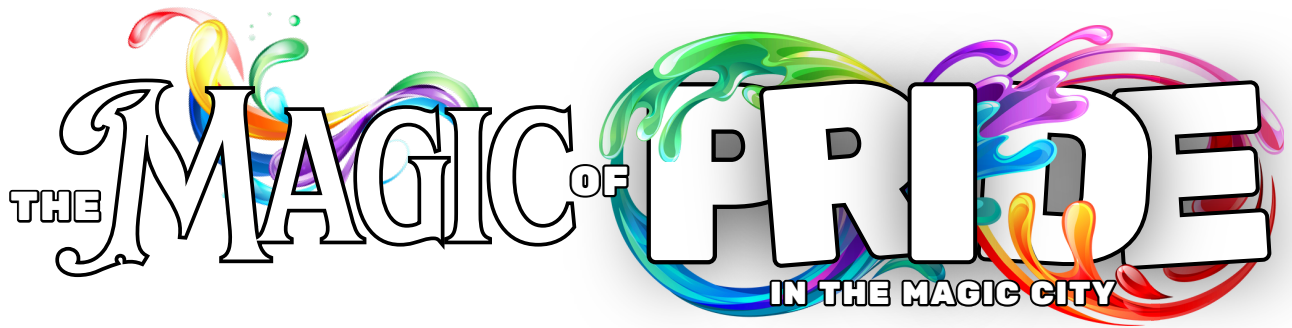


SPONSORSHIP GUIDE





Friends,

For over four decades, Central Alabama Pride has been dedicated to amplifying the message of equality across Alabama. In 2025, we invite businesses, residents, and partners from throughout the region to join us in celebrating Central Alabama Pride Week from June 6th to 15th. Last year, our events in and around Birmingham had a remarkable \$7.6 million impact on the state, offering nights filled with skating, bowling, dancing, worship, and more. We kindly ask for your support in funding these unique celebrations. Any contribution, no matter the size, is immensely appreciated, as all donations will help us facilitate Pride Week festivities tailored to the diverse audiences that enrich our community.

Our commitment to serving the community is paramount. We take great pride in our partnerships with organizations to facilitate initiatives like free community meals on Thanksgiving and Christmas Day at the Magic City Acceptance Center. We continually seek innovative ways to promote equality, focusing on giving back to the LGBTQ+ community through direct donations to LGBTQ+ nonprofits, volunteer efforts, advocacy, and educational initiatives. If hosting an inclusive and welcoming celebration resonates with your vision for community engagement, we would love to connect with you!

Central Alabama Pride is renowned for its contributions and collaborations with LGBTQ+ organizations in producing Pride events throughout the year. As a 501(c)(3) non-profit, we are guided by an unpaid, volunteer Board of Directors committed to empowering, strengthening, enriching, and elevating the lives of LGBTQ+ residents in our community each year. This is your invitation to participate, whether your contribution is large or small.

The following pages provide details on sponsorship opportunities, advertisements for the Pride Guide, and vendor spaces at our festival. We are happy to customize your sponsorship to suit your needs. Sponsors will receive logo recognition in promotional materials, throughout our events, and online for an entire year. If this opportunity interests you, please reach out to us or return the completed form on the back of this guide.

I look forward to celebrating another year of community impact and meaningful memories with you!

With Pride,

Josh Coleman

President





PRIDEFEST VALUES

At Central Alabama Pride, our mission is brought to life through the cultivation, restoration, and strengthening of partnerships with individuals, organizations, and businesses within our community. We are committed to offering a diverse range of entertainment, with a focus on showcasing local talent, supporting regional LGBTQ+ service organizations, and bringing in national headliners. We take pride in promoting inclusivity within the LGBTQ+ community by carefully selecting venues that foster integration and accessibility. Our initiatives are designed not only to raise awareness of LGBTQ+ issues but also to advocate for causes that resonate deeply with the queer community. With a Board of Directors dedicated to reaching out to every corner of the LGBTQ+ landscape, we aim to build connections and create a stronger, more unified community.

BY THE NUMBERS

With special events engaging thousands throughout the year, Central Alabama Pride stands as the largest Pride organization in the state of Alabama. Our Pride Guide, published on our website, is distributed to over 5,000 individuals and businesses. Pridefest 2024 and ancillary events held on June 1st through the 9th had an estimated attendance of nearly 24,000 – a 100% increase over the previous year.

