamond — \$5,000	Platinum — \$3,000	Gold — \$2,000	Silver — \$1,000	Bronze — \$600
<b>DIGITAL MARKETING</b> www.SpaceCoastPride.org	Banner on website homepage	✓					
	Logo on website homepage	✓	✓				
	Logo & Link on sponsor web page	✓	✓	✓	✓	✓	✓
	Email marketing with sponsor level recognition & logo	✓	✓	✓	✓		
<b>SOCIAL MEDIA</b>	Postings on social media platforms with logos Facebook, Twitter, Instagram	✓	✓	✓	✓	✓	✓
	Individual spotlight posting recognitions of sponsorship	✓	✓	✓			
	Sponsor level group posting recognitions of sponsorship				✓	✓	
<b>PRINTED MARKETING</b>	Prominent presenting sponsor recognition including local printed publications	✓					
	Logo on Festival Map	✓	✓				
	Logo on Festival / Parade Posters	XXL	XL	L	M	S	
	Logo on Festival / Parade Palm Cards	✓	✓	✓	✓		
	Logo on Official Festival T-Shirts	✓	✓	✓	✓	✓	
	Sponsor Banner at Festival Stage (provide own banner)	✓	✓	✓			
	<u>Choice of Pride Week / Festival Day Sponsor with Advertising:</u> ●Festival Stage Sponsor ●Festival Kids Zone ●Festival Bar Tents ●VIP Gala/Pageant Event ●Community Beach Day Event ●Pride Week Kick-off Party Event ●Customized package	✓	✓				
<b>FESTIVAL BOOTH</b>	Prominent Large Indoor or Outdoor booth space (20x10) including tent, 2 tables and 4 chairs	✓					
	Large Indoor or Outdoor booth space (20x10) including tent, 2 tables and 4 chairs		✓				
	Preferred Indoor or Outdoor booth space (10x10) including tent, 1 table and 2 chairs			✓			
	Indoor or Outdoor booth space (10x10)				✓	✓	✓
	Indoor space includes 1 table & 2 chairs (if Indoor is available)						
<b>PARADE</b>	Preferred Placement in Parade Lineup by Sponsor Level	✓	✓	✓			
	Motorized Vehicle unit & Walking unit	✓	✓	✓	✓	✓	
	Walking Unit						✓
<b>VIP HOSPITALITY</b>	Tickets to Pride Gala / Space Coast Pride Ambassador Pageant	8	6	4	2		
	Festival Drink Tickets	10	6	4	3	2	1
	Official Festival T-Shirts	8	6	4	3	2	1
<b>RAINBOW RUN 5K</b> Friday September 27th 6:30pm	Presenting Sponsor Recognition (Social media, Printed, etc) Six Free 5K Registrations, Outdoor Booth at 5K	✓					
	Logo on Official 5K T-Shirts (400+ runners)	✓	✓				
	Discounted 5K Registrations	✓	✓				

Print advertising deadline is July 31. Non-monetary support is appreciated, but may not receive all sponsor level benefits.

For questions please contact **Cortney Thompson** at [President@SpaceCoastPride.org](mailto:President@SpaceCoastPride.org)



Space Coast Pride, Inc  
 P.O. Box 672 • Melbourne, FL 32902

[www.SpaceCoastPride.org](http://www.SpaceCoastPride.org)



# VENDOR

*Saturday, September 28, 2019*

*Festival: 1:00pm - 7:00pm (setup by 12 noon)*

	<b>Early Bird Price</b> through July 31	<b>Standard Price</b> August 1 - September 6	<b>Late Registration</b> after September 6
VENDOR BOOTH OUTDOOR 10X10	\$75	\$100	\$115
VENDOR BOOTH NON-PROFIT OUTDOOR 10X10	\$40	\$65	\$80
VENDOR FOOD BOOTH (NON-TRUCK)	\$100	\$125	\$140
VENDOR FOOD TRUCK	\$175	\$200	\$215

*Due to festival layout changes, limited number of Indoor spaces will be available for registered vendors with a wait list for an additional fee.*



# PARADE

*Saturday, September 28, 2019*

*Parade: 2:00pm (lineup by 1:30pm)*

	<b>Early Bird Price</b> through July 31	<b>Standard Price</b> August 1 - September 6	<b>Late Registration</b> after September 6
PARADE WALKERS	\$50	\$60	\$75
PARADE VEHICLE & WALKERS	\$75	\$85	\$100
PARADE NON-PROFIT WALKERS	\$25	\$35	\$50
PARADE NON-PROFIT VEHICLE & WALKERS	\$40	\$50	\$65

**Register Online at [www.SpaceCoastPride.org](http://www.SpaceCoastPride.org)**

**For question contact [Daniel McDow](mailto:Daniel McDow) & [Bill McKay](mailto:Bill McKay) at [Vendor@SpaceCoastPride.org](mailto:Vendor@SpaceCoastPride.org)**





# RAINBOW RUN 5K SPONSORSHIP

Rainbow Run 5K needs your support to celebrate our 4th year. This event is a community run, family friendly event designed to celebrate the LGBTQ+ community in Brevard County.

