



# 2011 marketing

CELEBRATING  
**20** YEARS OF  
PRIDE

20th Annual  
Pride Parade & Rainbow Festival  
Sponsorship & Advertising



## SPONSORSHIP LEVELS

	<b>BRONZE</b> \$250 - \$999	<b>SILVER</b> \$1,000 - \$2,499	<b>GOLD</b> \$2,500 - \$4,999	<b>PLATINUM</b> \$5000+
Complimentary booth space	•	•	•	•
Largest logo on Pride advertising				•
Large logo on Pride advertising			•	
Medium logo on Pride advertising		•		
Largest logo w/link on OutSpokane.org				•
Large logo w/link on OutSpokane.org			•	
Medium logo w/link on OutSpokane.org		•		
Small logo w/link on OutSpokane.org	•			
Sponsorship announcements from stage			•	•
Stage signage (provided by sponsor)			•	•
Use of "Official Sponsor of Spokane Pride 2011"	•	•	•	•
VIP passes to Voices of Victory	2	4	6	8
Pride Cruise Tickets	2	4	6	8
Parade Grand Marshal				•
Future OutSpokane ticketed events			4	6

## TITLE SPONSORSHIP OPPORTUNITIES

- Rainbow Festival
- Pride Parade
- PridePages
- Printing - Pride T-shirts
- Beer Garden
- GLBTQA Youth Pre-Pride Party
- Media Sponsor
- Festival Stage Entertainment
- Kid Zone
- Voices of Victory
- Host Hotel
- Postage/Copying
- Stage and Sound

*OutSpokane is a 501(c)(3) Non-Profit organization. All sponsorships are tax-deductible as allowable by law.*

# SPONSORSHIP LEVELS

## SPOKANE PRIDE 2011

OutSpokane™ invites you to celebrate **Accept All: No Exceptions!** and participate in the 20th annual GLBTQA Pride Parade and Rainbow Festival on Saturday, June 11, 2011. The parade will take place in the streets of downtown Spokane, followed by the festival and business fair in Gondola Meadows at Riverfront Park.

We offer several excellent opportunities for you to let the Inland Northwest's Gay, Lesbian, Bisexual, Transgender and Queer or Questioning community and their Allies know that your business or organization is committed to equality and diversity. Your sponsorship communicates a willingness to stand in the forefront as mainstream attitudes toward these minority groups undergo rapid transformation. Your support draws GLBTQA attention to your products and services as well.

The GLBT community in and around Spokane represents a valuable demographic, and OutSpokane™ is uniquely able to connect you to this

specific – and typically more affluent – potential market. GLBT consumers are educated trendsetters, homeowners, car owners, couples and parents who tend to respond favorably to direct advertising. A high percentage will buy from companies that seek them out, even if their prices are higher than those charged by high-volume merchandisers that do not target the GLBT niche.

Marketers have discovered that the GLBT population is larger and more diverse than previously recognized. You can best reach this group in the Inland Northwest through targeted advertising in Spokane Pride 2011 informational or promotional products, and through title sponsorship of one or several Pride events. Celebration of Pride and Pride Day activities bring the market to you! This exposure is powerful and immediate, with enduring impact.

Join us for Spokane Pride 2011. Let OutSpokane™ showcase your business, organization, products and services.

### ***OutSpokane's Mission Statement***

OutSpokane a 501(c)(3) tax-exempt volunteer organization, promotes and empowers visible diversity for Spokane's Gay, Lesbian, Bisexual, Transgender, Queer/Questioning and Allied citizens. Through supportive education and the annual collaborative production of the area's family-friendly Pride Parade and Rainbow Festival, we provide progressive cultural opportunities and experiences for the greater Inland Northwest community.

## ***FAST FACTS***

- Pride Parade & Rainbow Festival 2011: **Saturday, June 11, 2011**
- Where: Gondola Meadows, Riverfront Park
- Voices of Victory: **Sunday, June 12, 2011**
- **20** year Anniversary
- Theme: **Accept All: No Exceptions**
- The Inland Northwest Business Association conservatively estimates that **5-10% of people in Spokane are gay**. Given current population figures, this means **9,850 to 19,700 Spokaneites and 21,600 to 43,200 Greater Spokane Area citizens are GLBTQ**
- **OutSpokane** has developed outstanding sponsorship and advertising opportunities to give your business, products and services excellent exposure in our GLBTQ community. Your sponsorship creates immediate awareness of your support for this community, which carries far beyond the actual event
- National statistics show the GLBT population at 15.3 Million, representing **\$690 Billion in Buying Power in 2007, likely to top \$712 Billion in 2008 and \$835 Billion in 2011\***
- **94%** of GLBT respondents prefer to buy products and services advertised in GLBT media
- **77%** have switched brands to do business with companies that take a positive stance on GLBT issues
- **74%** were less likely to buy from a company with a negative stance on GLBT issues
- **50%** of GLBT consumers are in committed double-income-no-kids (DINKS) relationships
- Gay and lesbian parents spent **\$22 Billion** on their children in 2002, **\$28 Billion** in 2004
- Annual corporate spending in gay and lesbian communities totalled **more than \$276 Billion** in 2007\*\*

Adapted from Witeck-Combs Communications & MarketResearch.com  
\*Packaged Facts, Witeck-Combs Communications, 2009  
\*\*Gay Market Report 2009, Pink Banana Media

# SPOKANE PRIDE 2011

## OPPORTUNITIES

### ADVERTISING

#### Event Sponsorship

Your name on a particular Pride event shows that your business or organization is committed to equality and diversity in Spokane. Your support will draw GLBTQA attention to your products and services.

