



# **PFLUGERVILLE PRIDE 2023 SPONSORSHIP PACKAGE**



# WHO IS PFLUGERVILLE PRIDE?

Pflugerville Pride is a community-based Texas non profit organization dedicated to celebrating and supporting the LGBTQ+ community in Pflugerville, Texas. Our mission is to promote diversity, inclusion, and equality for all people, regardless of sexual orientation or gender identity.

The inaugural Pflugerville Pride festival was held in 2022, which brought together people from all walks of life to celebrate and support the LGBTQ+ community. With live music, food, family zone and vendor booths, our festival offers a fun and inclusive environment for everyone to come together and show their support.

In addition to the festival, we also organize other events and initiatives throughout the year to promote LGBTQ+ rights, resources and awareness within our Pflugerville community. We believe that everyone should be able to live openly and authentically, and we are committed to creating a supportive and inclusive community for all people in Pflugerville.

We would like to thank all of our supporters and volunteers who help to make Pflugerville Pride a reality. Whether you're an ally, a member of the LGBTQ+ community, or simply someone who believes in equality, your support and participation are essential to our success.

Together, we can make a difference and create a more inclusive and supportive community for all. Thank you for joining us on this journey!

Pflugerville Pride is a pending 501(c)3 organization waiting on determination from the IRS. Anticipated to receive our determination letter sometime in 2023.





# HISTORIC INAUGURAL PRIDE 2022

The inaugural Pflugerville Pride Pfestival had a projected attendance of 2,000 community members. The Pfestival was in such demand, we tripled the projected attendance numbers

## HIGHLIGHTS

**6,000+**

Attendees

**65+**

Vendors

**10+**

Entertainers



LGBTQ Speaker Panel

Pfamily zone with activities for kids under 18

Teen Poetry Slam/Open Mic

## TESTIMONIALS

"Relaxed, well attended, diverse community groups and vendors."

"Kid zone was awesome. Inclusive if all ages - my teenager liked it and was happy to not feel excluded when with her siblings."

"It was a really awesome and fun time to see this wonderful community supporting the LGBT+ community in such a way."

"I enjoyed the atmosphere, it was really nice to be around people that understood me and the kind of things I've gone through"

"I enjoyed seeing all the organizations come out in support of the Pride Festival."



## MEDIA

KVUE \* CBS Austin \* Austin American Statesman \* Community Impact



# MAKING A DIFFERENCE

2022 saw an outpouring of support from local non profit organizations that provide support and resources for the local LGBTQ+ community

We had representation at our pride pfestival from the following organizations:

- ACLU of Texas
- Kind Clinic
- aGLIFF
- Austin Anarchy Roller Derby
- Beto For Texas
- Black Pflugerville
- Human Rights Campaign
- Out Youth
- PFLAG Austin
- Pflugerville Area Democrats Club
- Pflugerville First United Methodist Church
- Pflugerville Gays
- Saint Joan of Arc Episcopal Church Tiny Chapel

# WHY SPONSOR PFLUGERVILLE PRIDE

Sponsoring and participating in Pflugerville Pride can bring numerous benefits to your business, including:

- **Demonstrating support for diversity and inclusion:** By sponsoring, your business can show its commitment to diversity and inclusion, which can help to attract customers and employees who value these principles.
- **Building brand awareness:** Pflugerville Pride can provide a platform for your business to promote its products and services to a large, captive audience, thereby increasing brand awareness and recognition.
- **Improving brand image:** By aligning with the values of the LGBTQ+ community, your business can improve its brand image and reputation, making it more appealing to customers who prioritize companies that align with their values.
- **Attracting and retaining customers:** A business that supports the LGBTQ+ community is likely to be seen as more inclusive and welcoming, which can attract and retain customers who value these qualities.
- **Attracting and retaining employees:** Participating in Pflugerville Pride can demonstrate your business commitment to diversity and inclusion, which can help to attract and retain employees from a range of backgrounds.

## LGBTQ Community supports businesses who support them

The spending power of the LGBTQ+ community is significant and growing. According to various studies and reports, in general, the LGBTQ+ community has a high disposable income and is known for its strong brand loyalty.

US LGBTQ Purchasing power  
estimated to surpass

**\$1.4 trillion**

in 2021\*

**65%** more likely to purchase from a company  
that supports the LGBT+ community\*\*

Household income is approximately

**double** the national average\*

# THANK YOU TO OUR 2022 SPONSORS



Capital One  
The CFD Crew  
Informed Parents of Austin

Rep. Sheryl Cole  
Rep. James Talarico

EYERIDE  
CommUnity Care  
The Growler Bar & Kitchen

Jonathan & Francisco Campbell  
TeamFaires Hair Studio  
Naveh Malihi  
School House Pub

Daylily Animal Hospital  
Full Gallop  
James Mollohan

Scott Ertresvaag & Andrew Stone  
Laura & Michael Gibson  
Angela Schmiedeke  
The Torres Family



# 2023 SPONSORSHIP LEVELS

The sponsor levels below were designed to offer a wider variety of options to our local and corporate partners. In kind sponsorships are welcome!