## Title 5K Sponsor - \$3,000+

- Presenting Sponsor: "Rainbow Run 5K presented by <YOUR COMPANY NAME>"
- Top billing on all advertising & printed materials/media promotions for 5k event
  - Large Logo on back of race t-shirts (400+)
  - 10x10 Promo Space at Event - distribute merchandise/collaterals
  - 5x FREE 5k registrations
  - Placement of promotional merchandise or materials in race packets (400+)
  - Recognition on website, Facebook, and emails with Title 5K Sponsor (highest) designation
  - "Thank you" in event recap on website and Facebook

## Partner 5K Sponsor - \$1,000

- Medium Logo on race t-shirts (400+)
- Logo on all advertising materials for 5K event
- 10x10 Promo Space at Event - distribute merchandise/collaterals
- 3x FREE 5k registrations and 10% discount for additional registrations
- Placement of promotional merchandise or materials in race packets (400+)
- Recognition on website, Facebook, and emails with Partner 5K Sponsor designation
- "Thank you" in event recap on event website and Facebook

## Supporting 5K Sponsor - \$500

- Small Logo on race t-shirts (400+)
- 10x10 Promo Space at Event - distribute merchandise/collaterals
- 2x FREE 5k registrations and 10% discount for additional registrations
- Placement of promotional merchandise or materials in race packets (400+)
- Recognition on website, Facebook, and emails with Supporting 5K Sponsor designation
- "Thank you" in event recap on event website and Facebook

## Friend 5K Sponsor - \$250

- 10x10 Promo Space at Event - distribute merchandise/collaterals
- 2x FREE 5k registrations and 10% discount for additional registrations
- Recognition on website, Facebook, and emails with Field 5K Sponsor designation
- "Thank you" in event recap on event website and Facebook



*Engage and promote wellness and healthy lifestyles in the LGBTQ+ community.*



# Run. Walk. Skip. Dance. Sashay!

Print advertising deadline is July 31. Non-monetary support is appreciated, but may not receive all sponsor level benefits.

For questions please contact [Cortney Thompson](mailto:Cortney.Thompson@SpaceCoastPride.org) at [President@SpaceCoastPride.org](mailto:President@SpaceCoastPride.org)





# CHARITABLE GIVING

Space Coast Pride donates to non-profit organizations that support the LGBTQ+ community, educate, and raise awareness.

## Scholarships

*Space Coast Pride's Inaugural Scholarship program will assist with college education. Will be awarded to two Brevard county residents enrolled in an accredited Florida university/college for fall 2019. Focused on supporting the mission of Space Coast Pride for those supporting the LGBTQ+ community.*

## Supporting Local Organizations

### **PFLAG Melbourne / Space Coast**

Parents and Friends of Lesbians and Gays (PFLAG) started with a single mom marching with her son in 1972 in New York. The organization now has over 400 chapters in the U.S. providing support, education, and advocacy for parents and their LGBTQ children. PFLAG Melbourne/Space Coast is a valuable local resource for parents and children. Along with the Rainbow Youth and T-NET subgroups, they provide a safe welcoming space for parents to learn from other parents, for questioning teens to talk to other questioning teens. Our annual donation to PFLAG continues to help support the community.



### **Project Response**

Project Response was founded in 1990 and is a lifeline for over 1,400 people in the area living with HIV. They provide case management, education, and testing. We are very happy to continue to donate every year to support their mission.



### **L.I.N.K. of Brevard**

LINK of Brevard was created after the Pulse nightclub tragedy when we saw few resources available in our Brevard County community to help people who identify as LGBTQ as well as others. Mission is to provide services to all communities by building a bridge between the gaps in services and a link of all the providers of services in the community.



## FREE Festival & Parade

*Uniting the community together with it's annual celebration to continue to offer a FREE event. This is thankful to all of the support of our many sponsors. Our Festival and Parade are open to all LGBTQ+!*

## FREE Community Events

*Supporting the community all year long through organizing FREE events. Including monthly social mixers, benefit shows, community beach day, etc. This is thankful to all of the support of our many sponsors.*





# ABOUT THE SPACE COAST

▶ Brevard County, known as the Space Coast, has over half a million residents. Located east of Orlando and halfway between Jacksonville & Miami. Brevard County extends 72 miles from north to south along Interstate 95 and averages 26.5 miles wide.

▶ Includes cities of Melbourne, Palm Bay, Titusville, Merritt Island, Cocoa Beach, Rockledge, Viera, West Melbourne, Cape Canaveral, Cocoa Beach, Indialantic, Satellite Beach, Patrick Airforce Base and many more.



▶ Economic development growth with engineering, aerospace, information technology and space jobs has brought a high-tech workforce.

▶ Kennedy Space Center had a record year with 20 space missions. 2019 will continue to be another busy year with more rocket launches.

▶ Drawing more than 2.5 million tourist annually with 72 miles of pristine beaches, cruise port and a pleasant average temperate of 73 degrees.

▶ Closest beaches to Orlando including the pristine shorelines of the Canaveral National Seashore.



