

PRIDE AT NIGHT AZ

A M A T U R E P R I D E E X P E R I E N C E

2023 SPONSORSHIP DECK

PRIDE AT NIGHT AZ is in its inaugural year as the only celebration of its kind during the month of June “Pride Month”. PRIDE AT NIGHT AZ is a celebration of the LGBTIQ+ community dedicated to the commemoration of the Stonewall riots and the gay liberation movement that took place on June 28, 1969. A celebration to celebrate the first pride marches that were held in US cities and the many movements that came thereafter. Our tagline a Mature Pride Experience will make our event unique, creative, and innovative as we will focus on communities, businesses and entertainment that may not always get an opportunity during a pride festival due to a pride organizations non-profit status and policies. Our motto is that we believe that you should be able to express yourself with no judgement even if it’s just for one night.

In addition to our celebration PRIDE AT NIGHT AZ: A Mature Pride Experience has teamed up with “Your Big Break Inc” a registered 501©3 non-profit organization to donate a portion of its proceeds to further their mission. Your Big Break Inc mission is to inspire performing arts individuals to be able to develop their careers by providing resources, education, and funding. Also included in our fundraising plans as a company we hope to be able to also donate to the local pride organizations in the various cities we host event to further their mission and causes.

To accomplish our goals, we seek sponsorships from businesses nationally and locally to involve as many community members as possible and to be able to produce the best events for the community. Sponsorships are important for us to help cut our cost and further be able to give back to our non-profit organizations, by cutting cost and gaining sponsorship it allows us to give the most profits back to the organizations to further their missions. As a sponsor all sponsorships and donations can be used a tax deduction.

Please look at our various sponsorship levels and choose the best one that concedes with your business goals.

For more information about Pride at Night AZ please visit prideatnightaz.com

For more information about Your Big Break Inc please visit yourbigbreakinc.org

For questions, please email EdwardMichael@prideatnightaz.com or contact by phone at (602) 643-5020.

I leave you with a quote: “Alone, we can do so little; together we can do so much.”

Once again thank you for taking the time to be a sponsor for our event and we hope to create a partnership that will last in the years to come as we continue to grow and further expand on our events.

Together Were Better,

Edward Michael
CEO
Pride at Night AZ, LLC

PRESENTING SPONSOR - \$5000.00

- 12 VIP tickets and Lanyards to the event
- Signage at the entry of event
- Logo on event specific step & repeat
- Listed as Presenting Sponsor on all print and digital event collateral (Event Tickets, Advertising, Press Release)
- Company logo with link on prideatnightaz.com and yourbigbreakinc.org website
- Emcee mentions on stage as presenting sponsor.
- Social media post as presenting sponsor.
- 10 x 10 complimentary booth space with premium placement at event
- One 15-30 second video spot to be posted on social media and website.
- Exclusive rights to be the only business of your nature at the event.

STAGE SPONSOR - \$3000.00

- 10 VIP tickets and Lanyards to the event
- Signage on the stage
- Company logo with link on prideatnightaz.com and yourbigbreakinc.org website
- Emcee mentions on stage as stage sponsor: "Welcome to the (insert your business name) stage.
- Social media post
- Logo on all entertainment promotional advertisements as stage sponsor
- Exclusive rights to be the only business of your nature at the event.

PLATINUM SPONSOR - \$1500.00

- 6 VIP tickets and Lanyards to the event
- Logo on all promotional advertisement and official flyer for event
- Emcee mentions on stage as a sponsor.
- Social media post
- Company logo with link on prideatnightaz.com and yourbigbreakinc.org website
- 10 x 10 complimentary booth space at the event
- Exclusive rights to be the only business of your nature at the event.

COMMUNITY SPONSOR - \$1000.00

- 4 VIP tickets and Lanyard to the event
- Logo on all promotional advertisement and official flyer for the event
- Emcee mentions on stage as sponsor.
- Social Media post
- Company logo with link on prideatnightaz.com and yourbigbreakinc.org website

VENDOR BOOTHS - \$300.00

PRIDE AT NIGHT AZ will have a limited amount of space for vendor booths, only 5 spaces will be available and not two vendors of the same business nature will be allowed as vendors. Vendors cannot be of a hotel hospitality or food. Each vendor booth will include the following:

- 10 x 10 booth space at the event
- (1) 8-foot table
- Exclusive rights to be the only vendor of your business nature at the event.

PRIDE AT NIGHT AZ DATA INFORMATION

Pride at Night AZ is in its inaugural year as an event, our goal is to be able to build partnership that are long term. As an initial partner or sponsor we believe in loyalty and treating those who were with us from the beginning the best then those who may come after our event continues to grow. As a sponsor or partner in the years to come we will offer discounted rates and priority to those who were there from the beginning.

LGBTQI+ CONSUMOR FACTS:

Audience Growth – 20% of millennials identify as LGBTQI+, largest generation to date.

Buying Power - \$1T expected US annual LGBTQI buying power by 2024

Loyal – 78% of LGBT consumers would go out of their way to buy or support brands who support LGBTQ events and causes.

Educated - #1 gay men are more likely to graduate college than anyone else.

THE BRAND BY NUMBERS:

INSTAGRAM: (PER A 30 DAY PERIOD)

212+ TOTAL FOLLOWERS

3,402 ACCOUNTS REACH (73.6% FROM ADS) +6,442% VS PREVIOUS 30 DAYS

82% FROM US, 31.2% FROM PHOENIX,

50.4% AGES 25-34, 27.4% 35-44, 17.1% 18-24

93% MEN, 6.9% WOMAN

IMPRESSIONS 10,064 +8728%

FACEBOOK:

548 TOTAL FOLLOWERS

542 TOTAL LIKES