

# PRIDE



## *St. Charles*

*Building Bridges. Building Community.*

## 2018 Partnership Packet



SAINT CHARLES  
MISSOURI

June 16, 2018  
Frontier Park

# Show your PRIDE in St. Charles!



## Board of Directors

### Beth Finder

President

### Jason Dunn

1st Vice President

### Jen Spellazza

2nd Vice President

### Zak Finder

Treasurer

### Monica Hessey

Secretary

### Beth Box

Director of Multimedia & Design

### Mallory Box

Director of Marketing & PR

### John Jones

Director of Sponsorships

### Tracy Turner-Bumberry

Director of Volunteers

## Wow...what a year!

In 2016 Pride St. Charles stepped away from being a project of St. Charles PFLAG and incorporated into its own **501(c)(3) not-for-profit**, and the growth we have experienced over the past year has been extraordinary!

## Our brief history:

**2015** - The first Pride St. Charles Festival was held at St. Charles Community College and **had 3,500 attendees**, despite the rain.

**2016** - We outgrew St. Charles Community College and moved to 370 Lakeside Park in St. Peters, MO. We were able to host a pride festival for **over 7,000 attendees** at this gorgeous park.

**2017** - This was the first festival officially put on by Pride St. Charles. We moved to our forever home in Frontier Park and had **record attendance of 12,000!** This was also the first year for our VIP Experience and we **SOLD OUT**...oh and we also sold out of vendor spaces! This year we will be renting more park space to make our festival even better!

In addition to the Pride Festival, Pride St. Charles hosts many fun and educational events throughout the year. In 2017 we had a **'90s Skate Night** and **Pride Night at the Ballpark** with the River City Rascals. We also host more frequent smaller events such as our **Espresso Yourself** monthly meet-up group at Picasso's Coffee House in St. Charles, our **Selfie Series** which are educational evenings focused on self care, self love, etc., and our newest event, **Pride Hikes!**

By partnering with Pride St. Charles, you aren't just sponsoring an event, you are choosing to invest in an organization that is committed to making a positive impact on the lives of LGBTQIA+ individuals in and around our great county!



# Mission Statement

Pride St. Charles will promote equality within St. Charles County and advocate for the LGBTQIA+ community through positive events, support, education and resources.

## Media Statistics

With the groundbreaking history Pride St. Charles made in 2015, we were overwhelmed with support from both local and national media, bringing positive attention and logo impressions to our sponsors.

## Additional Media Coverage Provided By:

The Advocate	ESPN 101	iHeartRadio
BOOM Magazine	KSDK	NPR (National & Local)
Community News	KTVI	KMOX
Convention & Visitors Bureau	KLLT	KNOU
Go! Magazine	PBS	KSLZ
GSTCCC	WIL-FM	KTRS
Mid Rivers Magazine		WARH
Out In STL		
River Front Times		
St. Louis Magazine		
St. Louis Post Dispatch		
stltoday.com		
The Vital Voice		



# Sample List of 2017 Sponsors



Pride St. Charles would like to thank the following for their amazing support and commitment to our LGBT community:

## Presenting Sponsors

**AMERISTAR**  
CASINO ★ RESORT ★ SPA

**MONSANTO**



## Sponsors



**KREY**  
DISTRIBUTING



**SHARP STUDIOS**  
Many can take a picture,  
few can capture the moment.  
636-443-9204





# Special Thanks To

Allegro Entertainment  
Bentleys Pet Stuff  
Bill & Jill Aul  
Celebrating Life Cake Boutique  
City of St. Charles  
Cruise Planners  
Desire Declyne  
Dieta Pepsi  
Elder & Estate Planning Law Firm  
The Flower Petaler  
Heather Brown Hudson  
Hendricks BBQ  
Jesse @ Pro Clean  
Great Clips  
Lacie Jett-Rickets  
Lawrence Florist  
Lindenwood University GSA  
Lowe's

Michele Walker  
Monica Hessey  
Nikki Kelly  
Petropolis  
Picasso's Coffee House  
Pride St. Louis  
Renowned Rentals  
River City DJ  
Sephora  
St. Charles County Ambulance District  
St. Charles Park Rangers  
St. Charles PFLAG  
St. Louis Balloon Brigade  
St. Louis LGBT History Project  
St. Louis Perfect Wedding Guide  
Sue Decater-Davis  
Todd Alan  
Zeke Meyer & Melanie Elick-Meyer



# Partnership Levels

## Red - Contact Pride St. Charles

- The **Presenting Sponsor** and Pride St. Charles will work together to create a custom partnership!

