



**Saturday, Sep 30, 2023**

# **SPONSORSHIP DECK**

**Esplanade Park  
400 SW 2nd Street  
Fort Lauderdale FL, 33312**

# **Welcome!**

From the organization that brings you the Pride Fort Lauderdale Parade and Festival. Pride Fort Lauderdale is proud to present our inaugural Pride Pets Fort Lauderdale Festival.

From diamond-studded collars to special kitty sleigh beds, we treat our pets like royalty. In the LGBTQ+ community pets are our children, and we love to spoil our children! In fact, 90 percent of LGBT pet owners say their pet is a member of their family, and two thirds have bought their pets presents for holidays and special occasions. Also, 71 percent of the LGBT community own pets.

This event will give you another opportunity to reach the extremely “brand loyal” LGBTQ+ community and give a special emphasis on businesses geared toward our pets and their owners.

As pet owners, we are excited to give you this opportunity to join us as we celebrate our pets and the joy they bring to our lives. PRIDE Pets Fort Lauderdale will be held Saturday, September 30th, 2023, from 10:00am to 4:00pm.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, and regional print/digital advertising as well as a presence at the Pride Pets Fort Lauderdale Festival

Please consider this proposal as an outline. We are proactive about developing and tailoring sponsorship opportunities that can help meet your goals for marketing, public relations, and community outreach.

We look forward to answering any of the questions you may have regarding potential partnership.

**Executive Director / Sponsor Contact**

Ernie Yuen - [ernie@pridefortlauderdale.org](mailto:ernie@pridefortlauderdale.org) / 702-290-3583



# Presenting Sponsor Best in Show \$10,000 (1 available)



- Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Pride Fort Lauderdale website.
- Logo placement on sponsor page and one full-page advisements in Fort Lauderdale Official PRIDE Pet's Guide. Banner Ad placement on website
- Logo placement on entry bracelet and all credentials
- Logo placement on Pet talent and Costume contest awards
- Logo placement on volunteer/staff T-shirts (back side)
- Listing as PRIDE Pets Presenting Sponsor in press releases and logo placement on sponsor banner placed near stage area and entrance to PRIDE Pet event
- 1- 10' x 10' tent/booth (or 10' x 10' space is branded tent if preferred) at the PRIDE Festival includes one table, two chairs (non-transferable -no exceptions).
- 4 – VIP Bar Tickets
- 10x10 tent/booth placement choice based on available space.
- Ability to place a maximum of 6 company banners inside Pride Pet Festival venue. (Sponsor is responsible for the placement of banners. Pride Fort Lauderdale is not responsible for the hanging, safety, and removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- Option to provide marketing collateral for distribution at other pride events attended by Fort Lauderdale Pride
- Hourly acknowledgement of your sponsorship by main stage hosts



# Top Dog Sponsor

## \$5,000 (1 available)



- Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Logo placement on sponsor page and one half-page advisements in Fort Lauderdale Official PRIDE Pet's Guide. Banner Ad placement on website
- Logo placement on all credentials
- Logo placement on Pet talent and Costume contest awards
- Logo placement on volunteer/staff T-shirts (back side)
- Listing as PRIDE Pets Top Dog Sponsor in press releases and logo placement on sponsor banner placed near stage area and entrance to Pride Pet event
- 1- 10' x 10' tent/booth (or 10 x 10 space is branded tent is preferred) at the Pride Pets Festival (includes one table & two chairs)
- 2 - VIP Bar Tickets
- 10x10 tent placement choice based on available space.
- Ability to place a maximum of 4 company banners inside Pride Pet Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, and removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- Option to provide marketing collateral for distribution at other pride events attended by Fort Lauderdale Pride
- Hourly acknowledgement of your sponsorship by main stage hosts



# **Fat Cat Sponsor**

## **\$2,500 (5 available)**



- Logo placement on sponsor page in PRIDE Pets Official PRIDE Guide
- Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Fat Cat Sponsor and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 2 company banners inside PRIDE Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Sponsorship supports 5 local rescues and covers their entry fees. Sponsorship banner will be placed in rescue 10 x 20 location
- Logo placement on volunteer/staff T-shirts (back side)
- List as PRIDE Pets Fat Cat Sponsor in press releases
- Hourly acknowledgement of your sponsorship by main stage hosts





# Blue Ribbon Sponsor

## \$1,000 (10 available)



- Logo placement on sponsor page in PRIDE Pets Official PRIDE Guide
- Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Blue Ribbon Sponsor and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 2 company banners inside Pride Pet's Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 50% off 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Sponsorship supports 2 local rescues and covers their entry fees - Sponsorship banner will be place in Rescue 10 x 20 location
- List as PRIDE Pets Blue Ribbon Sponsor in press releases
- Hourly acknowledgement of your sponsorship by main stage hosts.



