



STONEWALL PRIDE 2023
SATURDAY JUNE 17
Wilton Manors, FL

Sponsorship Guide

PRIDE ON THE DRIVE

Stonewall Pride is the annual celebration of Pride and inclusion in the City of Wilton Manors. Stonewall Pride 2023 is the largest pride celebration in South Florida, with more than 50,000 people attending. We invite you to make a lasting impression with the LGBTQ+ community in supporting this celebration by becoming a sponsor.

Pride on the Drive celebrates Wilton Drive's prominence in entertainment and hospitality in South Florida with more than 16 bars and restaurants celebrating LGBTQ+ Pride.

This brochure highlights the ways in which you can be a sponsoring partner in this community celebration of Pride!

**<Title Sponsor Name>'s Stonewall Pride 2023
Presented by <Sponsor> and <Sponsor>**



Corporate America has made great strides in reaching out and supporting causes and events that benefit the LGBTQ+ community and promoting the understanding and acceptance of others on a societal level. It is through strategic partnerships with companies large and small that Pride celebrations have been able to provide a safe and exciting space for diversity to be celebrated.

We thank our past sponsors for their support of Pride and invite you to partner with us as a sponsor in this year's Stonewall Pride Festival. Your investment in the Festival enriches the community and strengthens the bond of loyalty with the participants.

As a partner in the Festival, we want to help you have the best possible return on your investment. Please let us know how we can design a package that will provide for you the best value for your investing in the Stonewall Pride 2023 Festival. Celebrate the Dance in style and make your support of the community known. We are excited to be working with and for you!



Festival Producer – Hotspots Events

In December of 2020 the Wilton Manors Entertainment Group (WMEG) acquired Hotspots Magazine, the longest running LGBTQ+ print publication in Florida. In 2021 we formed a partnership with Happening Out Television Network, the largest non-profit LGBTQ+ television network in the country. Forming the largest and oldest LGBTQ+ media partnership in Florida. Using the combined talent and resources, and our nine-year history of producing the Stonewall Pride Wilton Manors, we produced our most successful Stonewall Pride. Hotspots! || Happening Out Television Network is a 501(c)(3) non-profit dedicated to promoting South Florida and Wilton Manors as a welcoming LGBTQ+ destination through marketing and events. All funds raised are dedicated to the social, cultural, and economic benefit of our Community.






Present your brand to a loyal community who do business with LGBTQ+ supportive companies.

List some interesting facts about LGBTQ+ Pride Month. Here are a few examples:

- People of all ages, ethnicities, and economic backgrounds participate in our annual celebration of pride and love.
- More than 50,000 attended the 2022 Stonewall Pride.
- The festival featured nine stages providing a variety of entertainment options.
- More than 100 companies and groups participated in the Festival Marketplace.
- Over 50% of all consumers say they would choose an equality focused brand over a competitor.
- Stonewall Pride has an economic impact of almost \$20 Million to the local economy.

THE SPENDING POWER OF THE LGBTQ+ COMMUNITY



In the U.S., the annual
spending power of the
LGBT community
is estimated at
\$884 billion!

Source: Wicks Research

► LGBT households spend:



48%

more on wine than
non-LGBT households.



43%

more on computer and
electronic products than
non-LGBT households.



32%

more on shaving needs than
non-LGBT households.



35%

more on liquor than
non-LGBT households.



19%

more on coffee than
non-LGBT households.



31%

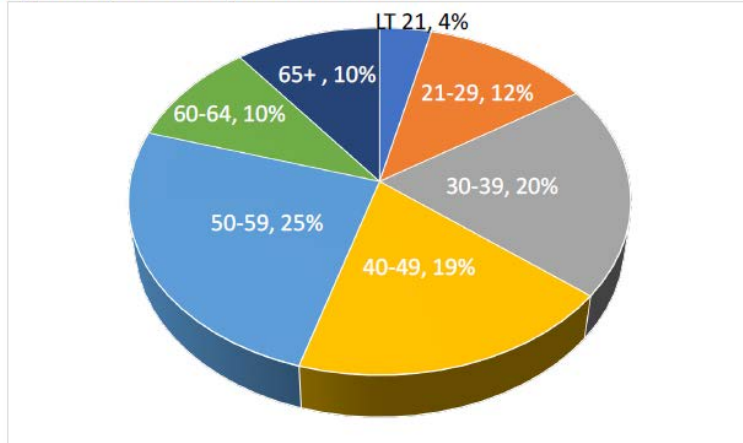
more on candles and
incense than non-LGBT
households.

