



IndyPride

SPONSORSHIP OPPORTUNITIES

2024



Produced By: Sheth Strategies

Dear Friends,

Indy Pride is delighted to extend an invitation to you for the upcoming celebration of diversity, inclusivity, and love at the heart of our vibrant community. As we gear up for another year of festivities, we invite corporations and organizations to join us in commemorating the spirit of the LGBTQ+ community at Indy Pride.

Indy Pride offers a unique platform for sponsors to showcase their commitment to unity and acceptance within the LGBTQ+ community. By participating as a sponsor, you will not only gain unparalleled access to official Pride activities but also contribute to the mission of Indy Pride, a non-profit organization dedicated to serving Indiana's LGBTQ+ community.

We extend our heartfelt gratitude for your continued support, which makes Indy Pride possible. We warmly invite you to be a sponsor for our 2024 celebration – an event you won't want to miss. Join us in making Indy Pride the biggest and best LGBTQ+ celebration in the Midwest!

JOY IS AN ACT OF RESISTANCE



CONTENTS

About Us

04

Who is Indy Pride and what is our mission?

Your Sponsorship Supports

05

A quick recap on what your sponsorship supports

Indy Pride 2023 Recap

06

A briefing on what to expect our culture to look like.

Sponsorship Opportunities

07

Pride Festival & Parade Sponsorship Opportunities

Sponsorship Opportunities

10

Pride Celebration Event Sponsorship Opportunities

Let's Partner!

15

Next steps on becoming a sponsor and what to expect from us throughout our partnership.

ABOUT US



Best known for the annual Indy Pride Festival, Indy Pride, Inc. also does philanthropic work throughout the year to support many other LGBTQ+ support organizations throughout Central Indiana. In addition to the Indy Pride Festival and events during Pride Month (June), we host a Community Thanksgiving Dinner, award scholarships, facilitate educational events, collaborate with LGBTQ+ organizations, and work in partnership with the LGBT Film Fest.

Indy Pride, Inc. is a wholly volunteer-managed non-partisan, tax-exempt, not-for-profit corporation that organizes Lesbian, Gay, Bisexual and Transgender Pride events in Central Indiana. Indy Pride, Inc. welcomes the participation of all, regardless of age, creed, gender, gender identification, HIV status, national origin, race, religion, sexual origin, and regardless of ability. Indy Pride, Inc. is governed by the Board of Directors elected by its membership.

In existence since 1995, Indy Pride, Inc. became the parent organization of the newly combined Pride Festival in June 2003, and in 2009, the Festival was re-christened Circle City IN Pride in an effort to brand the event beyond the name of the main organization. In 2018, Circle City Indy Pride will continue with the name Indy Pride Fest.

MISSION

Indy Pride, Inc. exists to unite and serve its members and the LGBTQ community of Central Indiana through leadership development, educational and support programs, and community events that achieve inclusivity, equality, strong community connections, and awareness of LGBTQ issues.

YOUR SPONSORSHIP SUPPORTS

Support Indy Pride and join us in fostering a vibrant and inclusive community! Your sponsorship plays a pivotal role in creating memorable Pride events, fostering LGBTQ+ visibility, and advocating for equality. Funds raised contribute to educational programs, safe spaces, and initiatives promoting diversity and acceptance. By partnering with Indy Pride, you're investing in a future where everyone can celebrate their authentic selves. Together, let's build a community where love, equality, and pride thrive!



COMMUNITY EVENTS

Indy Pride is committed to giving back and creating safe spaces for the Indianapolis LGBTQ+ Community. With events like the Indy Pride Festival and Parade, the LGBT Film Festival and the Indy Pride Career Fair.



EDUCATIONAL PROGRAMMING

We provide opportunities to partner with organizations and address issues concerning the LGBTQ+ Community. From seminars on gender identity, LGBTQ+ history, transgender health issues, and many other topics.



FINANCIAL SUPPORT

We award future and current students attending an accredited Indiana-based university or college who are making significant contributions to the LGBTQ+ community through their academic pursuits.

2023 INDY PRIDE RECAP

Indy Pride's 2023 journey was a resounding success, thanks to the unwavering support of our vibrant community. Throughout the year, we celebrated diversity, inclusion, and love with a series of groundbreaking events. Together, we advanced our mission of fostering a culture where everyone, regardless of identity, can thrive authentically. As we reflect on the highlights of 2023, we extend our gratitude to all who made these moments possible. Join us in continuing this incredible journey towards a future filled with love, equality, and boundless pride.



