



Northwest Arkansas Pride

June 14-17, 2018

Commitments Due: April 9, 2018

northwest arkansas
pride!2018
Produced by Northwest Arkansas Equality, Inc.

nwapride.org

10,000+

Northwest Arkansas Pride has added color and splash to the Ozarks since 2007. With now over 10,000 participants and spectators, this is Arkansas's largest LGBTQ pride celebration!

OUR HISTORY

In 2006, Northwest Arkansas's first pride parade rolled down Dickson Street. Prior to the 2006 parade, groups of local citizens organized various celebrations to unite the LGBTQ community and promote acceptance; these included small rallies, parades, picnics, and as early as 1975 - the Miss Gay Fayetteville Arkansas America pageant.

In 2007, Ken Boyle, Jones Harper, and Norman Hadley formed NWA Pride, Inc. to formally operate what's become an annual tradition. It has grown from 200 participants and spectators to what is now a multi-day festival of events and Arkansas's largest LGBTQ Pride celebration.

In 2015, NWA Pride, Inc. merged with the NWA Center for Equality to share resources and better serve the growing local LGBTQ community. That merger resulted in the formation of the umbrella organization, Northwest Arkansas Equality, Inc.

NWA Pride Sponsorship Details

UNICORN PARTNER

Sponsorship Information Upon Request

- + Exclusive Branding at Friday Night Gala Event
- + Recognition in Publicity Efforts and Social Media Platforms + All Earned Media
- + Website & Mobile Pride Guide Full Section Ad
- + 2 Vendor Booth Spaces, 4 Chairs & 2 6' Tables
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)
- + Negotiable Opportunities Upon Inquiry

NEGOTIABLE SPONSORSHIP

PRESENTING PARTNER

One Available

- + Exclusive NWA Pride Weekend Presenting Sponsor Rights
- + Largest Logo on Merchandise & Marketing Materials
- + Recognition in Publicity Efforts and Social Media Platforms + All Earned Media
- + Website & Mobile Pride Guide Full Section Ad
- + 2 Vendor Booth Spaces, 4 Chairs & 2 6' Tables
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)
- + NWA Pride Insignia Sticker

\$20,000+

PREMIERE PARTNER

- + NWA Pride Festival Stage Naming Rights
- + Large Logo on Merchandise & Marketing Materials
- + Recognition in Publicity Efforts and Social Media Platforms
- + Website & Mobile Pride Guide Full Section Ad
- + 1 Vendor Booth Space, 2 Chairs & 1 6' Table
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)
- + NWA Pride Insignia Sticker

\$10,000+

SPECTRUM PARTNER

- + Official Event Sponsorship Rights
- + Medium Logo on Merchandise & Marketing Materials
- + Recognition in Publicity Efforts and Social Media Platforms
- + Website & Mobile Pride Guide Full Section Ad
- + 1 Vendor Booth Space, 2 Chairs & 1 6' Table
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)
- + NWA Pride Insignia Sticker

\$5,000+

SUPPORTING PARTNER

- + Official Event Venue Sponsorship Rights
- + Medium Logo on Merchandise & Marketing Materials
- + Recognition in Publicity Efforts and Social Media Platforms
- + Website & Mobile Pride Guide Half Section Ad
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)
- + NWA Pride Insignia Sticker

\$1,000+

COMMUNITY PARTNER

*Tied to Annual Advertising Contract.
Contact us for more details.*

- + Small Logo on Merchandise & Marketing Materials
- + Website & Mobile Pride Guide Quarter Section Ad
- + Recognition in Publicity Efforts and Social Media Platforms
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)
- + NWA Pride Insignia Sticker

\$500+

CONTRIBUTING PARTNER

- + Recognition in Publicity Efforts and Social Media Platforms
- + NWA Pride Parade Entry
- + NWA Pride Insignia Sticker

\$150+

MEDIA PARTNER

- + Medium Logo on Merchandise & Marketing Materials
- + Recognition in Publicity Efforts and Social Media Platforms
- + NWA Pride Parade Entry
- + Volunteers' Bag Opportunity (75 qty)

ALL LEVELS
