



March 29, 2021

Dear Potential Pride Sponsor:

After a year of uncertainty, social distancing and ultimately the cancellation of last year's PrideFest, the Pride Planning Committee is excited to announce that preparations are underway for Mid-Mo PrideFest 2021, scheduled for August 28th and 29th at Rose Music Hall! We are working closely with the Health Department to ensure a safe, yet fun-filled Pride for everyone!

We continue to embrace change and strive to produce events that inspire, educate, commemorate and celebrate our diverse community and culture with and for Mid-Missouri. We are proud of our milestones and recognize we could not be where we are today without citizen support and our sponsors. However, we do not lose sight of the fact that there is still much to do and we need your help.

In 2021 we are working to expand our marketing and communications, community support, and festival events towards an even more inclusive and diverse Pride! This year, a combination of marketing channels such as social media, website/web links, and visual marketing, will be utilized to increase the visibility of our partners. We plan to progress our Pride agenda to promote activities that include all members of the LGBTQIA+ community, welcome friends, allies, and supporters. With this year's theme 'Pride Lives on' we would love to partner with your organization as a sponsor to help us achieve our goals and share our support with the community together. You are truly crucial to our success! Please find the sponsorship opportunities included with this letter and let us know if you have any questions, comments, or suggestions. We would appreciate the chance to provide any details that may help in deciding your sponsorship. Due to COVID-19 restrictions, booth space will be limited this year, so act fast!

Again, we want to personally thank you for your sponsorship consideration. We look forward to partnering with you and thank you for being a part of Mid-Missouri PrideFest.

Sincerely,

*Steven DeVore & Janet Davis*

**Co-Chairs | Mid-MO PrideFest  
PO Box 10216 | Columbia, MO 65205**



## **Mid-Missouri PrideFest Sponsorship Packages**

**Book Online at <https://www.midmopride.org/sponsors>**

### **Corporate Sponsor (\$5000)**

- 10x20 booth space complete with tent, table, chairs, and a cooler with water
- Automatically reserves booth space both days of the event
- Logo on hand fans passed out at the festival
- Recognized from the stage throughout the day
- Banner on the stage
- Logos on the sponsor banner, t-shirts, virtual program, and link on the website
- Advertised at all events leading up to the festival
- Featured social media posts
- 10 T-Shirts
- 12 Meal Tickets

### **Sparkle Sponsor (\$2500)**

- 10x20 booth space complete with tent, table, chairs, and a cooler with water
- Automatically reserves booth space both days of the event
- Logo on hand fans passed out during the festival
- Recognized from the stage throughout the day
- Banner on the stage
- Logos on the sponsor banner, on the t-shirts, virtual program and link on the website
- Advertised at all Pride events leading up to the festival
- Featured social media posts
- 8 T-Shirts
- 10 Meal Tickets

### **Rainbow (\$1500)**

- 10x20 booth space
- Automatically reserves booth space both days of the event
- Recognized from the stage throughout the day
- Logo on hand fans passed out during the festival
- Logos on the sponsor banner, t-shirts, virtual program, and link on the website
- Mentioned in social media posts
- 6 T-Shirts
- 8 Meal Tickets

### **Red (\$500)**

- 10x10 booth space
- Logo on hand fans passed out at the festival
- Recognition from the stage throughout the day
- Logos on the sponsor banner, virtual program t-shirts, and website
- 4 T-Shirts
- 4 Meal Tickets

### **Orange (\$300)**

- 10x10 booth space
- Logos on the sponsor banner, t-shirts, virtual program and website
- 2 T-Shirts
- 2 Meal Tickets

### **Yellow (\$200)**

- 10x10 booth space
- Logos on the banner, in the virtual program and website
- Listed on the t-shirt
- 2 Meal Tickets

### **Green (\$150)**

- 2021 Sponsor only (no booth)
- Logos on the sponsor banner, in the virtual program and on the website
- Listed on the t-shirt

### **Blue (\$100)**

- 10x10 for-profit booth space
- Listed in the virtual program and on the website

### **Purple (\$50)**

- 10x10 non-profit booth space
- Listed in the virtual program and on the website