

2022 Sponsorship and Exhibitor Opportunities



Welcome and Introduction



Hello to our many Golden Valley Pride Festival Enthusiasts!

2022 is a landmark year, marking the **5th anniversary** of the Golden Valley Pride Festival. Planning is well underway for a larger and more exciting event than ever before to celebrate this important milestone. Expect more announcements in the coming months, starting with the move to Saturday for the event!

Our last full festival was a huge success, due in large part to our family of sponsors, community groups, donors and attendees from across the Twin Cities, as was our Food and Necessities drive last year. Your energy makes our **5th anniversary** plans that much more exciting and presents a unique opportunity for you, your organization or your business to be involved in the first and largest suburban Pride Festival in Minnesota.

The Pride Festival is a respected tradition in Golden Valley, offering an opportunity to be visible and interact with 5000+ neighbors and friends from Golden Valley and the entire Twin Cities Metropolitan Area. It also highlights your organization as a place that values Golden Valley and our unique diversity.

In 2022, the Festival is **Saturday, August 27, from 12:00-6:00 pm** at Brookview Park.

Register now for the historic 5th anniversary celebration



WWW.GOLDENVALLEYPRIDE.COM

A Golden Valley Community Foundation Partner Event

Golden Valley Community Foundation is a 501(c)(3) charitable foundation



Sponsorship Levels and Benefits



PLATINUM LEVEL: \$5,000 and up

- Custom event space sponsorship or activity sponsorship
- Sponsorship announced during Festival programming
- Logo prominently displayed during Festival
- Free booth space provided in **Platinum** Sponsorship Area
- Organization/business **logo** on Festival website and social media representation
- Link to your website

GOLD LEVEL: \$2,500 and up

- Sponsorship announced during Festival programming
- Logo prominently displayed during Festival
- Free booth space provided in **Gold** Sponsorship Area
- Organization/business **logo** on Festival website and social media representation
- Link to your website

SILVER LEVEL: \$1,000 and up

- Free booth space provided in **Silver** Sponsorship Area
- Organization/business **logo** on Festival website and social media representation
- Link to your website

BRONZE LEVEL: \$500 and up

- Free booth space provided in **Bronze** Sponsorship Area
- Organization/business **name** on Festival website
- Link to your website

See **Exhibit A** below for a graphic representation of the benefits for each Sponsorship level.

12' x 12' booth space is provided as part of Sponsorship. Sponsors are required to bring their own tents, tables, and other supplies. Sponsorship levels are achieved by monetary donations to the Festival. To include in-kind services as part of your sponsorship, please discuss with a committee member.

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Exhibitor Levels and Benefits



ORGANIZATION: \$100 + Registration Fee

- This level is for community groups and not-for-profit organizations
- This level only provides booth space

VENDOR \$150 + Registration Fee

- This level is for businesses and for-profit entities
- This level only provides booth space

Exhibitor Registration Fee Schedule

Exhibitor Registration Date	Registration Fee
Registration prior to 6/15/2022	\$0
Registration 6/16/2022 to 7/31/2022	\$50
Registration on or after 8/1/20	\$75

See **Exhibit A** below for a graphic representation of the benefits of Sponsorship versus Exhibitor levels.

12' x 12' booth space is provided to Exhibitors. Exhibitors are required to bring their own tents, tables, and other supplies.



Sponsorship and Exhibitor Levels



Custom Event Space or Activity Sponsorship	Logo Prominently Displayed at Festival	Sponsorship announced during program	Logo on Website and Social Media Representation	Name on Website	Booth Space in Sponsorship Area and Booth Badge	Booth Space
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Sponsorship Levels

Platinum (\$5,000 and up)	★	★	★	★	★	
Gold (\$2,500 and up)		★	★	★	★	
Silver (\$1,000 and up)			★		★	
Bronze (\$500 and up)				★	★	

Exhibitor Levels

Organization (\$100 + Fee*)						★
Vendor (\$150 + Fee*)						★

Individual Levels

Rainbow Donor (\$250 and up)				★		
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Exhibit A – Sponsorship, Exhibitor, and Individual Levels

*See Registration Fee Schedule (above) for details on registration deadlines and corresponding fees.



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Registration Process



Registration: Registration is currently open for all levels for the 2022 Golden Valley Pride Festival. Register early as some levels have limited numbers of participant while others have increased fees closer to the festival date.

To register, visit the website at www.goldenvalleypride.com and following the links provided. Please provide a primary contact as well as an “on-site” contact when registering.

Payment: Instructions for paying are provided on the website as well. Electronic payment is recommended, however if you prefer to pay via check, mailing instructions are available there as well. Checks must be received by August 12th. Please make sure you register on the site regardless of payment method.

Insurance and ST-19: Participants who have a booth at the event must have current General Liability Insurance. Additionally, any participants selling anything at the event must submit a Minnesota Department of Revenue ST19 form prior to attending the event.

Visit www.goldenvalleypride.com for additional information about event participation.

Questions? Contact the Festival Committee via email at info@goldenvalleypride.com

Now that you've registered, have you considered the following?

- **Volunteers:** The Festival is a great opportunity for employee engagement and team building.
- **Special activities:** Share your ideas about activities that could be incorporated into the Festival, especially if you would like to sponsor the activity.
- **Other sponsors:** If you know other companies or organizations that would be interested and great fits for the Festival, please share this with them.
- **Stay connected:** Make sure to visit our website and follow us on social media to stay updated and informed.

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Press Coverage and Highlights



CITY PAGES: Finding gay suburbia heaven in Golden Valley, June 21, 2017

MIDWEST HOME: Golden Valley-Established and Fresh, June 19, 2017

STAR TRIBUNE: Pride Month gets into gear with Golden Valley Festival, June 11, 2017

FOX 9: Golden Valley celebrates second annual Pride Festival, June 11, 2017

SUN POST: Golden Valley Pride Festival is June 11, June 7, 2017

LAVENDER MAGAZINE: Pride Festival: Golden turns to Rainbow, May 25, 2017

SUN POST: Inaugural Golden Valley Pride Festival draws large crowd, June 14, 2016

STAR TRIBUNE: Large crowd on hand for suburban metro's inaugural Pride event, June 12, 2016

PIONEER PRESS: At Golden Valley Pride Festival, a celebration of solidarity, June 12, 2016

INQUISITR: Cities Light Up In Rainbow Colors Across North America, June 12, 2016

FOX 9: Golden Valley, Minn. to hold its own privately-funded pride festival, June 6, 2016

LAVENDER MAGAZINE: A Tale of Two Prides, May 26, 2016

STAR TRIBUNE: Golden Valley to hold the Twin Cities' suburban Gay Pride festival, April 20, 2016

SUN POST: Celebrating Golden Valley's diverse community, January 22, 2016

THE COLUMN: Golden Valley Gay Pride Festival slated for June, January 28, 2016



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