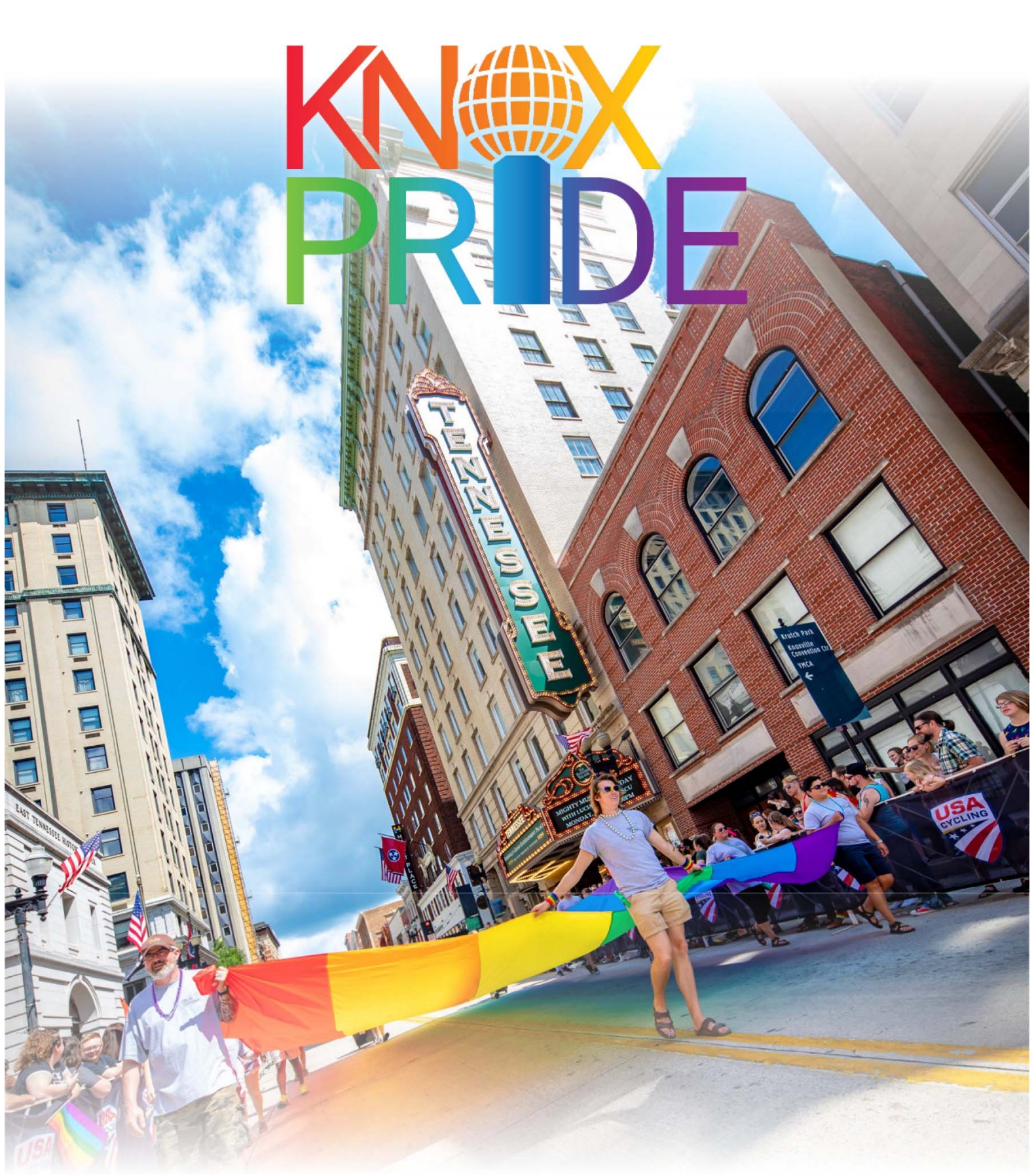


# KNOWX PRIDE



2022 SPONSOR PACKET

# SPONSORSHIPS



## EVENT INFORMATION

Friday, September 30 – Sunday, October 2

World's Fair Park

Night Parade | Festival | Brunch w/ Market



## What is Knox Pride?

Knox Pride<sup>†</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.

## How does supporting Knox Pride help this community?

Knox Pride is more than just a celebration of diversity and a three-day festival. It's an opportunity to reach out to the larger community in our area to advance equality and tolerance.

