



Non-Profit Leader in LGBTQ+
Events and Media

STONEWALL PRIDE 2024

Greater Fort Lauderdale's Largest LGBTQ+ Event

SATURDAY, JUNE 15th

SPONSORSHIP GUIDE

StonewallPride.lgbt



PRIDE ON WILTON DRIVE

Stonewall Pride is the annual celebration of Pride and inclusion in the City of Wilton Manors. Stonewall Pride 2024 is the largest pride celebration in Greater Fort Lauderdale, 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 celebrates Wilton Drive's prominence in entertainment and hospitality in South Florida with more than 25 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!



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 2024 Festival. 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 ten-year history, we produce a hugely 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.



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

- People of all ages, ethnicities, and economic backgrounds participate in our annual celebration of pride and love.
- More than 50,000 attend Stonewall Pride.
- The festival features nine stages providing a variety of entertainment options.
- More than 100 companies and groups participate 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 LGBTQ+ community is estimated at \$884 billion!

Source: Wick's Research



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▶ LGBTQ households spend:



48%

more on wine than non-LGBTQ+ households



43%

more on computer and electronic products than non-LGBTQ+ households



32%

more on shaving needs than non-LGBTQ+ households.



35%

more on liquor than non-LGBTQ+ households



19%

more on coffee than non-LGBTQ+ households



31%

more on candles and incense than non-LGBT households.



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Title Sponsor - \$50,000 in cash
(Up to 3 noncompeting Industries)

Total Value = \$67,825

Festival will be known as **City of Wilton Manors Stonewall Pride Festival**

A full-page ad in 13 issues (every other issue) in Hotspots Magazine	\$11,375
Access to pre-sale opt in (for City of Wilton Manors) ticket list (5-10k names)	\$10,000
40 ft Vendor space	\$8,000
7ft run in front of Mainstage on barricades on all 4 sides promoting City of Wilton Manors.	\$13,200
Premium Logo placement on all marketing Materials	\$5,000
Logo on Video Screen on main stage	\$5,000
5 Dedicated e-blast for City of Wilton Manors	\$2,475
4 dedicated social media posts for City of Wilton Manors	\$2,000
Logo on Parade Broadcast Inclusion	\$5,000
Parade Entry	\$675
4 pages in the Pride Guide	\$3,500
8 VIP Passes	\$1,600





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Together we have built the Stonewall Pride Parade and Street Festival from a small operation in 2015 to a continuous event that has become the largest Pride in Broward County, attracting over 50,000 people. As we continue to grow the festival together the City benefits by increased awareness of our Island City throughout the US which helps drive the economic growth of our businesses and increasing our citizens' property values.

We are asking that the City of Wilton Manors help us continue to grow by becoming the Title Sponsor of the event for \$50,000. This places it at the highest level of our sponsorship support. The City's name becomes attached to the title of the event in all marketing and press exposure in a very prominent position:

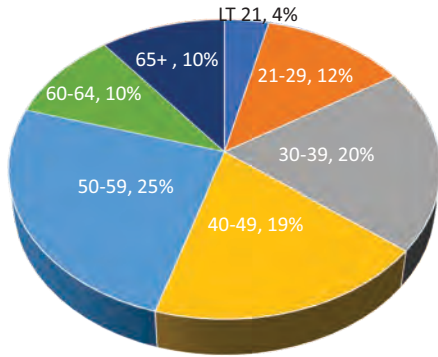
The City of Wilton Manors Stonewall Pride Parade and Street Festival

The following shows the details of what is included in this package and additional requests from the City can be added if you identify any other areas we can help the City promote itself as the LGBTQ+ Destination spot of South Florida.

Wilton Manors should be prominent in the name and demonstrate boldly to our community that we courageously lead and stand for diversity for all, including our LGBTQ+ visitors and residents.

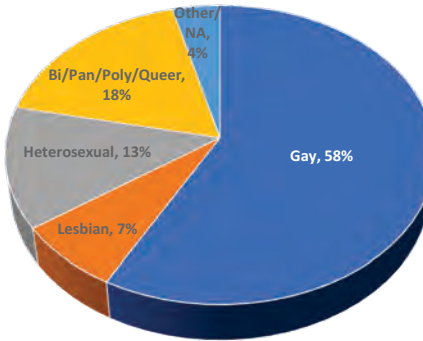
2022 ATTENDEE DEMOGRAPHICS

Figure 5 Age of Participants and Attendees



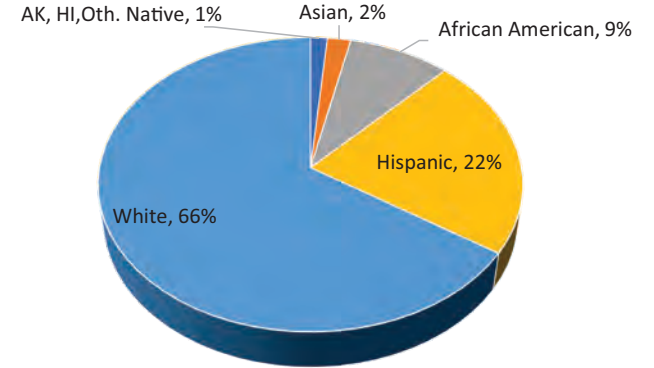
Source: PFM; Event Survey Data

Figure 6 Participant and Attendee Self-Identified Sexual Orientation



Source: PFM; Event Survey Data

Figure 8 Participant and Attendee Race and Ethnicity



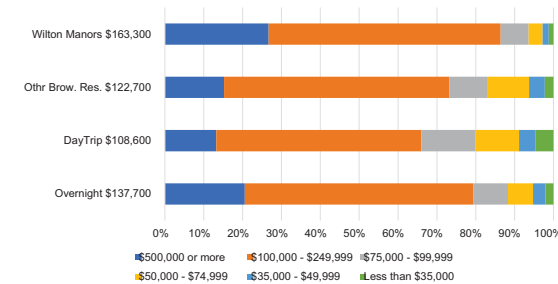
Source: PFM; Event Survey Data

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



“the Stonewall Pride is estimated to have hosted 50,000 persons over the duration of the event.”

