



## 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  
hosted by ABC 33/40's STONEY SHARP!**



## 2023 Sponsorship Opportunities

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

- ❖ 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
- ❖ Centerfold ad in the Pride Guide
- ❖ Logo placed on all print media, and event banners
- ❖ Logo with link on [DruidCityPride.org](http://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)
- ❖ Special recognition 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
- ❖ One full page ad in a premier space of the Pride Guide
- ❖ Logo placed on all print media, and event banners
- ❖ Logo with link on [DruidCityPride.org](http://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)
- ❖ Special recognition 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
- ❖ One full page ad in the Pride Guide
- ❖ Logo placed on all print media, and event banners
- ❖ Logo with link on [DruidCityPride.org](http://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)
- ❖ Special recognition on Social Media

## **SILVER SPONSOR - \$1,000**

- ❖ 10x10 foot vendor space at the Pride Festival
- ❖ One full page ad in the Pride Guide
- ❖ Logo placed on all print media, and event banners
- ❖ Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- ❖ Recognition at all Pride Week events and at the Pride Festival
- ❖ Recognition on Social Media

## **BRONZE SPONSOR - \$500**

- ❖ 10x10 foot vendor space at the Pride Festival
- ❖ One half page ad in the Pride Guide
- ❖ Logo placed on all print media, and event banners
- ❖ Logo with link on [DruidCityPride.org](http://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
- ❖ One quarter page ad in the Pride Guide
- ❖ Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- ❖ Recognition on Social Media

## **LAVENDER LEVEL - \$200**

- ❖ 10x10 foot vendor space at the Pride Festival
- ❖ Listing in the Pride Guide
- ❖ Logo on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- ❖ Recognition on Social Media

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

## 2023 Pride Guide Opportunities

The Pride Guide is a great way to show support to the community as our brand loyal patrons see and recognize those who support them. Our full color Pride Guide will begin distribution two weeks prior to Druid City Pride Week and widely distributed during Pride Week and the Pride Festival.

**Artwork must be submitted by August 23, 2023.**

Pride Guide Pricing		
Ad Type	Ad Size	Price
Back Cover	5 1/4" x 8 1/4"	\$ 500.00
Inside Cover Front	5 1/4" x 8 1/4"	\$ 300.00
Inside Cover Back	5 1/4" x 8 1/4"	\$ 300.00
Full Page	5 1/4" x 8 1/4"	\$ 150.00
Half Page	5 1/4" x 4"	\$ 100.00
Quarter Page	2 1/2" x 4"	\$ 75.00

## 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	Profit	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.*

***If you have any questions or you would like to further discuss a sponsorship opportunity, pride guide advertising, or vendor space, please email us at: [druidcitypride@gmail.com](mailto:druidcitypride@gmail.com)***



# 2023 Sponsorship, Pride Guide & Vendor Commitment Form

PLEASE SEND THIS FORM AND THE INFORMATION BELOW TO DRUIDCITYPRIDE@GMAIL.COM

*SPONSORS - please include a JPG or PNG file of your organizations logo.*

*PRIDE GUIDE artwork is preferred in PDF format.*

SPONSORSHIP	
Sponsor Type	Price
Presenting Sponsor*	\$ 6,000.00
Platinum Sponsor**	\$ 4,000.00
Gold Sponsor	\$ 2,000.00
Silver Sponsor	\$ 1,000.00
Bronze Sponsor	\$ 500.00
Friend of Pride Sponsor	\$ 300.00
Lavender Level	\$ 200.00

PRIDE GUIDE ADVERTISING	
Ad Type	Price
Back Cover	\$ 500.00
Inside Cover Front	\$ 300.00
Inside Cover Back	\$ 300.00
Full Page	\$ 150.00
Half Page	\$ 100.00
Quarter Page	\$ 75.00

*Ad sizes are listed on the previous page*

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Company Website URL: \_\_\_\_\_

Company Description: \_\_\_\_\_

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

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

**COMMITMENT FORM, PAYMENT,  
AND ANY ADVERTISING ARTWORK  
MUST BE RETURNED  
BY AUGUST 23, 2023**

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

PLEASE PAY VIA:

ONLINE



VENMO



PAYPAL



If you need to pay by check, please send it along with this form to  
Druid City Pride, PO Box 1903, Tuscaloosa, AL 35403

\* Presenting Sponsorship limited to ONE

\*\* Platinum Sponsorship limited to THREE