In 2021, Knox Pride found a permanent home in South Knoxville. Through the Pride Center, we can create a safe space for all people that enables us to be a resource in the community throughout the year. From annual favorites like Art Out in the City and the Next to Nothing Fashion Show, the Pride Center now hosts a variety of events such as teen meet-ups, Affirmation Day, karaoke, and coming soon, a variety of vocational classes. Knox Pride looks to provide the Knoxville community with many opportunities for interaction with fellow LGBTQ+ individuals and families.

Knox Pride also works closely with several other non-profit organizations to exchange resources to better serve individuals in our community. We believe in working together to help those who need us most.

## 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.

Thankyou,

John Camp  
President  
Knox Pride

# SPONSORSHIP LEVELS

Sponsorship Levels	Presenting	Host	Major	Official	Supporting
Commitment	\$10,000+	\$8,000+	\$5,000+	\$2,000+	\$500+
Booth	2 (10'x10')*	2 (10'x10')*	1 (10'x10')*	1 (10'x10')*	1 (10'x10')*
VIP Passes	10	6	4	2	1
Pride Book Pages	3**	2**	1	½	¼
Right to Event Logo (1YR)	Y	Y	Y	Y	Y
Logo/Link on Website	Y	Y	Y	Y	Y
Social Media Link	Y	Y	Y	Y	Y
Logo on Event T-Shirt	Y	Y	Y	Y	
Logo on Sponsor Banner	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.
- **LOGO ON EVENT T-SHIRT**  
Your company name and logo will be on the event t-shirts.
- **VIP PASSES**  
Good for all PrideFest events & the Festival VIP Lounge. (T-shirt included with VIP Pass)
- **PRIDE BOOK**  
Your Company will have ad space and sponsor recognition in the Knox Pride Book.
- **LOGO ON SPONSOR BANNER**  
Company logo on festival sponsor banner.

## Contact Information

---

John Camp  
*President*  
 John@knoxpride.com  
 865-406-2492

Exclusive sponsorships must be discussed & approved by Knox Pride.

\* Sponsor tent may be exchanged for additional VIP Pass

\*\* Cover pages are first-come, first-served for **Presenting** and **Host** Level Sponsors

# SPONSORSHIP FORM

## Contact Information

Name \_\_\_\_\_

Organization/Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Sponsorship Level

Presenting (\$10K+)  Host (\$8K+)  Major (\$5K+)  Official (\$2K+)  Supporting (\$500+)

Shirt Size \_\_\_\_\_

Modification/Special Requests \_\_\_\_\_

*All vendors are allowed to give away food, water & merchandise, but you need to be registered as a Food/Beverage to sell soft drinks and/or food, whether it is prepared on or off site.*

**Booth set-up will run from 7:30am-11am on Sat, 10/1.**

## Advertisement for Pride Book

Full page (\$350)  Half Page (\$200)  1/4 Page (\$100)  1/8 Page (\$75)

Advertising images must be submitted in a High-Res PDF with a minimum of 300 DPI. You can provide your own advertisement or Knox Pride can create or edit one on your behalf for an additional fee. Please email your questions/design to [pridebook@knoxpride.com](mailto:pridebook@knoxpride.com) by 7/10/22 to guarantee your space in the book.

All Sponsorships, Booth Reservations & Advertisements are Non-Refundable once received. You may carry your payment over to next year's festival provided no expenditure has been made on your behalf & the Knox Pride Board approves. Please have your Sponsor Form returned by 7/10/22, to guarantee your space and receipt of all of your benefits. Sponsorships will be accepted after 7/10/22 on an as available basis.

We reserve the right to deny a vendor's application to participate or to remove a vendor from PrideFest at any time at our discretion. We strive to be an inclusive event, but if a vendor (or their messaging) is counter to the goals of the event, creates a safety hazard, compromises security, or causes a disruption they will be removed from PrideFest.

I agree to the terms listed at [www.knoxpride.com/terms](http://www.knoxpride.com/terms)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

† KNOX PRIDEFEST IS PRESENTED BY THE EAST TENNESSEE EQUALITY COUNCIL INC. (ETEC) DBA KNOX PRIDE, A 501(C)3 NON-PROFIT CORPORATION. ALL CHECKS SHOULD BE MADE PAYABLE TO ETEC AND SENT, WITH YOUR SIGN-UP FORM, TO:  
P.O. BOX 30315 KNOXVILLE, TN 37930