▶ Port Canaveral is ranked as the world's 2nd busiest cruise port in multi-day embarkations with nearly 4.3 million cruise ship passengers. New terminal expansions from Carnival Cruise Lines and Disney Cruise Lines will only continue this growth.

▶ Closest cruise ship port to Orlando and Central Florida theme parks and attractions.

▶ Port Canaveral has continued to have many of the World's largest and most innovative cruise ships including plans for Carnival Cruise Line's new mega ship, Carnival Mardi Gras, to base it's inaugural sailings in 2020.

▶ CNN Travel lists Space Coast among top 19 places in the world to visit in 2019

▶ Easily accessible from Florida's largest domestic airport of Orlando International Airport along with our own Orlando Melbourne International Airport.



Sources: Space Coast Office of Tourism ([VisitSpaceCoast.com](http://VisitSpaceCoast.com)), Space Coast Economic Development Commission ([SpaceCoastEDC.org](http://SpaceCoastEDC.org)), Canaveral Port Authority ([PortCanaveral.com](http://PortCanaveral.com)), CNN Travel ([CNN.com](http://CNN.com))







# ANNUAL EVENTS

## 5K Rainbow Run/Walk

*Eau Gallie Arts District, Friday September 27, 2019*

The mission of the 5K Rainbow Run/Walk is to engage and promote wellness and healthy lifestyles in the LGBTQ+ community.

- Kick off Space Coast Pride events
- 400+ Runners in 2018



## Space Coast Pride Festival

*Eau Gallie Arts District, Saturday September 28, 2019*

Our main event bringing together the community to celebrate the LGBTQ+ community.

- Main stage with all day entertainment
- Over 160 Vendors
- Food trucks and food vendors



## Space Coast Pride Parade

*Eau Gallie Arts District, Saturday September 28, 2019*

- Our colorful parade to celebrate the LGBTQ+ community
- Over 50 groups in parade from our community



## Pride Gala & Space Coast Pride Ambassador Pageant

*Melbourne Venue, Early September 2019*

- Featured talented drag queens in the region to compete to win the crown of Space Coast Pride Ambassador
- Pride Gala & Reception Party and Awards to thank our community sponsors



## Community Events

- Monthly social mixers
- Benefit Shows bring community together
- Community Beach Day





# 2018 MARKETING & PROMOTION

## PUBLICATIONS

- Watermark Magazine** – ¼ page full color ad for 3 weeks
- Hometown News** – ¼ page full color ad for 3 weeks plus front page featured article
- HotSpots Magazine** – Full page color ad in monthly publication
- OutClique Magazine** – Full page color ad in monthly publication at over 200 locations throughout Florida
- Melbourne Beachsider** – Event listed in weekly Melbourne area publication



## DIGITAL BILLBOARDS

Advertised on 7 digital billboards in Brevard County for over 2 weeks before the festival.



## EVENTS

Attended events throughout Florida with a vendor booth space to promote Space Coast Pride.

- Cultural Arts Showcase, Melbourne FL
- Tampa Pride
- Fort Lauderdale Beach Pride
- Treasure Coast Pride
- Orlando Come Out With Pride
- Deland Pride
- Volusia Pride
- Sanford Pride
- GayDays, Orlando FL
- Kinky Boots VIP at King Center
- Shop Small Business Event, Melbourne FL



## T-SHIRTS

Official Festival T-Shirts—Over 250 Shirts



Rainbow Run 5K T-Shirts—400 Shirts





# 2018 MARKETING & PROMOTION

## SOCIAL MEDIA

**Facebook** – Nearly 3,800 followers, paid promotions of events

[www.facebook.com/SpaceCoastPride](http://www.facebook.com/SpaceCoastPride)

[www.facebook.com/SpaceCoastPride5K/](http://www.facebook.com/SpaceCoastPride5K/)

**Twitter** – Promoting events

<https://twitter.com/spacecoastpride>

**YouTube** – Promotional video for festival

<https://www.youtube.com/spacecoastpride>

**Instagram** – Promoting organization

<https://www.instagram.com/spacecoastprideinc/>



## FESTIVAL SIGNAGE

**Festival Programs** – Nearly 500 distributed at festival

**Stage Banners** – Hung on stage for top sponsors

**Sandwich Boards at Festival** – Each entrance lists sponsors

**Table Tents at Festival** – Each table had a sign listing sponsors



## PRINTED ADVERTISING

**Posters** – Over 300 posted distributed (full color 11x17)

**Palm Cards** – Over 1,500 distributed at events

**Yard Signs** – Dozens placed on major roads week of the festival





# 2018 SPONSORS

Thanks to all of our 2018 Sponsors that helped us celebrate diversity and the LGBTQ+ community of Brevard County. Thanks to all of the support we received with local businesses through in-kind support.

## SPECIAL THANKS TO OUR RAINBOW RUN 5K SPONSORS



## SPECIAL THANKS TO OUR 2018 SPONSORS

### PRESENTING LEVEL SPONSORS



### PLATINUM LEVEL SPONSORS



### GOLD LEVEL SPONSORS



### SILVER LEVEL SPONSORS



### BRONZE LEVEL SPONSORS

