



June 10 & 11, 2017
Hart Plaza
Detroit, Michigan

Sponsorship Opportunities





We welcome you to be a part of Motor City Pride 2017 as we celebrate with Michigan's largest Gay, Lesbian, Bisexual and Transgender festival and parade. The festival will be held on the Detroit Riverfront in Hart Plaza. We are expecting over 35,000 participants. The annual festival and parade is designed for open-ended appeal to our diverse community. There is something truly energizing, exciting and empowering about holding Motor City Pride at such a prominent location as Hart Plaza because it solidifies the notion of LGBT people as contributing members of our larger community. It also demonstrates the strength, vitality and unity of our community within the collective fabric of Southeastern Michigan.

Community partners are the key to being able to provide a large and varied festival that meets the interests and needs of our diverse community. Your sponsorship, whether as a sponsor of an activity or as general assistance, will make it possible for us to accomplish our goal of creating a safe space for our community to work towards equality and to celebrate our diversity.

Through the festival and other community events, Motor City Pride works to bring the community together to achieve our vision of a society characterized by a strong commitment to universal civil rights as well as safe communities, workplaces and schools.

With your support and Detroit as the backdrop, together we can show members of the community that southeastern Michigan is a vibrant and inclusive area to live, work, raise our families and to have fun.

The next few pages provide information on our sponsorship opportunities, benefits and promotional items provided in exchange for the sponsorship. The Motor City Pride is also able to develop other sponsorships to meet the needs of your organization or company. For more information, please contact me at dwait@motorcitypride.org.

Sincerely,

Dave Wait
Festival Chair

440 Burroughs Street, Suite 650
Detroit, MI 48202
313-451-2340
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Sponsorship Marketing Collateral

Motor City Pride offers several different collateral pieces for sponsors that support our annual festival and parade. Descriptions of each item is listed below. MCP will work with you to develop a sponsorship program that allignes the amount of sponsorship with your promotional needs.

Pride Guide

The Pride Guide is the comprehensive program for the 2017 Festival. The Guide will contain information on festival activities and a map of the festival grounds. It will be available two weeks prior to the festival and at the festival. 10,000 copies will be printed with an average of two people viewing each guide.

Festival Poster

The festival poster will contain general information headliner acts and sponsor logos. 250 copies of the poster will be displayed throughout southeastern Michigan. The average poster will be viewed by 90 people each day and will be displayed for three to four weeks prior to the festival.

Parade Entry

Each sponsor is invited to have an entry in the parade. The parade is one of the most photographed aspects of the festival. It is estimated that 10,000 people attended the 2016 parade.

Exhibit Booth

All sponsors are invited to exhibit at the festival. Sponsors over \$5,000 will be located on sponsor row, the main walkway that over 35,000 individuals will pass during the two day festival. The size of the booth varies based on the amount of the sponsorship.

Festival Signage

All sponsors over \$2,500 as of May 1st will have their logo displayed on banners flanking the Pride Stage and at each entrance (Sponsors under \$2,500 will have their company names listed on these banners.)

Website Link

All sponsors will have a link on motorcitypride.com, this site contains festival information ranging from etrainment, special events to security and parking. The Motor City Pride website had over 400,000 views in 2015.

Advertising

All sponsors over \$5,000 and paid by the deadline for each specific advertisement, will have their logo placed on print advertising.



Sponsorship Marketing Collateral

Email Announcements

All sponsors over \$2,500 will be listed on all Motor City Pride emails that are sent promoting the festival. At least two emails promoting the festival will be sent to the 18,000 individuals on the Equality Michigan distribution list. Sponsors will also be included on our monthly (January to July) email announcements that are sent to 1,100 leaders of area non profits and community members.

Facebook

All sponsors over \$2,500 will be announced on all Motor City Pride's Facebook page. Motor City Pride's Facebook page has over 10,000 followers.

Twitter

Motor City Pride received over 20,000 hash tag interactions leading up to and during the 2016 festival.

Presenting Sponsor Entrance Banner Placements

Motor City Pride will have fence wrap totalling 80' at festival entrances that contains only the MCP and Presenting Sponsor's logo. According to a 2008 MDOT traffic study, 39,000 cars pass the Jefferson Avenue entrance each day. Additional sponsor banners of smaller nature will also be placed on the perimeter fencing.