20+ EVENTS
THROUGHOUT
INDIANAPOLIS
JUNE PRIDE CELEBRATIONS

LAUNCH PARTY & PRIDE PAGEANT | RAINBOW RUN | HOOSIER 250
PET PRIDE | GOLF OUTING | INTERFAITH CELEBRATION
COMMUNITY PICNIC & BAT 'N ROUGE | DEAF PRIDE | BI & PAN PRIDE
YOUTH CARNIVAL | MUSIC NIGHT | GIRL PRIDE | OLYMPIA
MOVIE NIGHT | INPOC "LA BALL EN COULEUR" | AAPI PRIDE
LATINX PRIDE | SHABBAT | APPRECIATION PARTY |
INDY PRIDE PARADE | INDY PRIDE FESTIVAL



**75K
PEOPLE
IN 1 DAY**

From 188 groups participating in the parade to 40,000 parade viewers on Mass Ave to 35,000 attendees at the festival.

Beyond the unforgettable June celebrations, Indy Pride hosts year-round events like PRIDE in Tech and the winter FROST Series. From policy roundtables to Queer Voices in Print, these gatherings emphasize the ongoing importance of fostering connections and celebrating diversity throughout the entire year.



SPONSORSHIP OPPORTUNITIES

Pride Festival & Parade June 8th, 2024

THE BENEFITS	\$50,000 PRESENTING FESTIVAL	\$30,000 PRESENTING PARADE	\$25,000 SUPPORTING FESTIVAL	\$15,000 SUPPORTING PARADE
Marketing rights as "Presenting Festival Sponsor"	✓			
Support mentioned in all ads as "Presenting Festival Sponsor"	✓			
Marketing rights as "Presenting Parade Sponsor"		✓		
Support mentioned in all ads as "Presenting Parade Sponsor"		✓		
Logo on all event signage	✓	✓	✓	✓
Logo Included on All Printed Materials	✓	✓	✓	✓
Name and logo inclusion in tv & radio promotional announcements	✓	✓		
Logo on website	✓	✓	✓	✓
Social Media Posts	a minimum of 4 dedicated posts	a minimum of 3 dedicated posts	a minimum of 2 dedicated posts	a minimum of 2 dedicated posts
Prominent Parade Spot	Zone A	Zone A	Zone A	Zone A
Festival VIP Tickets	15	10	10	5
Activation Space at Festival	customized space	customized space	customized space	customized space
GA Festival Tickets	10	10	10	10

Don't see what you're looking for? Let's talk customization!

SPONSORSHIP OPPORTUNITIES

Pride Festival Zone Sponsors June 8th, 2024

\$25,000 VIP Experience	<ul style="list-style-type: none"> • Full oversee of VIP Experience • Name & Logo included on signage • Option of 10x10' space within VIP Area or within Festival grounds to set up Activation 	<ul style="list-style-type: none"> • Stage mentions • 10 VIP Tickets • 10 GA Tickets
\$15,000 Stage Sponsors	<ul style="list-style-type: none"> • DJ Stage and Community Zone Stage included • Name & Logo included on stage banners • Option of booth space in Vendor Village • Stage Mentions 	<ul style="list-style-type: none"> • Stage mentions • 10 VIP Tickets • 10 GA Tickets
\$15,000 Cabana Corner	<ul style="list-style-type: none"> • Logo on Cabana Corner Entrance • Oversee cabana setup/furniture • Option of 10x10' space near Cabana Corner 	<ul style="list-style-type: none"> • Stage mentions • 10 VIP Tickets • 10 GA Tickets
\$10,000 Community Zone	<ul style="list-style-type: none"> • Name & Logo included on print and electronic materials • Option of booth space in Community Zone area at Festival 	<ul style="list-style-type: none"> • Comp entry in Parade • Stage mentions • 10 VIP Tickets • 10 GA Tickets
\$10,000 Sober / Sensory Sanctuary	<ul style="list-style-type: none"> • Name & Logo included on print and electronic materials • Option of booth space near Sober Lounge area at Festival 	<ul style="list-style-type: none"> • Comp entry in Parade • Stage mentions • 10 VIP Tickets • 10 GA Tickets
\$7,500 Healthcare Corridor	<ul style="list-style-type: none"> • Name & Logo included on print and electronic materials • Option of booth space near Healthcare area at Festival 	<ul style="list-style-type: none"> • Comp entry in Parade • Stage mentions • 7 VIP Tickets • 10 GA Tickets
\$7,500 Vendor Village	<ul style="list-style-type: none"> • Name & Logo included on print and electronic materials • Option of booth space near Vendor Village entrance at Festival 	<ul style="list-style-type: none"> • Stage mentions • 7 VIP Tickets • 10 GA Tickets
\$5,000 Hydration Station	<ul style="list-style-type: none"> • Name & Logo included on print and electronic materials • Booth space at Festival where your brand will be featured 	<ul style="list-style-type: none"> • Stage mentions • 5 VIP Tickets • 6 GA Tickets

