

# Palm Beach Pride Market Sponsorship Levels

## June 5, 2021

Red  
\$20,000+

Orange  
\$15,000+

Yellow  
\$10,000+

Green  
\$5,000+

Blue  
\$2,500+

Purple  
\$1,500+

### RECOGNITION AT THE PRIDE MARKET

During the Pride Market, we will enforce social distancing and mask wearing. Thousands of people will be reached through marketing and lead up events that are also safe and socially distanced.

	20' x 20' Space	20' x 10' Space	20' x 10' Space	10' x 10' Space	10' x 10' Space	10' x 10' Space
Vendor space (tents, tables and chairs are not provided)						
Verbal mentions of sponsorship on-stage by emcee(s)	8	6	4	2	2	
On stage promotion of your company/organization	10 min	7 min	5 min	2 min		
Company name displayed on banners at market entry gates	✓	✓	✓	✓	✓	✓
Company name/logo on signage throughout the market	✓	✓	✓	✓	✓	✓
Priority placement for visibility to consumers	✓	✓				

### DIGITAL AND PRINT ADVERTISING

Compass distributes more than 5,000 postcards through direct mail. In addition, print materials like posters and palm cards are distributed throughout the county leading up to the market.

Logo/name recognition on sponsor page in the 2021 Compass	✓	✓	✓	✓	✓	✓
Digital Pride Directory*	✓	✓	✓	✓	✓	✓
Logo on postcards mailed to over 5,000 homes*	✓	✓	✓	✓	✓	✓
Logo on posters displayed at various South Florida venues *	✓	✓	✓	✓	✓	✓
Full page ad(s) in the Digital Pride Directory*	4	2	1	1	1	
Directory listing as Pride Business Alliance Member	✓	✓	✓	✓	✓	✓
One year Pride Business Alliance Membership	✓	✓	✓	✓	✓	

### MEDIA AND BRAND RECOGNITION

Display your linkable logo to more than 5,000 unique website visitors during pride month. In addition, e-newsletters are sent to 16,000/month and social media posts reach 60,000+ users.

Promotional Video to be displayed on Website, Socials and Eblasts	✓					
Logo & link on Compass Pride Market Web Page through Jan. 2022	✓	✓	✓	✓	✓	✓
Logo & link in our weekly e-blast for # of weeks before event	8	6	4	3	2	
Logo/Mention in Social Media Posts to over 10,000 followers	10	8	6	4	2	1
Pre & Post Event "Thank You" Eblast and Press Releases	✓	✓	✓	✓	✓	✓
Logo & link on Compass Community Center Website	✓	✓	✓	✓	✓	✓

### LOCAL & REGIONAL PUBLICITY

Gain the branding advantage of publicity in the South Florida market including local and regional publications (online and print), radio stations and news channels.

Sponsor named in radio promos*	✓	✓				
Sponsor logo on all local & regional press releases*	✓	✓	✓	✓	✓	✓
Sponsor appearance on live broadcasts with media partners	✓	✓				

## Additional Information/Safety Measures

Compass is committed to the health and safety of our guests. As a socially distanced, open air marketplace, Palm Beach Pride Market will be following local, state, and CDC COVID-19 guidelines; **masks will be required**. This will be a family-friendly and pet-friendly LGBTQ+ event.

Are you interested in a more customized sponsorship opportunity? If yes, please contact us at [events@compassgccc.com](mailto:events@compassgccc.com)

\* Due to long lead times on printing, sponsors must send all logos and materials to Compass by April 15 to be included in print materials.