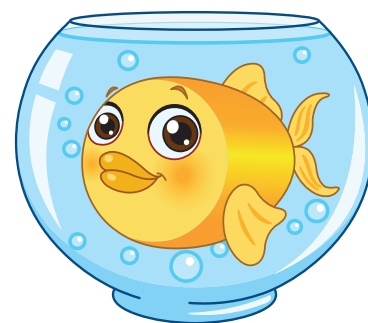
# Community Sponsor Main Stage \$2,500 (1 available)



- Logo placement on sponsor page in PRIDE Pets Official PRIDE Guide
- Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Fat Cat Sponsor and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 2 company banners inside PRIDE Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Sponsorship supports 5 local rescues and covers their entry fees. Sponsorship banner will be placed in rescue 10 x 20 location
- Logo placement on volunteer/staff T-shirts (back side)
- List as PRIDE Pets Fat Cat Sponsor in press releases
- Hourly acknowledgement of your sponsorship by main stage hosts



# Community Sponsor VIP Bar \$2,500 (1 available)



- Logo Placement on VIP Bar Area banner.
- Logo placement on sponsor page in PRIDE Pets official Pride Pets Guide. Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Community Sponsor VIP Bar and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 4 company banners inside Pride Pet's Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts.





# Community Sponsor Scoop Your Poop Doggie Bag Station \$250 (7 available)



- Logo Placement on Top header card – Provided by:
- Logo placement on sponsor page in PRIDE Pets Official Pride Pets Guide. Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Community Sponsor and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 2 company banners inside Pride Pet's Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 50% off 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts.



# Community Sponsor Pet Watering Station \$250 (3 available)



- Logo Placement on 3' tall x 6' wide banner in watering tent. This watering station sponsored by:
- Logo placement on sponsor page in PRIDE Pets Official Pride Pets Guide. Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Community Sponsor and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 2 company banners inside Pride Pet's Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 50% off 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts



# Community Sponsor Staff/Volunteer T-Shirt \$500 (1 available)



- Logo Placement on front of Staff/Volunteer T Shirt (50 total)
- Logo placement on sponsor page in PRIDE Pets official Pride Pets Guide. Logo placement on applicable national/regional/local magazine ads posters/banners, e-mail blasts, and Fort Lauderdale PRIDE website.
- Listing as PRIDE Pets Community Sponsor and logo placement on sponsor banner placed near stage area and at entrance to PRIDE Pet event
- Ability to place a maximum of 2 company banners inside Pride Pet's Festival venue. (Sponsor is responsible for the placement of banners. Fort Lauderdale Pride is not responsible for the hanging, safety, or removal of banners. Sponsor holds all financial responsibility in case of damage or loss.)
- 50% off 1 Standard 10'x10' space at the PRIDE Pet Festival venue
- Hourly acknowledgement of your sponsorship by main stage hosts.





SPONSOR SPONSOR FOOD TRUCK A FOOD TRUCK B FOOD TRUCK C FOOD TRUCK D

WEST  
ENTRANCE

BIKE RENTAL

24 Ped Rails

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

22 23 24 25 26  
41 42 43 44 45

PET  
RELIEF  
AREA

28 29 30 31 32  
47 48 49 50 51

BAR

STAGE

16 Ped Rails

PET  
RELIEF  
AREA

EXISTING FENCE LINE

98 99

97 96

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93 94

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## EXHIBITOR PRICING

### Pet Resuce Booth Space

10 x 20 Space	\$100
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### Small Business\* and Non-Profit Booth Space

