



2023 Opportunity Guide



ABOUT DRUID CITY PRIDE

Druid City Pride is a 501(c)(3) non-profit community organization that serves and advocates for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) members of the West Alabama community and their allies. We host several events, and fundraisers throughout the year culminating with our annual Druid City Pride festival each October!

Druid City Pride events and activities are planned by a nine-member volunteer board. All funds raised for Druid City Pride are used to enrich, support, and educate the community.

OUR HISTORY

2014 - The first Tuscaloosa Pride march was organized by the Unitarian Universalist Congregation of Tuscaloosa.

2015 - Following the 2014 march a planning committee, made up of members from the West Alabama community, was formed. 2015 also saw the addition of a small festival following the march. *(Seeing the fast growth of Tuscaloosa Pride the decision was made to formally organize a firm Board after the 2015 event. Also, the name of the organization was officially changed to Druid City Pride.)*

2016 - With increased community interest, the Druid City Pride Board decided to add more events throughout the year. The first Druid City Pride Festival was held in October. *(The march was dropped due to lack of interest.)*

2017 - Druid City Pride officially incorporated with the Alabama Secretary of State and was granted 501(c)(3) non-profit status.

2020 - Druid City Pride celebrated its Fifth Annual Pride Festival virtually.

2021 - With the goal of allowing local businesses the opportunity to openly state their support of the LGBTQ+ community in West Alabama, Druid City Pride opened the Ally Business Circle with great success.

2022 - Continuing to build collaborations, Druid City Pride has partnered with groups such as The Chamber of Commerce of West Alabama and Mystic Krewe of the Druids to further expand our reach in the community.

Pride Week

September 24, 2023 - October 1, 2023

Pride Festival

October 1, 2023

Government Plaza, Downtown Tuscaloosa



2023 Sponsorship Opportunities

Logos and advertisements delivered after September 1, 2023 cannot be guaranteed to be included on all items. All Advertisements, unless otherwise specified, are 5.25”w x 8.25”h

PRESENTING SPONSOR - \$6,000 (Limited to ONE)

- ❖ If you are interested in the Presenting Sponsor Level, email us at events@druidcitypride.org.
- ❖ Title sponsorship recognition for the Pride Festival
- ❖ 10x20 foot vendor space (tent and tables provided) in premier location at the Pride Festival
- ❖ SIX tickets to all ticketed events during Pride Week
- ❖ SIX tickets to the VIP Meet & Greet with our festival headliner
- ❖ Full-spread at the beginning of the digital Pride Guide (10.75”w x 8.25”h)
- ❖ Logo incorporated into all Pride Festival promotional and day of media
- ❖ Logo included on Pride Festival bag and on bag insert
- ❖ Logo with link on DruidCityPride.org for an entire year
- ❖ One speaking opportunity at the Pride Festival
- ❖ Recognition at all Pride Week events and at the Pride Festival
- ❖ Opportunity to display corporate banner on the Pride Festival stage and two more in other locations at the Pride Festival (banners provided by sponsor)
- ❖ Single-sponsor appreciation post on social media
- ❖ Brand exclusivity (if desired)

PLATINUM SPONSOR - \$4,000 (Limited to THREE)

- ❖ Pride Week single event “Sponsored by” of your choice
- ❖ 10x10 foot vendor space (tent and table provided) in premier location at the Pride Festival
- ❖ FOUR tickets to all ticketed events during Pride Week
- ❖ FOUR tickets to the VIP Meet & Greet with our festival headliner
- ❖ Advertisement in a premier space of the digital Pride Guide
- ❖ Logo included on Pride Festival bag and on bag insert
- ❖ Logo incorporated into all Pride Festival day of media
- ❖ Logo with link on DruidCityPride.org for an entire year
- ❖ One speaking opportunity at the Pride Festival
- ❖ Recognition at all Pride Week events and at the Pride Festival
- ❖ Opportunity to display two corporate banners at the Pride Festival (banners provided by sponsor)
- ❖ Single-sponsor appreciation post on social media

GOLD SPONSOR - \$2,000

- ❖ 10x10 foot vendor space in premier location at the Pride Festival
- ❖ TWO tickets to all ticketed events during Pride Week
- ❖ TWO tickets to the VIP Meet & Greet with our festival headliner
- ❖ Advertisement in the digital Pride Guide
- ❖ Logo included on Pride Festival bag and on bag insert
- ❖ Logo incorporated into all Pride Festival day of media
- ❖ Logo with link on DruidCityPride.org for an entire year
- ❖ Recognition at all Pride Week events and at the Pride Festival
- ❖ Opportunity to display one corporate banner at the Pride Festival (banner provided by sponsor)
- ❖ Single-sponsor appreciation post on social media

SILVER SPONSOR - \$1,000

- ❖ 10x10 foot vendor space at the Pride Festival
- ❖ Advertisement in the digital Pride Guide
- ❖ Logo included on Pride Festival bag and on bag insert
- ❖ Logo displayed at Pride Festival
- ❖ Logo with link on DruidCityPride.org for an entire year
- ❖ Recognition at all Pride Week events and at the Pride Festival
- ❖ Single-sponsor appreciation post on social media

BRONZE SPONSOR - \$500

- ❖ 10x10 foot vendor space at the Pride Festival
- ❖ Advertisement in the digital Pride Guide
- ❖ Logo included on Pride Festival bag and on bag insert
- ❖ Logo displayed at Pride Festival
- ❖ Logo with link on DruidCityPride.org for an entire year
- ❖ Recognition at the Pride Festival
- ❖ Recognition on social media

FRIEND OF PRIDE - \$300

- ❖ 10x10 foot vendor space at the Pride Festival
- ❖ Advertisement in the digital Pride Guide
- ❖ Logo displayed at Pride Festival
- ❖ Logo included on Pride Festival bag insert
- ❖ Logo with link on DruidCityPride.org for an entire year
- ❖ Recognition on social media

[Online Sponsorship Payment Here](#)

*****In-kind sponsorships are negotiable.*****

2023 Vendor Space Opportunities

Our vendor area continues to grow each year and provides a great opportunity for businesses and organizations to interact with and support Pride attendees.

Vendor Space Pricing		
Size	General	Non-Profit
10x10 ft	\$50	\$30

YOU are responsible for providing your own tent, table, and chairs.

Each Vendor Space will be 10x10 foot. Tents cannot be any larger than 10x10 foot and must be weighed down (they cannot be staked in the ground). The City of Tuscaloosa prohibits anything from being stuck into the ground at Government Plaza due to the irrigation system.

Druid City Pride will only provide tables and tents for our Presenting and Platinum Sponsors.

[Online Vendor Space Payment Here](#)

***If you have any questions or you would like to further discuss a sponsorship opportunity, digital Pride Guide advertising, or vendor space, please email us at:
events@druidcitypride.org***