Notably, Birmingham is recognized as one of only 80 Human Rights Campaign All-Star Cities in the United States, and it proudly ranks among just four All-Star Cities in the Deep South.*



24K

ESTIMATED ATTENDANCE OF THE
2024 PRIDE PARADE, PRIDEFEST
AND ANCILLARY EVENTS



\$7.6M

TOTAL ESTIMATED ECONOMIC
IMPACT OF PRIDEFEST ON THE
STATE OF ALABAMA

Jefferson County accounted for more
than 97% at \$7.4 million



\$67K+

CAPTURED IN DIRECT TAXES FROM HOTELS,
RESTAURANTS, RETAIL & BARS IN
THE CITY OF BIRMINGHAM

About \$35,000 in education taxes



\$296K+

TOTAL ESTIMATED LODGING TAX



9,400

TOTAL ESTIMATED AREA
HOTEL STAYS

Cities that scored above 85 points on the Human Rights Campaign Municipal Equality Index despite being in a state with no state level explicit statutory non-discrimination protection for LGBTQ+ people. Birmingham scored a perfect 100 on the Municipal Equality Index (MEI).

Source: City of Birmingham, Department of Innovation and Economic Opportunity, Michael Shattuck, Data Analyst



 JASON MICHAEL | SECRET PLAYGROUND

BENEFITS OF SUPPORTING THE LGBTQ+ COMMUNITY

With a full week of events and ample opportunities for visibility, our sponsors can effectively engage one of the most loyal markets available. Whether you aim to promote products or services, enhance your talent pool, or simply support the community, your sponsorship will reach an audience that values those who support them. Sponsors benefit from year-round exposure on the Central Alabama Pride website, through our email lists, and across our social media platforms. As the largest Pride organization in Alabama, we also participate in other Pride events, where sponsorship banners and signs are prominently displayed at our tent, and Pride Guides are distributed widely.

For first-time sponsors, Central Alabama Pride is eager to introduce and establish your brand among our devoted patrons. For our returning sponsors, we look forward to welcoming you back and hope you enjoy the enhancements and new features we have implemented for our 47th year in 2025!

BUILD CONSUMER AWARENESS & ENGAGE YOUR EMPLOYEES

Partnering with Central Alabama Pride offers significant exposure for your business within the LGBTQ+ community and its allies. Each year, Central Alabama Pride not only delivers a spectacular experience for attendees but also creates a rewarding opportunity for those who help bring the event to life. Your support enhances awareness of LGBTQ+ issues among all Alabamians, demonstrating that your commitment extends beyond commerce.

Having a presence at the festival and parade allows your employees to engage in a meaningful community event, fostering direct connections with customers. Involving your team in this celebration promotes inclusivity and camaraderie, while simultaneously providing your business with a unique opportunity to interact with the community and attract new customers.

ADVERTISING & PROMOTIONS

Depending on your selected sponsorship level, your company logo, website links, and social media references will be prominently showcased to a diverse and expansive audience across Alabama. This exposure will not only enhance your brand visibility but also connect you with individuals who are passionate about supporting businesses that champion equality and inclusivity.

Our full-color Pride Guide will be distributed in the lead-up to Pridefest, ensuring that your brand is featured in a highly visible and engaging format – allowing it to reach an even wider audience throughout the year. By participating as a sponsor, you will be making a meaningful impact while simultaneously elevating your brand's presence within the community. Your support will resonate with attendees long after the festivities, reinforcing your commitment to promoting a culture of acceptance and pride.



SPONSORSHIP LEVELS:

FRIEND OF PRIDE (\$2,500+)

- 10x10ft Vendor Space at Pridefest
- 1/2 Page Ad in the 2025 Pride Guide
- Parade Entry
- Hyperlinked Logo on Website
- Social Media Recognition
- 1 VIP with Meet & Greet and 2 Hospitality VIP Tickets

BRONZE SPONSOR (\$5,000+)

- 10x10ft Premier Vendor Space at Pridefest
- Full Page Ad in the 2025 Pride Guide
- Parade Entry
- One Vinyl Banner at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Listing on Pride Website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 2 VIP with Meet & Greet and 2 Hospitality VIP Tickets