5
Spots

Each sponsorship includes naming rights to the respective zone
Don't see what you're looking for? Let's talk customization!

SPONSORSHIP OPPORTUNITIES

Pride Festival Zone Sponsors Continued June 8th, 2024

\$3,000 Facilities	<ul style="list-style-type: none"> Name & Logo included on print and electronic materials Booth space at Festival where your brand will be featured 	<ul style="list-style-type: none"> Stage mentions 3 VIP Tickets 5 GA Tickets
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Supporting Pride Festival & Parade June 8th, 2024

THE BENEFITS	\$7,500 Pride	\$5,000 Advocate	\$2,500 Community Partner	\$1,000 Friend
Recognition on Indy Pride website	✓	✓	✓	✓
Logo/name inclusion on social media	✓	✓	✓	✓
Logo inclusion on printed signage at Festival	✓	✓	✓	✓
Logo inclusion in digital sponsor rolls from main stage	✓	✓	✓	
10 x 10 booth in Vendor Village	✓	✓		
Complimentary Parade Entry	✓			
Discounted Parade Entry		✓	✓	
GA Festival Tickets	10 GA Tickets	6 GA Tickets		

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SPONSORSHIP OPPORTUNITIES

Pride Celebration Event Sponsors

	\$10,000 Presenting	\$7,500 Pride	\$5,000 Advocate
Girl Pride	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Comp Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space 10x10 booth at Festival Discounted Parade Entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Discounted 10x10 booth at Festival
Community Picnic & Bat 'N Rouge	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Comp Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space 10x10 booth at Festival Discounted Parade Entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Discounted 10x10 booth at Festival
Rainbow Run 5K	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space Logo on race t-shirt 10x10 booth at Festival Comp Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Logo on race t-shirt 10x10 booth at Festival Discounted Parade Entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Logo on race t-shirt Discounted 10x10 booth at Festival

1 Exclusive Presenting Sponsor, 1 Advocate, and 4 Advocate Sponsors Available for Each

*Space may be limited dependent on venue location and cannot be guaranteed

Girl Pride

Elevating and celebrating the femme spirit, with a magical lineup of talented artists across the entire femme/gender spectrum. Featuring local artists weaving a tapestry consisting of burlesque, aerial burlesque, drag, and spoken word we are elevating this event with a main musical headliner.



Community Picnic & Bat 'N Rouge

In 1982, the first recorded, formal gathering of LGBTQ+ people occurred at the now closed Essex Hotel on Monument Circle. We honor these heroic pioneers who paved the way of acceptance by formally gathering to build a strong and vibrant LGBTQ+ community in Central Indiana.



Rainbow Run 5K

This annual Rainbow 5K Run/Walk is a great event for those trying to beat their personal best and those simply trying to stay active. This is an event for the whole family, with special youth registration fees for kiddos 13 and under that want to walk or RUN!



SPONSORSHIP OPPORTUNITIES

Pride Celebration Event Sponsors

	\$7,500 Pride	\$5,000 Advocate	\$2,500 Community
AAPi Pride	<ul style="list-style-type: none"> Inclusion in promotion On site activation space 10x10' booth at Festival Discounted Parade Entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10' booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
Bi + Pride	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
Deaf Pride	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
Hoosier 250	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry Free Race Entry for team 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival Free Race Entry for team 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Free Race Entry for team



AAPi Pride

A celebration event to provide a safe space to represent and celebrate the intersectionality of Asian American Pacific Islander and LGBTQ+ communities featuring drag performers and a dj set.



Bi + Pan

A celebration event for our bisexual and pansexual community members as we celebrate one another and build community. Featuring a dj and dancing.



Deaf Pride

This event is a welcoming space for everyone, whether you're Deaf, hard of hearing, a sign language user, or an ally. Let's embrace diversity and create a powerful atmosphere of unity and inclusion.