Source: Nielsen

HOTspots!
↑ **APPENINGOUT**
Multi-Media • Events • Community • TV Network

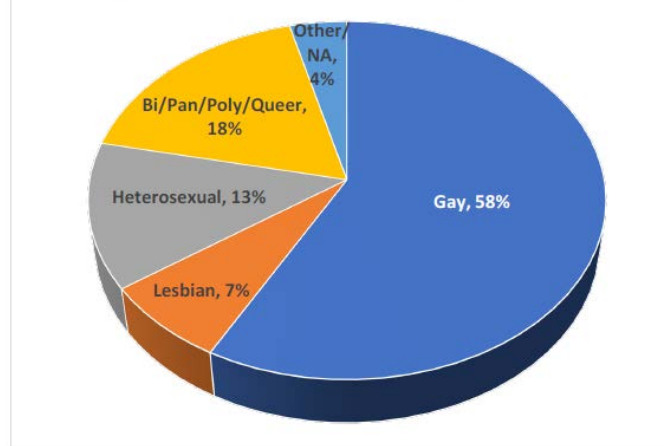
2022 ATTENDEE DEMOGRAPHICS

Figure 5 Age of Participants and Attendees



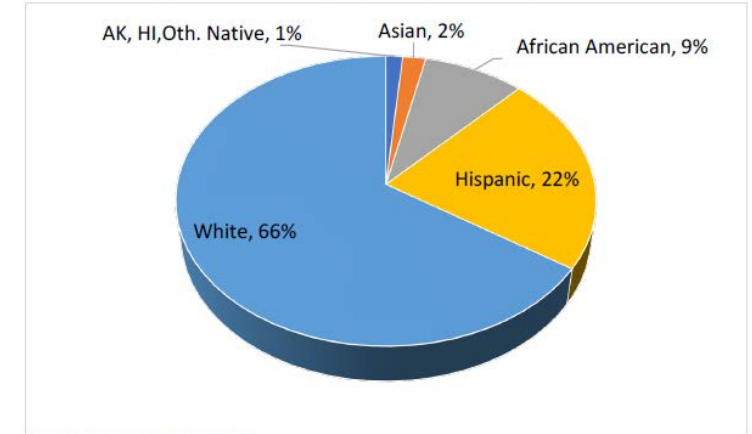
Source: PFM; Event Survey Data

Figure 6 Participant and Attendee Self-Identified Sexual Orientation



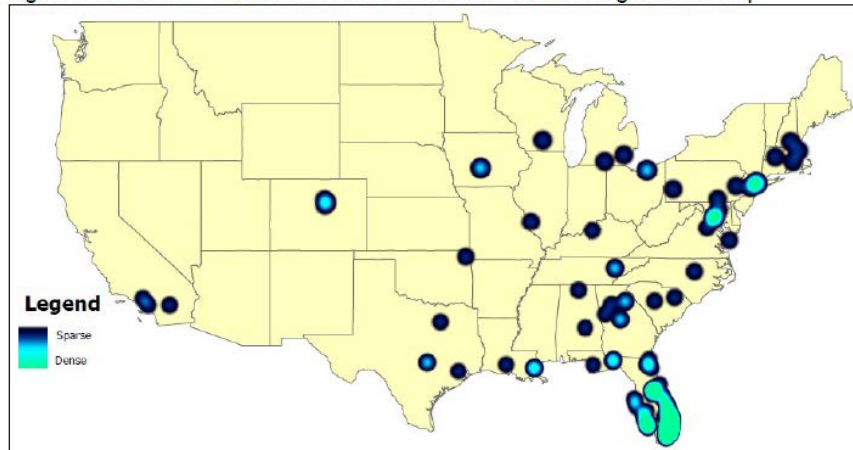
Source: PFM; Event Survey Data

Figure 8 Participant and Attendee Race and Ethnicity



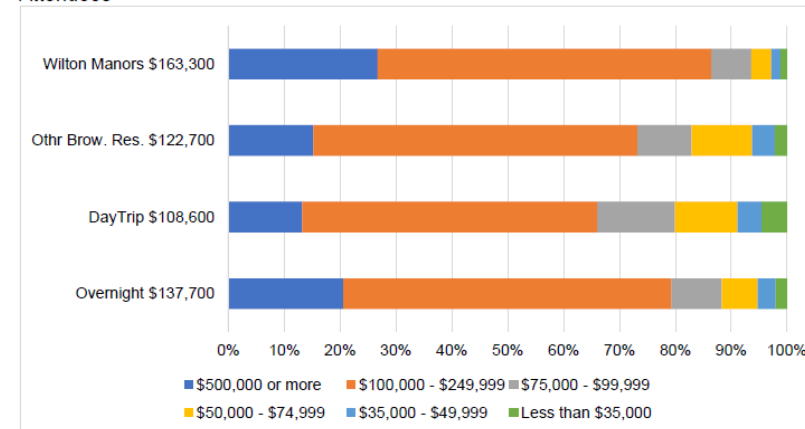
Source: PFM; Event Survey Data

Figure 3 Stonewall Parade and Street Festival Attendance Origins Heat Map



Source: PFM; Event Attendance Survey zip code of origin data

Figure 10 Average Household Incomes of Stonewall Pride Participants and Attendees



Sponsors will be listed with our

Media Sponsors





Sponsorship Levels Stonewall Pride 2023



Sponsorship Levels & Benefits	All Event \$75,000	Title \$50,000	Presenting \$30,000	Parade \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$5,000	Supporting \$2,500
Hotspots Mktg Pkg	\$5,000	\$2,500	\$1,500	\$1,000					
Recognition of Sponsor Level	YES	Yes	YES	YES					
Media Appearances	YES	Yes	YES	YES					
Premium Logo Placement	YES	Yes	YES	YES	YES				
Logo on Video Screens	YES	Yes	YES	YES	YES				
Dedicated Eblasts	YES		YES	YES	YES				
Dedicated Social Media Posts	8	4	3	2	1				
Parade Broadcast Inclusion	4	2	2	2	1	1			
Influencer Video Enhancements	Yes	Yes	Yes	Yes	Yes	Yes			
Inclusion in TV Programming	25	15	10	5	2	1			
Vendor Booths	6	4	3	3	2	2	1	1	
Parade Entry	YES	Yes	YES	YES	YES	YES	YES	YES	YES
Pages in Pride Guide	6	4	3	3	3	2	1	1/2	1/4
Parade Barricade Banners	5	6	4	4	4	3	2	1	1
VIP Passes	12	8	6	6	4	4	3	2	1

All Sponsorship levels include logo placement on website with link, logos on all entrance banners and print media.

Packages are customizable to your needs. Contact VPD@hotspots.lgbt for package specifics.

All sponsorships \$25,000 and higher are cash only sponsorships

Stonewall Sponsors – Past & Present

PRESENTING SPONSORS:



Life's Just Better Here



Additional Events presented by Hotspots! Events

Recurring Monthly Events



1st Saturday

Art Reception
Curated indoor
art exhibit

3rd Saturday