Summary of Sponsorship Collateral

Corporate Awareness & Recognition	Presenting Sponsor \$25,000+	Festival Sponsor \$10,000+	Equity Sponsor \$5,000+	Pride Sponsor \$2,500+	Community Sponsor \$1,000+
Exclusivity	√				
Opportunity to brand entrances/stages	√	√			
Logo placement festival poster	Largest	Large	Medium	Small	Name
Logo placement on website	√	√	√	√	√
Ad in Pride Guide	Back Cover	Inside Cov*	Full Page	Half Page	Quartet Page
Banner at Motor City Pride	√	√	√	√	
Listed in press releases	√	√	√	√	√
Recognition in MCP annual report	√	√	√	√	√
Logo on Pride Stage Banners	Largest	Large	Medium	Small	Name
Event Participation & Activation	√	√	√	√	√
Exhibit booths in Sponsor Row	4	3	2	1	
Exhibit booth in Vendor Row					√
Parade Entry	√	√	√	√	√
Promotion					
Logo placement in media buys	Largest	Large	Medium	Small	Name
Promote events on MCP website/social media	√	√	√	√	√
Inclusion in Email Blasts	√	√	√	√	√



Special Area Sponsorship Opportunities

Motor City Pride offers several different opportunities for sponsors to support our annual festival and parade. Each activity provides recognition paired with the level of support. Below is information on each activity. A visual comparison of all of the levels can be found in this packet.

Motor City Pride can work with each sponsor to develop a sponsorship that best meets each sponsor's needs. Please contact dwait@equalitymi.org to set up a meeting to develop a sponsorship that best meets your needs.

Presenting Sponsor - \$25,000

Only one presenting sponsorship will be offered. This sponsor will be entitled to all promotional and recognition activities. The entrance and promotional materials will be labeled Motor City Pride Festival and Parade Presented by (sponsoring company or organization).

Stage Sponsor - \$10,000

Four opportunities are available to sponsor either the Pride, Festival, Pyramid or Underground stages. Entertainment is a focal point of the festival, with over 24 hours of music and entertainment planned for the two days of the festival.

Pride Parade - \$10,000

The Parade will be a vehicle to energize members of our community as we work to achieve full equality and respect for all people in the state of Michigan regardless of sexual orientation, gender identity or gender expression. The parade is being planned to run from Campus Martius to Hart Plaza. All advertising and mentions of the Pride Parade will be followed by: *Presented by (Company Name)*

Riverfront Patio - \$5,000

The Riverfront Patio is located in the southeast corner of the Plaza and overlooks the Detroit River, it is one of the most popular areas during Pride. Individuals from across the state use this venue as their way to kick off the summer season with their friends in an inclusive and affirming atmosphere. This area will provide visibility for your company to tens of thousands of patrons.

Wedding Pavilion - \$5,000

With Last year's Supreme Court Ruling allowing for all US citizens the opportunity to marry, Motor City Pride plans to offer a picture request area couples to hold an official wedding ceremony on the festival grounds.

Family Fun Area - \$5,000

The Family Fun Area runs throughout the weekend consisting of activities designed for children and their parents. The activities include searching for and making model dinosaur bones, to face painting, crafts and tons of other fun stuff in a family centered area. The area helps to build strong bonds between LGBT parents and their children.

Youth Zone - \$5,000

Motor City will be building an entirely new area for youth under the age of 24. The area will incorporate resources geared toward youth; from university representatives to non-profit organizations providing services primarily for area youth.



Additional Opportunities

Headline Precentor - \$5,000 to 10,000

One opportunity is available to sponsor our headline act. All mentions of the entertainer will be followed by the wording *Presented by* . A special opportunity will be allowed for up to 15 individuals to attend a special appreciation meet and greet with the entertainer.

Entrance Branding - \$2,500 to 10,000

Four opportunities are available to sponsor either the Main Gate (\$10,000), Riverside or West Entrances (\$5,000 each) or the entertainer/volunteer gate (\$2,500). Special branding will be displayed at each gate noting the sponsorship, welcoming the participants. The Gate will also be referred to as the sponsored company gate on all maps and promotional materials.

Beverage Cup Sponsor - \$5,000

Company Branding is on the 12,000 beverage cups used at the festival.

Pride Parade Balloon Character

Unlimited opportunities are available for an additional \$1,000

The Parade will come alive with your sponsorship of a floating character similar to ones that appear each year in the America's Thanksgiving Parade. You can choose from several different characters that are available. Members of your company or organization can also assist with maneuvering it through the parade route.

History Exhibit

Featured area are available for an additional \$1,000

Motor City Pride has an ever expanding history exhibit. The exhibit currently has contains 34 panels that document the history of the LGBT movement in Michigan.

History Panel Sponsor

Unlimited opportunity for multiple panels each for an additional \$500

Local organizations and individuals are invited to sponsor panels honoring our LGBT history. The panel could be of a local historic event or may (with approval of Motor City Pride) highlight the accomplishments of a particular organization or person. Each panel will be 30 by 42 inches. A one time contribution will retain the panel for at least five years.

History Exhibit Traveling Sponsor

Unlimited opportunity for multiple sponsors each for an additional \$500

Motor City Pride plans to make the History Exhibit available to travel the state so others can view and learn from the struggles and accomplishments of the LGBT movement. Organizations that sign on as a traveling history sponsor will have the first opportunity to schedule the exhibit for up to two-weeks at their location.