ECONOMIC IMPACTS OF WILTON MANORS STONEWALL PRIDE PARADE AND STREET FESTIVAL, 2022

PFM Group Consulting, LLC 12.22.2022

ECONOMIC IMPACT: 2022

Table 3 Stonewall Event – Economic Contribution and Direct Economic Impact Spending

Total Spending							Direct Economic Impact*
	Day Trip Visitors*	Wilton Manors Residents	Other Broward Residents	Paid Overnight Visitors*	Friends/Relatives Overnight*	All Attendees Economic Contribution	Local Spending
Lodging				\$1,945,209		\$1,945,209	\$1,653,428
Local Trans	\$412,844	\$87,869	\$570,107	\$343,665	\$142,822	\$1,557,306	\$359,732
Food & Bev	\$1,562,912	\$2,284,181	\$3,953,535	\$992,809	\$412,596	\$9,206,033	\$2,374,654
Retail	\$545,622	\$797,421	\$1,423,869	\$381,850	\$158,691	\$3,307,453	\$706,006
Recreation	\$374,796	\$1,063,228	\$1,610,419	\$509,133	\$211,588	\$3,769,165	\$985,965
Airfare				<u>\$127,283</u>	<u>\$52,897</u>	<u>\$180,180</u>	<u>\$45,045</u>
All NON-LODGING	\$2,896,175	\$4,232,699	\$7,557,929	\$2,354,740	\$978,593	\$18,020,137	\$4,471,403
TOTAL SPENDING	\$2,896,175	\$4,232,699	\$7,557,929	\$4,688,991	\$978,593	\$19,965,346	\$6,124,831

Source: PFM; Event Survey Data. * Note: Direct Impact Local Spending is adjusted for purchases reflecting economic leakage resulting from out of market expenditures of direct dollars and includes only spending by Day Trip and all Overnight Visitors. Economic Contribution includes spending from all visitors whether local residents or from out of area.



Sponsorship Levels Stonewall Pride 2023



Sponsorship Levels & Benefits	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	\$2,500	\$1,500	\$1,000					
Recognition of Sponsor Level	Yes	YES	YES					
Premium Logo Placement	Yes	YES	YES	YES				
Logo on Video Screens	Yes	YES	YES	YES				
Dedicated Eblasts	4	3	2	1				
Dedicated Social Media Posts	4	3	2	1				
Parade Broadcast Inclusion	2	2	2	1	1			
Vendor Booths	4	3	3	2	2	1	1	
Parade Entry	YES	YES	YES	YES	YES	YES	YES	YES
Pages in Pride Guide	4	3	3	3	2	1	1/2	1/4
Parade Barricade Banners	6	4	4	4	3	2	1	1
VIP Passes	8	6	6	4	4	3	2	1
Logo Placement on Website	YES	YES	YES	YES	YES	YES	YES	YES
Logo on all Entrance Banners	YES	YES	YES	YES	YES	YES	YES	YES
Logo on Print Media	YES	YES	YES	YES	YES	YES	YES	YES

**Packages are customizable to your needs. Contact Sponsors@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

Supported by your investment in Stonewall

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 Crafts People 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



1st Thursday

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 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



Wilton Drive Comes Alive in Celebration of Pride Fort Lauderdale

Enjoy the different activities happening in the Shoppes of Wilton Manors (Alibi's and Hunter's Parking lot) and throughout other areas on The Drive.

Come be a part of Stonewall Pride 2024!



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 2022 MEI is the eleventh annual edition and rates a total of 506 cities on 49 different criteria from every state in the nation, with 120 receiving perfect scores. Twenty 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 2024
Festival, please contact:**

Sponsor@hotspots.lgbt
754-200-1641
www.StonewallPride.lgbt



HOTspots Happening Out represents a dynamic alliance of 501(c)(3) nonprofit organizations united in their commitment to enhancing the well-being of South Florida's LGBTQ+ community and its allies. Through a multifaceted approach encompassing events, television programming, print media, captivating video content, and engaging social media, we channel all resources and funding towards advancing the social, cultural, and educational facets of our mission, serving our wonderfully diverse community.

Our unified partnership of non-profits include Stonewall Pride, HOTspots Magazine, Happening Out Television Network, Wilton Manors Entertainment Group - WMEG, PrideFête, Art Walk Wilton Manors, Taste of the Island Wilton Manors, Black Pride Cookout, Queer News Tonight, Pride Skate Nights, Happening Out Travel, Sculpture Walk Wilton Manors, The Fay What Show, Pride on the Drive, and HOTspots Happening Out Art Gallery with Dennis Dean.