Gallery Reception
Varying artist showcase
Book signing
Performers



3rd Saturday

Outdoor event where
local artists and
craftspeople showcase
their art and crafts
along Wilton Drive



24/7

Sculptures located
around Wilton Manors
to encourage walking
tours and to enjoy
unique pieces of art



2nd Wednesday

Outdoor event that
showcases local
musical talents
providing fun and
entertainment to
those along
Wilton Drive



1st Wednesday

An evening of
indoor skating
featuring a local
DJ and drag
queens

Annual Events



1st or 2nd Monday of November

Outdoor culinary event at the historic Richardson House
with more than 3 dozen food and drink establishments
providing "tastes" of their wares for a paying public with
benefitting several nonprofit organizations



1st or 2nd Monday of December

Outdoor Holiday Concert at the historic
Richardson House done in cooperation
with the Wilton Manors Business
Association with proceeds benefitting
the Wilton Manors Elementary School



1st or 2nd Saturday in February

Celebrating Black History month
with proceeds supporting community
organizations supporting the black
LGBTQ community



1st or 2nd Saturday in August

An LGBTQ+ Caribbean Festival
Featuring Caribbean Food, Culture, & Music



Come be a part of Stonewall Pride 2023!

Sponsorships are a great way to support Stonewall Pride while building a strong LGBTQ+ presence for your brand to a community that is loyal.

The City of Wilton Manors has scored a perfect score of 100 on the Human Rights Municipal Equality Index (MEI) annual report for the eighth year in a row.

The City of Oakland Park scored 100 this year, after scoring 99 in previous years.

The 2021 MEI is the tenth annual edition and rates a total of 506 cities on 49 different criteria from every state in the nation, with 110 receiving perfect scores. There were 21 of those cities in Florida were included in the index, with Wilton Manors, Fort Lauderdale, Oakland Park, Hollywood, and West Palm Beach all receiving perfect scores.



**For more information on
being a sponsor partner of
the Stonewall Pride 2023
Festival, please contact:**

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754-200-1641

www.StonewallPride.lgbt