Hoosier 250

A time-honored tradition with a nod to the Indy 500 with Pride style. Teams of two race around our own track on tricycles, just off Mass Ave. The team with the fastest time wins!

1 Exclusive Presenting Sponsor, 1 Advocate and 4 Community Sponsors Available for Each

*Space may be limited dependent on venue location and cannot be guaranteed

SPONSORSHIP OPPORTUNITIES

Pride Celebration Event Sponsors

	\$7,500 Pride	\$5,000 Advocate	\$2,500 Community
Indiana Pride of Color	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
Interfaith Pride	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
IYG Golf Outing	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
LatinX Pride	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*



IPOC

Indiana Pride of Color and Indy Pride bring back Indianapolis' first Juneteenth celebration designed explicitly for LGBTQ+ Black/African Americans (and their allies) to affirm, celebrate, and reconcile their queer and black identities.



Interfaith

A space for all LGBTQ+ folks of all faiths to celebrate the journey of our current or former faith tradition. This absolutely includes people who identify as agnostic or atheist.



IYG Golf Outing

Join us for a golf scramble followed by an after party featuring giveaways, drag queens, entertainers, and the Pride Court! All proceeds will go directly to supporting queer youth and young adults through IYG's programs, services, and resources.



LatinX Pride

A celebration of Indiana's Latinx Pride for the LGBTQIA+ community. Featuring entertainment and dancing.

1 Exclusive Presenting Sponsor, 1 Advocate and 4 Community Sponsors Available for Each

*Space may be limited dependent on venue location and cannot be guaranteed

SPONSORSHIP OPPORTUNITIES

Pride Celebration Event Sponsors

	\$7,500 Pride	\$5,000 Advocate	\$2,500 Community
Launch Party / Pageant	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Complimentary Tickets (5)
Movie Night	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space* Complimentary Tickets (5)
Music Night	<ul style="list-style-type: none"> Inclusion in all promotion Outdoor on site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion Outdoor On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
Pet Pride	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*



Launch Party /Pageant

Kick off Indy's Pride Celebration festivities beginning at our Indy Pride Launch Party and Pageant where we name the new Miss, Mr, and MX Pride Court.



Movie Night

You won't want to miss this family-friendly evening of movies and celebration! Tibbs will be showing a double feature of new releases.



Music Night

Featuring Pride of Indy Bands. Each year, this serves as their Anniversary Concert and they pull out all the stops!



Pet Pride

Pet parents, local vendors, and the community gather for an afternoon of play and music centered around our loving animals. It is a highlight for many in our community who celebrate their Pride as both LGBTQ+ identified individuals and as pet parents.

1 Exclusive Presenting Sponsor, 1 Advocate and 4 Community Sponsors Available for each

*Space may be limited dependent on venue location and cannot be guaranteed

SPONSORSHIP OPPORTUNITIES

Pride Celebration Event Sponsors

	\$7,500 Pride	\$5,000 Advocate	\$2,500 Community
Olympia	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space*
Shabbat	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space
#transglam	<ul style="list-style-type: none"> Inclusion in all promotion On site activation space 10x10 booth at Festival Discounted Parade entry 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space Discounted 10x10 booth at Festival 	<ul style="list-style-type: none"> Inclusion in promotion On site activation space



Olympia

Don't miss this 8+ hour drag experience where you can see performers ranging in all styles of drag. Each hour will be designated to a genre of drag.



Shabbat

To celebrate and embrace our Jewish community at Indy Pride, the Jewish Community Relations Council, and Indy Pride have partnered together to host an official Shabbat service prior to the start of the Indy Pride Parade



#transglam

An event celebrating our trans community - a free afternoon of music by DJ Duck Trash, dancing, friendship, and fun. Dance the afternoon away or just chill and socialize.

1 Exclusive Presenting Sponsor, 1 Advocate and 4 Community Sponsors Available for each

*Space may be limited dependent on venue location and cannot be guaranteed

LET'S PARTNER

We look forward to discussing sponsorship opportunities. Please use this 2024 Sponsorship Packet as a guide to start a discussion of ideas and ways to work together to make this the best possible Indy Pride Celebration, maximizing brand visibility and the impact of your partnership among our 2024 Pride Celebration events attendees.

For more information and next steps, please contact Melody Hawkins at mhawkins@indypride.org

THANK YOU!