SILVER SPONSOR (\$7,500+)

- 10x20ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2025 Pride Guide
- Parade Entry
- One Vinyl Banner at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Listing on Pride website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 4 VIP with Meet & Greet and 4 Hospitality VIP Tickets
- Shared Naming Rights to a Pridefest Village

GOLD SPONSOR (\$10,000+)

- 10x20ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2025 Pride Guide
- Parade Entry
- One Vinyl Banner at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Hyperlink Logo on website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 5 VIP with Meet & Greet and 5 Hospitality VIP Tickets
- Shared Naming Rights to a Pridefest Village
- Social Media recognition/announcements
- 5 Exclusive Central Alabama Pride 2025 T-Shirts

SPONSORSHIP LEVELS:

PLATINUM SPONSOR (\$15,000+)

- 10x20ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2025 Pride Guide
- Parade Entry
- Three Vinyl Banners at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Hyperlink Logo on website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 10 VIP with Meet & Greet and 10 Hospitality VIP Tickets
- Exclusive naming rights to an area at Pridefest
- 10 Exclusive 2025 Central Alabama Pride T-Shirts

PRESENTING SPONSOR (EXCLUSIVE - \$30,000+)

- 10x30ft Premier Vendor Space at Pridefest
- 2-Page Ad in the 2025 Pride Guide (Centerfold)
- Parade Entry
- Five Vinyl Banners at Pridefest (provided by sponsor)
- Logo placed on all Pride Media
- Hyperlink Logo on website
- Pride Week Event and Main Stage Recognition
- Social Media Recognition
- 15 VIP with Meet & Greet and 15 Hospitality VIP Tickets
- Exclusive naming rights to Pridefest
- 15 Exclusive Central Alabama Pride 2025 T-Shirts

PRIDE GUIDE ADVERTISEMENTS

Our full-color Pride Guide is distributed to over 8,000 individuals throughout Central Alabama the month before Pride Week and widely distributed during Pride Week. 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.

Ad Size	Dimensions W x H	Price
Full Page Back Cover	"6 x "9	\$1,500
Full Page Inside Cover (2 avail.)	"6 x "9	\$750
Full Page	"6 x "9	\$300
Half Page	"6 x "4.5	\$150
Quarter Page	"6 x "2.25 or 3" x 4.5"	\$100

Artwork is due by April 5, 2025 and must be supplied by ad purchaser.
Please email sponsor@centralalabamapride.org for more information.

VENDOR SPACES

Celebrated in the heart of Downtown Birmingham at Linn Park, Central Alabama Pride offers a variety of vendor spaces at Pridefest. Each year, our vendor areas expand as more businesses recognize the advantages of being present at this vibrant event. In 2024, we welcomed over 250 vendors, showcasing a diverse array of national brands, local shops and artisans, nonprofit organizations, and food trucks.

To help vendors navigate the summer heat, we highly recommend setting up tents. While tables, tents, and chairs are not included in the reservation of vendor spaces, they can be arranged upon request for an additional fee, provided that advanced notice is given. Additionally, water and power access may be available but requires a 15-day notice to ensure we can accommodate your needs effectively. We look forward to seeing you at this celebrated gathering!

Standard: Our standard vendor spaces are in the second tier of Linn Park, behind the Premier spaces. These spaces may not provide direct visibility of the main stage.

Oversize: These spaces are the same as standard but for a vendor who needs more than the standard 10x10ft space. Premier oversize spaces are twice the Premier rate for up to 10x20ft.

	Size	For Profit	Non-Profit	Artisan
Standard	10ft x 10ft	\$225	\$150	\$125
Oversize	10ft x 20ft	\$325	\$225	\$175

Non-profit organizations must submit documentation of their 501(c)(3) status to qualify for the non-profit rate.

Artisan vendors are defined as independent, non-corporate or non-franchise businesses that offer handmade products or services, including but not limited to artwork, photography, clothing, and crafts. If you have any questions regarding eligibility for the artisan rate, please don't hesitate to contact us.



SPONSORSHIP, PRIDE GUIDE & VENDOR COMMITMENT FORM



☐ **YES**, I am interested in being a sponsor, vendor or adviser for Pridefest 2025 as stated herein.
My signature below signifies my commitment:

Signature _____

Date _____

Name _____

Title _____

Organization _____

Address _____

Phone _____

Email _____

Website URL _____

Kindly provide Central Alabama Pride with your logo for use in promotional materials upon submitting this completed form. We prefer logos in JPG or PNG format.