## Orange - \$7,500

- Naming rights to a festival element (Main Stage, Beer Tent, Youth Zone)
- Your logo and partnership listed on the Pride St. Charles Main Stage
- Festival - A 20x10 covered exhibition space, 2 tables, and 4 chairs
- Web - Your logo, link, banner, and partnership prominently displayed on the entry page of [www.PrideStCharles.org](http://www.PrideStCharles.org)
- Logo placement: All signage, print ads, and festival banners
- Your logo on the back of the official Pride St. Charles 2018 T-shirt
- Four dedicated content driven social media posts about your services/products
- Inclusion and recognition in press releases
- Four passes to our all-inclusive VIP tent

## Yellow - \$5,000

- Your logo and partnership listed on the Pride St. Charles Main Stage
- Festival - A 10x10 covered exhibition space, 1 table, and 2 chairs
- Web - Your logo, link, and partnership displayed on entry page
- Logo placement: All signage, print ads, and festival banners
- Your logo on the back of the official Pride St. Charles 2018 T-shirt
- Two dedicated content driven social media posts about your services/products
- Inclusion and recognition in press releases
- Two passes to our all-inclusive VIP tent



# Partnership Levels

## Green - \$2,500

- Your logo and partnership listed on the Pride St. Charles Main Stage
- Festival - A 10x10 covered exhibition space, 1 table, and 2 chairs
- Web - Your logo, link and partnership displayed on entry page
- Logo placement: All print ads and festival banners
- Social media posts about your support of Pride St. Charles

## Blue - \$1,500

- Your logo and partnership listed on the Pride St. Charles Main Stage
- Festival - A 10x10 exhibition space
- Web - Logo and link on partnership page
- Logo placement: All print ads

## Purple - \$500

- Your logo and partnership listed on the Pride St. Charles Main Stage
- Festival - A 10x10 exhibition space
- Web - Your partnership and link on partnership page

**There are a limited number of in-kind opportunities for St. Charles area small businesses.  
Please contact us for details!**

# Specific Partnership Opportunities

- **Golf Carts - \$1,000**

To put on an event for 15,000 we need to be multiple places at once! Since this isn't possible, the next-best thing is for our board members to drive golf carts. In exchange, there will be signage on each cart recognizing the sponsor and your name and/or logo will be included on the banners on the main stage.

## Pride St. Charles 'Gay'la

This will be THE see-and-be-seen event of the year in St. Charles County! Pride St. Charles will be hosting a charity gala August 4, 2018. If you would like to discuss specific opportunities for this event, please let us know!

## St. Charles Proud Partners

Do you own or work in an openly LGBTQIA+ friendly business? Talk to us about getting your name added to our Proud Partners Directory!





# 2018 Pride Guide

2018 is going to be our biggest festival to date! We say this every year...and every year we are right! Last year we introduced the Pride Guide and it was a great success. This year the guide will be a little larger so we can include more content and articles. We will have 15,000 copies of the guide printed. They will be inserted in the Riverfront Times in the first week of June as well as delivered to local businesses, and some will be available at the festival. There will also be an online version of the guide! Over 30,000 people will see this guide, which makes the cost per impression extremely low!



Email John at [sponsorship@pridestcharles.org](mailto:sponsorship@pridestcharles.org) to purchase an ad or for information regarding file sizes and requirements.

\$500 - Full page: 7.125in x 9.25in (1.6 cents per impression)

\$300 - 1/2 page horizontal: 7.1233in x 4.51in (1 cent per impression)

\$300 - 1/2 page vertical: 3.43in x 9.25in

\$200 - 1/4 page: 3.43in x 4.5in (0.7 cents per impression)

We've partnered with BAM\*BOX Media to offer a great price on custom ads. Not tech savvy? Hire BAM\*BOX Media to make a custom ad for only \$50!







Thank you for your consideration in support of Pride St. Charles 2018. This guide is just that, a guide. If you have other ideas of how you would like to partner with us, please let us know! Together we can come up with a strategy to bring brand awareness for your business to our festival attendees!

*John W. Jones*

Director of Sponsorships  
Pride St. Charles  
636-206-9106  
[sponsorship@pridestcharles.org](mailto:sponsorship@pridestcharles.org)

*Beth Finder*

President  
Pride St. Charles  
636-344-0134  
[president@pridestcharles.org](mailto:president@pridestcharles.org)