Specific event or title sponsorship opportunities available include:

- Rainbow Festival
- Festival Stage Entertainment
- Voices of Victory
- Pride Parade
- Kid Zone
- Media Sponsor
- Host Hotel
- Beer Garden
- GLBTQA Youth Pre-Pride Party
- Postage/Copying
- Stage and Sound
- Printing
  - Pride T-shirts
  - PridePages

#### 2011 PridePages

The annual PridePages will include a listing of all Spokane Pride events as well as general information about the parade and festival and a map of the parade route. The PridePages will appear as advertising in the weekly *The Pacific Northwest Inlander* approximately 1 to 2 weeks before the Parade and Festival. The weekly

reaches a vast audience of Spokane and Kootenai Counties through the distribution of 49,000 papers every Thursday from over 950 locations.

#### Rainbow Festival Booth

Booth spaces are available to businesses and community groups that wish to share information about products, services and issues of interest to the GLBTQA community at the annual Rainbow Festival. Properly licensed vendors may sell goods at commercial booths in this area. All others may offer goods on a "donation only" basis. As part of our sponsorship packages, all sponsors will have a free booth available to their business, service or group.

#### Parade Float

Advertise on a Pride parade float. You may arrange to sponsor a community organization's float or have one built for your business. Either way, your company or organization gets the benefit of strategically placed advertising. OutSpokane™ and the Inland Northwest LGBT Center are currently spearheading Spokane's first "Gay float" and would welcome advertising sponsors. Please contact us for more information.

#### Equality Card

OutSpokane™, continues to offer the

Equality Card to Spokane. Designed to bring our GLBTQA community to a common place to find information about upcoming events, Pride 2011 happenings, and introduce them to local businesses that support equality and diversity. The cards have started to be distributed, handed out free of charge at community events and special occasions. Merchants are free to decide what to advertise, whether it's 10% off a single item or service, \$1.00 off a specific item or an offer to buy one get one free, all choices will be welcome. We ask only that you maintain your offering for at least one full month. If you find your business growing with the use of the Equality Card, you would certainly be welcome to extend your advertising commitment. Please contact us to discuss the possibilities.

For details or more information contact: Bridget Potter, 509.720.7609 or [info@outspokane.org](mailto:info@outspokane.org)



# OPPORTUNITIES ADVERTISING

## VOICES OF VICTORY

OutSpokane's™ Voices of Victory, formerly the Heritage Pride Institute, spotlights the history of our community's struggle for equality, annually featuring a different individual, advocate or artist whose work has advanced GLBT civil rights. Voices of Victory consists of youth and community-wide forums plus an evening meet-and-greet session with the year's specially chosen honoree, who also serves as one of the Pride Parade's Grand Marshals.

We established the Heritage Pride Institute in 2006 in response to a GLBT community request for more information about movement landmarks and leaders. We understand how important it is to recognize our heroes – and to educate our GLBTQA youth, and remind ourselves of their legacy. It's hard to forge a path forward if we don't know how we got where we are. The rights many of us now take for granted were won with the blood, sweat and tears of many brave pioneers.

Internationally acclaimed author Patricia Nell Warren from California, whose 1974 novel *The Front Runner* challenged the mores of our nation regarding same-sex orientation, was the Heritage Pride Institute's first honoree.

In 2007, we were pleased to host Seattleite Grethe Cammermeyer, the highest-ranking officer in the United States armed forces to acknowledge her homosexuality while still in the service. She successfully challenged the

military's policy banning homosexuals prior to the implementation of what's now commonly called "Don't Ask, Don't Tell."

The Heritage Pride honoree for 2008 was two-spirit leader Steven Barrios (Long Time Holy Rain), a Native American community activist and HIV/AIDS educator who lives on the Blackfeet reservation in Browning, Montana. Steven presented a short history of the role of two-spirited people within the tribe.

2009's honoree, Marsha Botzer, from Seattle, is a transsexual pioneer and recognized expert in the field of Gender and Gender Identity Issues.

2010 presented OutSpokane™ with the unique opportunity of selecting 2 honorees. Barb Williamson, English Professor and co-advisor of Spokane Falls Community College's LGBT Alliance as well as, drag queen Jason Johnson and his alter ego *Nova Kaine* joined the ranks of celebrated nominees by becoming the first 2 honorees of Voices of Victory. Both local residents, Barb spoke about "Queer Literary Images: Reading Homophobia Subversively or Just Wishful Thinking?" While Jason fascinated us with the 40 year personal history of the moniker, "Nova Kaine."

2011's recipient has yet to be selected, but will be a welcome addition to the Voices of Victory family.

In an effort to reach a wider audience, the meet-and-greet session and community-wide forum are set for the

afternoon of Sunday, June 12, 2011 *after* Pride and will be held on the Riverpoint Campus of Eastern Washington University. Won't you join us as we celebrate our past, present and future?

Help us tell our story.

By sponsoring all or part of this valuable cultural experience, your organization or business aligns itself with a serious subgroup of our constituency; a pocket of potential customers who cherish their history and appreciate those who help them preserve it.

You can be a Voice of Victory!

### **GOLD LEVEL**

**\$2,500 - \$4,999**

- Large logo on all advertising for the Voices of Victory
- Logo on VOV page at OutSpokane.org
- Largest event signage (provided by sponsor)
- Use of "Official 2011 Voices of Victory Sponsor"
- 6 VIP passes

### **SILVER LEVEL**

**\$1,000 - \$2,499**

- Logo on all advertising for the Voices of Victory
- Logo on VOV page at OutSpokane.org
- Event signage (provided by sponsor)
- 4 VIP passes

For details or more information contact: Bridget Potter, 509.720.7609 or [info@outspokane.org](mailto:info@outspokane.org)

# VOICES OF VICTORY