



# 2024 Knox Pride Fest Sponsor Info

## What is Knox Pride?

Knox Pride<sup>1</sup>, a 501(c)(3) non-profit, was created with a mission to provide programs and events that promote awareness and increase the acceptance of Lesbian, Gay, Bisexual, and Transgender (LGBTQ+) and Black Indigenous People of Color (BIPOC) within the communities of East Tennessee.

With an annual attendance over 75,000 and 100+ vendors, Knox PrideFest is the primary vehicle for that mission. Sponsors are our lifeline in continuing the fight for the rights and equality for queer and other marginalized communities.



## Why should you sponsor Knox Pride?

The generous support of individuals, small businesses, organizations, and corporations is necessary to continue our commitment to remain as the largest free Pride event in the south..

Sponsoring Knox Pride is an incredible opportunity to get your brand and message in front of a large audience of all ages while showing your support and acceptance of them and their families.

We have a number of great options: tax deductible donations, advertising in our Pride Book, participating as a vendor, or sponsoring the entertainment at Pride.

All of the packages can be customized to fit your needs. If you have something else in mind, we'd love to hear from you.

## Event Information

**Friday, October 4th - Night Parade on Gay Street**

**Saturday, October 5th - Knox Pride Fest @ World's Fair Park**

# SPONSORSHIP LEVELS

Sponsorship Level	Presenting	Host	Major	Official	Supporting	Community Partner
<b>Commitment</b>	\$15,000+	\$10,000+	\$5,000+	\$1,000+	\$500+	\$100+
<b>Logo/Link on Website</b>	Y	Y	Y	Y	Y	Y
<b>Logo on Sponsor Banner</b>	Y	Y	Y	Y	Y	Y
<b>Booth*</b>	2 (10' x 10')	2 (10' x 10')	1 (10' x 10')	1 (10' x 10')	1 (10' x 10')	
<b>Pride eBook Pages</b>	1	1	1	1/2	1/2	
<b>Pride Pass</b>	10	5	4	2		
<b>Social Media Post</b>	Y	Y	Y	Y		
<b>Right to Event Logo</b>	Y	Y	Y	Y		

- **BOOTH SPACE**  
Electric is available upon request.
- **RIGHT TO EVENT LOGO (1 year)**  
Right to use event logo for one year on your promotional materials.
- **SOCIAL MEDIA and WEBSITE LINKS**  
Knox Pride will mention your sponsorship with a link to your website or social media page in the post to help promote your brand and via pass-thru link on the Sponsorship page of the Knox Pride website.
- **PRIDE PASSES**  
10% off all Knox Pride Merch, five (5) drink tickets (or \$50 Knox Pride gift card), commemorative lanyard & badge.
- **PRIDE eBook**  
Your company will have ad space and sponsor recognition in the Knox Pride Book. Cover pages are first-come, first-served for **Presenting** and **Host** level sponsors.
- **LOGO ON SPONSOR BANNER**  
Company logo on festival sponsor banner.

## Contact Information

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Exclusive sponsorships must be discussed & approved by Knox Pride.

Sponsor benefits are only valid once sponsorship has been paid in full through our website ([knoxpride.com/donate](http://knoxpride.com/donate)) or via check payable to ETEC, mailed to P.O. Box 30315 Knoxville, TN 37930.

\* Sponsor tent may be exchanged for additional Pride Passes.

**REGISTER NOW: [www.knoxpride.com/sponsors](http://www.knoxpride.com/sponsors)**