We may be able to customize a sponsor package for you, please reach out to [sponsors@pfpride.org](mailto:sponsors@pfpride.org) for more information

**Addon: Sponsor a non profit booth \$50**



## Presenting \$10,000 Event Sponsor Main Stage

### EVENT BENEFITS

- Pfestival & Main Stage Branding
- Vendor Booth 10x10
- Sponsor Banner Placement

### SWAG

- 4 VIP Lounge passes
- 4 PF PRIDE Pfestival shirts
- Pf Pride Swag Bag

### RECOGNITION

- Verbal Recognition @ event
- Print & Social Media recognition
- Logo on Pfestival Shirts
- Website Listing (Logo)
- 2023 Pride Guide Listing



## Premier \$5,000 Community & Venue Stages

### EVENT BENEFITS

- Stage Branding
- Sponsor Banner Placement
- Vendor Booth 10x10

### SWAG

- 4 VIP Lounge passes
- 2 PF PRIDE Pfestival shirts
- Pf Pride Swag Bag

### RECOGNITION

- Print & Social Media recognition
- Logo on Pfestival Shirts
- 2023 Pride Guide Listing
- Website Listing (Logo)



## Signature \$2,500 Pfamily Zone Art Walk

### EVENT BENEFITS

- Sponsor Banner Placement
- Vendor Booth 10x10
- Choice of zone sponsor

### SWAG

- 2 VIP Lounge passes
- 2 PF PRIDE Pfestival shirts
- Pf Pride Swag Bag

### RECOGNITION

- Print & Social Media recognition
- Logo on Pfestival Shirts
- 2023 Pride Guide Listing
- Website Listing (Logo)



## Platinum \$1,000 VIP Lounge Water Stations

### EVENT BENEFITS

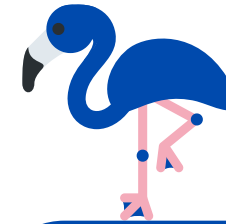
- Sponsor Banner Placement
- Vendor Booth 10x10

### SWAG

- 2 VIP Lounge passes
- 1 PF PRIDE Pfestival shirt
- Pf Pride Swag Bag

### RECOGNITION

- Print & Social Media recognition
- Logo on Pfestival Shirts
- 2023 Pride Guide Listing
- Website Listing (Logo)



## Partner \$500 Cooling Zones Selfie Stations

### EVENT BENEFITS

- Sponsor Banner Placement
- Vendor Booth 10x10

### SWAG

- 2 VIP Lounge passes
- 1 PF PRIDE Pfestival shirt
- Pf Pride Swag Bag

### RECOGNITION

- Social Media recognition
- 2023 Pride Guide Listing
- Website Listing (text)



## Supporting \$250 Parking First Aid

### EVENT BENEFITS

- Sponsor Banner Placement
- Vendor Booth 10x10

### SWAG

- 1 PF PRIDE Pfestival shirt
- Pf Pride Swag Bag

### RECOGNITION

- Social Media recognition
- Website Listing (text)



# 2023 SPONSORSHIP FORM

To view and fill out the form online, please visit: [pfpride.org/sponsors/](https://pfpride.org/sponsors/) or scan the QR code below.

YES! I'd like to sponsor the 2023 Pride Pfestival at the following level (please circle the level)

**(Commitments must be received by May 19th to receive all promised recognition)**

<b>Presenting</b>	<b>Premier</b>	<b>Signature</b>	<b>Platinum</b>	<b>Partner</b>	<b>Supporting</b>
<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>

## BUSINESS INFORMATION

Please list exactly as you would like to be recognized.

Business Name: \_\_\_\_\_

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

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

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

## PAYMENT INFORMATION

- Check enclosed. (payable to "Pflugerville Pride")
- Please email a link where I can pay online.
- Please send an Invoice.



Questions? Email us at [sponsors@pfpride.org](mailto:sponsors@pfpride.org)

Return your completed form via email to [sponsors@pfpride.org](mailto:sponsors@pfpride.org) OR by mail to: PFLUGERVILLE PRIDE PO Box 88, Pflugerville, TX 78691  
512-900-1996 ♥ [www.pfpride.org](http://www.pfpride.org)