



**Twin Cities Pride**

a minnesota nonprofit corporation

---

## About Twin Cities GLBT Pride

Each year, Twin Cities Pride produces the Pride Celebration in the Twin Cities of Minneapolis and Saint Paul. The Celebration's attendance has almost doubled in the last decade with 2008 attendance exceeding 450,000 (figure courtesy Minneapolis Park Police & WCCO-TV, CBS), once again making us the largest Pride Celebration in the region and the third largest in the United States.

The Pride Celebration is comprised of several events. The two largest events are the Pride Festival and the Ashley Rukes GLBT Pride Parade. Each year we also have such major events as the Pride Boat Cruise and other community events.

Most of the primary events take place in the last weekend of June to commemorate the Stonewall Riots of 1969 in New York City, which took place beginning on June 27, 1969. "Stonewall," as it has become known, has been largely credited for beginning the modern-day GLBT human rights movement in the United States and around the world.

### **Pride Festival**

Celebrating the spirit and vitality of the GLBT Community, the Twin Cities Pride Festival is the largest celebration of its kind. Guests from the Midwest and points around the globe come together for this spectacular event that has been taking place for 36 consecutive years.

The Festival has evolved and grown enormously in its 36 years. Beginning in 1972 as a small picnic in Minneapolis' Loring Park, the event has grown to become the premier social/celebratory event of the year in the local Gay-Lesbian-Bisexual-Transgender community.

Wide-ranging attractions attest to the diversity of the festival. There are five stages of all-live entertainment, a beer garden, coffee house, Ceremony Grounds, GLBT History Pavilion, the Childrens & Family Area, School Zone, 400+ vendors from nearly every industry, three food courts and *Pride in Concert*, our headline show.

There exists a wide variety of opportunities for sponsors at the Pride Festival. Sponsors are broken down into categories for the festival, depending on contribution level. The five categories are Platinum, Gold, Silver, Bronze and Copper levels. Various benefits are associated with each level and serve as a starting point for negotiations with potential sponsors. Please see the 2009 Festival Sponsorship Program and 2009 Parade Sponsorship Program documents, each of which contain a grid that illustrates the various benefits and their associated levels, including brief descriptions of each of those benefits.

To add value to your package, we offer presenting sponsor status for a variety of attractions at the festival - in addition to the festival itself. These opportunities include, but are not limited to, the following:

P O Box 2104, Loop Station Minneapolis MN 55402  
(612) 305-6900 [tcpride.org](http://tcpride.org)

It is the mission of Twin Cities Pride to commemorate and celebrate our diverse heritage, inspire the achievement of equality and challenge discrimination.

- Presenting Sponsor of a Pride Stage
- Presenting Sponsor Status of the Childrens and Family Area
- Presenting Sponsor Status of the GLBT History Pavilion
- Presenting Sponsor Status of any of a variety of other themed areas at the Festival

### **Ashley Rukes GLBT Pride Parade**

The Ashley Rukes GLBT Pride Parade on the Sunday morning of Pride Weekend attracts well over 125,000 people (figure courtesy WCCO-TV), making it the largest parade of any kind in the five-state area.

For nearly three hours, floats and marchers parade by representing every color and stripe of the GLBT rainbow family. Beginning in 1972 as a small march, the Ashley Rukes GLBT Pride Parade has become the largest parade of any kind in the City of Minneapolis. And, for the seventh year we will have a grandstand with celebrity announcers and bleacher seating for our community.

Being one of the largest parades in the Upper Midwest, every local news organization covers the Parade, providing our sponsors with a great potential for media exposure to a large audience. Additionally, sponsors may expect to receive text mentions during interviews with the news media as well as verbal mentions from our Grandstand emcees.

The annual Pride Guide will also feature Parade Sponsors prominently in the section dedicated to covering the parade.

### **Pride Boat Cruise**

In its seventh year, the Pride Boat Cruise takes place during the week preceding the Festival. Departing the St. Croix Packet Co. docks in Stillwater and following a scenic route around the Saint Croix River. Historically a smaller event with around 150 attendees, the event has Pride Guide and media exposure along with opportunities to mount banners on the boat during the cruise for attendees and those watching from the shore.

Sponsoring the Boat Cruise is an excellent way to demonstrate to your customers your support of their community and garner excellent exposure for your brand for a very reasonable investment.

P O Box 2104, Loop Station Minneapolis MN 55402  
(612) 305-6900 [tcpride.org](http://tcpride.org)

It is the mission of Twin Cities Pride to commemorate and celebrate our diverse heritage, inspire the achievement of equality and challenge discrimination.