10 x 10 Space	\$150
10 x 20 Space	\$300
10 x 10 Inner Circle	\$350

### Business Booths Space

10 x 10 Space	\$250
10 x 20 Space	\$500
10 x 10 Inner Circle	\$350

### Food Trucks & Carts

Food Truck (limit of 4)	\$250
Food Card 5 x 5 (limit of 2)	\$200

**PRICING ARE FOR BOOTH SPACE ONLY AND DO NOT INCLUDE TENT, TABLE OR CHAIRS.**

### Additional Rental Items

8ft Table	\$20 each
Chair	\$ 5 each
Electric	\$60

**BLEED SIZE:**  
**8.5" WIDE X 11" TALL**

**TRIM SIZE:**  
**8" WIDE X 10.5" TALL**

**SAFE ZONE:**  
**7" WIDE X 9.5" TALL**

The red area is the bleed and will be cut off during production or hidden in some formats. Background colors and images should extend across this area.

The orange area is the suggested margin. For best results, do not place text or important elements in this area.

The white area is the safe area for text and important elements.

**Pride Magazine Ad Due September 15, 2023**  
**Pride Magazine Release Date September 22, 2023**





# Pet Festival

Saturday, September 30, 2023

	\$10,000	\$5,000	\$2,500	\$1,000	\$2,500	\$2,500
Available	1	1	5	10	1	1
Sponsor Level	PRESENTING SPONSOR Best In Show	TOP DOG SPONSOR	FAT CAT SPONSOR	BLUE RIBBON SPONSOR	MAIN STAGE SPONSOR	VIP BAR SPONSOR
Listing on Sponsor Banner	Logo	Logo	Logo	Logo	Logo	Logo
Step & Repeat	Logo	Logo	-	-	-	-
Logo Placement on Credentials	Logo	Logo	-	-	-	-
Digital & Print Ads	Logo	Logo	Logo	Logo	Logo	Logo
PrideFortLauderdale.org	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Logo
Event Sponsor Signage	Logo	Logo	Logo	Logo	Logo	Logo
Volunteer T-Shirts	Logo	Logo	Logo	Logo	Logo	-
Use of Pride Pets Logo	Yes	Yes	Yes	Yes	Yes	Yes
Banner Placements at Festival	6	4	2	1	2	2
Logo Placement on Awards	Pet Talent & Costume	Pet Talent & Costume	-	-	-	-
Booth Space (no tent, table or chairs)	1 - 10' x 10' Premium Space	1 - 10' x 10' Premium Space	1 - 10' x 10' Standard Space	50% Off 10' x 10' Standard Space	1 - 10' x 10' Standard Space	1 - 10' x 10' Standard Space
VIP Admission	4	2	6	4	2	1
Pride Pets Guide Ad	1 Full Page	1 Full Page	1 Full Pages	1 Half Page	1 Full Page	1 Full Page
Stage Emcee Recognitions	Hourly	Hourly	Hourly	Hourly	Hourly	Hourly
Sponsor Supplied Social Media Posts in 2023	6	4	3	1	3	3
Email Blast Inclusion	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Booth Space Cost for Pet Rescues	-	-	5 Rescues	1 Rescues	-	-

## OTHER SPONSOR OPPORTUNITIES

### Scoop Your Poop Doggie Bag Station Sponsor - \$250 (7 available)

Includes Logo Placement on Top header card – Provided by:, logo placement on sponsor page, website, & event signage. Ability to 2 company banners inside Pride Pet's Festival venue. Discount of 50% off 1 Standard 10'x10' space at the PRIDE Pets Festival.

### Pet Watering Station Sponsor - \$250 (3 available)

Includes 3'x6' banner in watering tent "This watering station sponsored by", logo placement on sponsor page, website, & event signage. Ability to 2 company banners inside Pride Pet's Festival venue. Discount of 50% off 1 Standard 10'x10' space at the PRIDE Pets Festival.

### Staff / Volunteer T-Shirt Sponsor - \$500 (1 available)

Includes Logo Placement on front of staff/volunteer shirts (50 total) logo placement on sponsor page, website, & event signage. Ability to 2 company banners inside Pride Pet's Festival venue. Discount of 50% off 1 Standard 10'x10' space at the PRIDE Pets Festival.



Pride Fort Lauderdale  
3401 N 29th Ave STE 101  
Hollywood, FL 33020  
754-222-2234