



Baton Rouge Pride 2015

June 13, 2015

Baton Rouge River Center

Sponsorship / Advertising / Resource Fair Packet



This year will mark the ninth annual Baton Rouge Pride festival, and we already have an exciting lineup of activities and a new larger venue set for the June 13, 2015 events.

With the success and phenomenal growth of the previous eight years of events, we are expecting more than 6,000 people to participate this year at the Baton Rouge River Center Exhibition Halls, which are providing us more room for growth.



Surveys of Pride attendees reveal our participants are eager for more sponsors and resource fair participants and appreciative of their presence and support of the event. They clearly value this event and say they'll be back this year, with comments like: "The event is well organized, has great entertainment, is in an air-conditioned location, is family safe and supports the LGBT community in a positive way" and "I will definitely attend every year! I believe it is a safe and fun way for everyone to get together. I would encourage others to come and show their pride and support."



But this uplifting, educational and family friendly event cannot happen without your support! That's why we hope you will take the opportunity to help sponsor the event this year. Whether you want to support a worthy cause, advertise your business or service, or get more visibility for your organization, we have opportunities for you.



We have seven major sponsorship levels to choose from and can customize the amenities of any level to suit your needs. You also may sponsor individual aspects of the Baton Rouge Pride Fest, such as food for the VIP areas, entertainment, resource fair space for nonprofits on limited budgets, health screening booths or the children's play area. We appreciate donations of any size – large or small – and recognize all donors. We also invite you to advertise your business or organization in our Pride Fest program (We welcome individual messages, too!). In addition, we are seeking participants for our community resource fair.



The accompanying information provides more details on the events, which will center on our Pride Fest community resource fair and celebration Saturday, June 13, 2015, at the Baton Rouge River Center. We certainly hope you can be a part of making this happen!



Don't hesitate to contact us about sponsorship opportunities by phoning me at 225-907-5251 or sending an email to BRPride@bellsouth.net. Or, if you'd like, you can simply send your donation to the Baton Rouge Pride Fest, c/o MCCBR, 7747 Tom Drive, Baton Rouge, LA 70809. We also accept PayPal payments through our website: www.BRPride.org.

Sincerely,
Tom Merrill, BR Pride Chair
November 14, 2014

P.S. Visit BRPride.org or Facebook/BRPride to learn more.



7747 Tom Drive • Baton Rouge, LA • 70806

Phone: 225-248-0404 • Fax: 225-248-0456 • Email: BRPride@bellsouth.net

Web site: www.BRPride.org

About the Event

More Details on 2015 Baton Rouge Pride

The Baton Rouge Pride Fest is designed to form a sense of community among GLBT people and their friends. It centers on an educational resource fair intended to show the variety of services, organizations and businesses available in the community, including a range from health-related and counseling services to social and business associations. That's mixed with an atmosphere of fun, games, entertainment and the chance to get to know others in the community.

Now about to celebrate its ninth year, the Baton Rouge Pride Fest has shown phenomenal growth – moving from a few hundred participants in 2007 to around 5,500 in 2014. Based on a survey in which nearly all of the 2014 participants said they'd definitely be back this year and bring their friends, we're expecting more than 6,000 to participate in our new Baton Rouge River Center venue this year.

Pride Fest 2015 will include:

- Resource Fair
A place for nonprofits and businesses to promote their services to the community, as well as to recruit members/volunteers/clients. There also are various health screenings and much more.
- Rainbow Stage
Continuous entertainment from 1 p.m. until 7 p.m. by the Krewe of Divas, Austin Baptist Women, Michigan Avenue,... and others. Recognition of outstanding community leaders/allies as this year's honorary grand marshals. Blessing of relationships. Door prizes. And much more.
- Food and Drinks
Food and drinks will be offered for sale. (Food can be sponsored, if desired, particularly for VIP reception area.)
- Other Activities
Fun, games, special area for children, dancing, visiting with old and new friends,... and much more – including special "after hours" concert and dance party.

Opportunities to support Pride Fest 2015 include:

- Showcase your group with a resource fair table or booth.
- Become a sponsor at one of seven "rainbow" levels.
- Sponsor an individual aspect of Pride Fest.
- Buy advertising in the program book.

Among the reasons you'd want to help support this event:

- It is a growing event that supports unity in the community, as well as overall health, wellness and happiness for GLBT people.
- Almost all of the survey respondents last year said they appreciated the 2014 sponsors, and the vast majority of those surveyed said they would be more likely to support the event's sponsors as a result of that sponsorship.
- Nearly all survey respondents also said they enjoyed the event and that they would be back this year and bring more of their friends.

The accompanying information provides more details on those opportunities to help present Baton Rouge Pride Saturday, June 13, 2015, at the Baton Rouge River Center Exhibition Halls. We certainly hope you can be a part of making these events possible!

Don't hesitate to contact us by phoning 225-907-5251 or sending an email to BRPride@bellsouth.net. Or, if you'd like, you can simply send your donation to MCCBR/Baton Rouge Pride, 7747 Tom Drive, Baton Rouge, LA 70806.

Donations to BR Pride Inc. / MCCBR are tax deductible to the extent allowed by law. A receipt will be issued to all donors. MCCBR / BR Pride Inc. TIN 72-1090220.

