

# MISSOULA PRIDE™

JUNE 14-16, 2024

## 2024 EVENT SPONSORSHIP



Entering its third year, Missoula Pride is a grassroots festival located in downtown Missoula, MT aimed at celebrating and lifting up the voices and talents of the LGBTQ+ community and its allies. We bring local and national talent to the main stage, and curate 50+ events over the course of 3+ days ranging from Drag Brunch, a Roller Disco, downtown street party, a parade, educational sessions and lectures, community spaces, and myriad dance parties and performances.

Past events include collaborating with Missoula's very own Tell Us Something and PaddleHeads Baseball, highlighting local and nationally known BIPOC and Two Spirit drag performers, and featuring international touring acts like G Flip, Mija, JADALAREIGN and DJ Craze to the main stage, as well as highlighting more than 20 local bands, DJs and artists.

Our values center around access, and we carry this out by committing to keeping as many of these events free in cost and open to people of all ages as we can. We cannot do this without the continued support of our community and through sponsorships from businesses and organizations like yours. All proceeds after our annual costs are covered benefit the Western Montana LGBTQ+ Community Center, and thanks to your generous donations we have raised them \$45,000 in the past two years. Thanks for considering sponsoring the 2024 Missoula Pride Festival.

# Traditional Sponsorships

## “DIAMOND” SPONSOR: \$20,000

- Booth space at ANY event during the weekend
- Primary logo placement on 30 foot stage wrap banner, and at ALL events
- Customized thank you announcements on each stage and event
- 8 tickets to ALL ticketed signature events
- 8 pieces of free event merchandise
- Bar tab at block party
- All aspects from below

## “PLATINUM” SPONSOR: \$15,000

- Second line logo placement on 30 foot stage wrap banner
- Banner placement at 2 other events
- 4 tickets to ALL ticketed signature events
- 4 pieces of free event merchandise
- Opportunity to design on-location showcase at your business
- Pride thank you merch box
- All aspects from below

## “GOLD” SPONSOR: \$10,000

- Logo placement on 30 foot main stage wrap banner
- 2 tickets to ALL ticketed signature events
- 2 pieces of free event merchandise
- All aspects from below

## “SILVER” SPONSOR: \$5,000

- Digital logo placement on block party main stage LED wall
- Banner placement at one additional event
- Four tickets to one of our ticketed shows
- One piece of free merchandise
- Logo placement on volunteer and staff t-shirts
- All aspects from below

## “BRONZE” SPONSOR: \$2,500

- Logo placement on main stage foot banner
- Digital logo and link placement on Missoula Pride website
- Two tickets to one of our ticketed signature events
- Main stage shout outs at block party
- All aspects from below

## “COPPER” SPONSOR: \$1,000

- Text name placement on Missoula Pride website
- Booth space at block party
- Free entry for float in Pride Parade
- Multiple social media shout outs via event page, Instagram, FB, and email blasts to 10,000+ person list



# Custom Sponsorships and Sponsored Events

*We curate unique brand engagements, installations, and sponsorship opportunities that fit with your goals. If you are interested in any of these options we look forward to setting up a time to meet with you and discuss what this might look like.*

## EXCLUSIVE FEATURES

Do you have a brand you want featured as the exclusive option at Missoula Pride events? Previous examples include a photo booth and Instagram station, shaded lounge area, custom vending opportunities and more.

## “PRESENTED BY” MISSOULA PRIDE BLOCK PARTY

The cornerstone of the Missoula Pride Festival, our downtown block party hosts more than 20,000 people from the region and beyond. Leave your mark by sponsoring this signature event!

## “PRESENTED BY” EVENTS

Our team designs a variety of events in house throughout the weekend, such as Drag Brunch, the Pride Parade, the Roller Disco, countless dances and after parties, educational sessions, and more. Let's work together to determine how your brand might align with one of these special opportunities.

## CUSTOM SPONSORSHIP

Do you have a wild idea? We love those! Let's design an experience that is unique to you and your business, and that will engage with the LGBTQ+ community in an unforgettable way.

***Donations are welcomed and appreciated at any level, and we work with each individual to arrange an agreement amenable to all.***





MISSOULA  
PRIDE



**VOTED #3 FESTIVAL  
IN MISSOULA AFTER  
OUR FIRST YEAR BY THE MISSOULIAN**

**SERVED 15,000  
AND 20,000 PEOPLE  
IN YEARS ONE AND TWO**

**HOSTED AND COLLABORATED ON  
30 AND 50 EVENTS  
IN YEARS ONE AND TWO**

**VENDING AND PARADE  
ENTRIES DOUBLED  
IN SIZE FROM YEAR ONE TO TWO**

**f @ MISSOULAPRIDE.COM**



**SPONSORSHIP CONTACTS**

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