Gay Pride Celebrations

On the evening of June 27, 1969, the usual crowd gathered at the Stonewall Inn, a popular gay bar in New York City's Greenwich Village. Later that night, New York Beverage Control Board agents and NYC Police officers raided the bar to enforce a alcohol control law that discriminated members of our community.

Raids on gay establishments, however, were common at the time and were conducted regularly with little or no resistance. Fearful gay patrons were often physically forced out of their gathering places, sometimes beaten, and arrested, with no just cause.

On this historic night, lesbians and gay men fought back against police harassment for the first time as the crowd inside and outside of the bar erupted into violent resistance against the officers.

Word spread quickly about the confrontation and outraged crowds gathered on subsequent nights to protest the mistreatment historically inflicted on the gay community. These protests came to be known as the Stonewall Rebellion, with the uprising serving as the catalyst for the modern LGBT movement.

Now, LGBT Pride events are planned annually each June throughout North America to commemorate the anniversary of the Stonewall Rebellion and to continue the LGBT community struggle for equality.

For 2016, Motor City Pride continues in Downtown Detroit's Hart Plaza. Detroit was the location of the first Pride March in Michigan 45 years ago. The popular site will allow space for our festival to offer a diverse mix of activities for our community while bringing the community together to continue working for full equality for Michigan residents.



Demographics

Gay, Lesbian, Bisexual & Transgender Community

In 2010, the U.S. Census Bureau identified that there were almost 650,000 married and unmarried same-sex couple households in the United States. According to the National Gay and Lesbian Chamber of Commerce, gay buying power will approach \$1 trillion in 2012. The organization also reports that same-sex households are shown to be 20 percent more affluent than their heterosexual equivalents. Approximately 90 percent of those couples are loyal to certain brands and highly likely to seek them out. In addition, gay parents are becoming a unique market segment, with approximately 33 percent of lesbian couples and 22 percent of gay male couples having children in their households.

Income*

Under \$25,000	12%
\$25,000 to \$49,999	23%
\$50,000 to \$75,999	19%
\$75,000 to \$99,999	15%
\$100,000 to \$149,000	13%
\$150,000 to \$199,999	8%
\$250,000 or more	4%
Prefer not to answer	7%

Education*

Did not earn high school diploma/GED	1%
High school graduate/GED	31%
Bachelor's Degree	42%
Masters Degree	19%
Doctoral Degree	6%

Living Composition*

Live with spouse, partner, lover	37%
Live Alone	32%
Live with roommate	17%
Live with parent	10%
Live with Child(ren)	9%
Live with sibling	4%

Buying Power

25% of LGBT people reported that they plan on purchasing a car in the next 12 months

* Community Marketing, Inc 4th Annual LGBT Community Survey US Profile, 2014

Loyal to companies who support diversity

Four out of ten gay consumers (39%) stated that – quality and value of pricing being equal – they prefer to purchase products from companies that advertise in Gay and Lesbian media.

However, (46%) also stated they prefer to purchase products from companies that provide financial and/or in-kind support to nonprofit organizations serving the Gay and Lesbian community over competing products from companies that do not.



LGBT Market Questions	Rarely/Never Net (%)	Always/Sometimes Net (%)
Indulge myself by buying luxury goods		
LGBT-identified	47	53
Heterosexual-identified	49	50
Upgrade to the latest model or version of a product		
LGBT-identified	26	74
Heterosexual-identified	32	68

Sources: Witeck-Combs/Harris Interactive
 A Syracuse University, OpusComm Group Society Study



Past Motor City Pride Sponsors

Presenting Sponsor

Delta Air Lines

Stage Sponsors

Five-15 Mojo and More
Fifth Third Bank
Ford Motor Company/UAW Ford
Motor City Casino
Ford Globe
Netco

Pride Sponsors

Bank of America
Cellular Cellutions
Deloitte
Detroit MCVB
Dominos
GiGi's
Home Depot
Menjo's Complex
Metro Detroit Softball League
Plante Moran
Raymond James
T-Mobile
Whole Foods Market
UHY
Zip Car

Equality Sponsors

Barefoot Wine
Comerica Bank
FCA LLC
Frito-Lay
Fuze Beverages
General Motors
Great Lakes Distributing
(Bud Light)
Hanson, Inc.
Kroger
MGM Grand Detroit
Quicken Loans
Red Bull
Three Olives Vodka
7-11

Media Sponsors

BTL/Pride Source Media
Amp Radio
Hott Magazine
Metra Magazine

Community Partners

Fountain Bistro
MI Dept. of Health
Pointe Law Group
Senate Theater
Skybar
Stilettoes
Wink