INCLUSION IN THE PRINTED PRIDE GUIDE REQUIRES SUBMISSION OF ARTWORK ON OR BEFORE APRIL 4, 2025.

Vendors	Size	For Profit	Non-Profit	Artisan
Standard	10ft x 10ft	<input type="radio"/> \$225	<input type="radio"/> \$150	<input type="radio"/> \$125
Oversize	10ft x 20ft	<input type="radio"/> \$325	<input type="radio"/> \$225	<input type="radio"/> \$175

For digital contributions, please scan, donate, and submit this form to:

sponsor@CentralAlabamaPride.org or
Central Alabama Pride, Inc.
Post Office Box 13859 | Birmingham, AL 35203



Pride Guide Ad Size	Dimensions	Price
<input type="radio"/> Centerfold (subject to availability)	"6 x 9" (2)	\$1,500
<input type="radio"/> Full Page Back Cover	"6 x "9	\$1,500
<input type="radio"/> Full Page Inside Cover (2 avail.)	"6 x "9	\$750
<input type="radio"/> Full Page	"6 x "9	\$300
<input type="radio"/> Half Page	"6 x "4.5	\$150
<input type="radio"/> Quarter Page	"6 x "2.25 or 3" x 4.5"	\$100

Sponsorship Opportunities

<input type="radio"/> Presenting Sponsor (exclusive)	\$30,000
<input type="radio"/> Platinum Sponsor (sector exclusive)	\$15,000
<input type="radio"/> Gold Sponsor	\$10,000
<input type="radio"/> Silver Sponsor	\$7,500
<input type="radio"/> Bronze Sponsor	\$5,000
<input type="radio"/> Friend of Pride	\$2,500
<input type="radio"/> Add-ons	_____

THE FINE PRINT

Cancellation & Payment Policy: Authorized signature signifies commitment to pay for all opportunities as stipulated herein. All requests are final. Full payment must be received in order to receive benefits and recognition. Central Alabama Pride reserves the right to resell and/or reassign sponsorship(s) at its sole discretion for commitments that are not paid in full 30 days prior to the event date and/or advertising deadline. Refund requests received prior to April 1st will incur a \$100 processing fee. Requests received on or after April 1st will incur an additional 50% fee. No refunds will be permitted after April 15th.

Benefit Delivery: Central Alabama Pride's ability to deliver on certain elements of recognition and benefits including the Pride Guide and signage are based on the date of commitment of your sponsorship opportunity. Please verify commitment deadlines when submitting your paperwork. It is best to add dates to your calendar as you will not necessarily be notified of production deadlines before they occur. Any modification to sponsorship package, ad or vendor space must be approved in writing by Central Alabama Pride. No verbal changes will be honored.

Marketplace: Central Alabama Pride does not provide additional security for our vendor area. Each sponsor/vendor is responsible for storage of their materials during event. Water/ Power and other requirements require prior notice and approval.

ADA Regulations: In compliance with ADA regulations, Central Alabama Pride will take all reasonable steps to ensure that Americans with disabilities are given equal and reasonable opportunity to participate in the program offered by Central Alabama Pride. To better serve your needs, please contact info@CentralAlabamaPride.org for special requests.

PRIVACY PROTECTION NOTICE: Central Alabama Pride takes reasonable efforts to protect all private, confidential, and personal information provided in the conduct of business, including but not limited to: names, addresses, financial and credit card information, account numbers, or any other information provided while conducting a business transaction with Central Alabama Pride Inc, or it's affiliates. Central Alabama Pride utilizes third party vendors for the processing of credit card information. Central Alabama Pride suggests that all financial information be submitted in a secure manner. Central Alabama Pride will provide, upon request, an electronic invoice, allowing remittance in a secure manner directly with the payment processor. Central Alabama Pride suggests that no credit card information be submitted via email, additionally Central Alabama Pride is not responsible for breaches in security resulting in submissions via email, or postal mail.

Your commitment indicates you agree to the terms and conditions as stated herein. Thank you for your support of Central Alabama Pride!