



Kenosha Pride 2025

SPONSORSHIP PACKET

FOR MORE INFORMATION VISIT KENOSHAPRIDE.ORG
OR CONTACT INFO@KENOSHAPRIDE.ORG

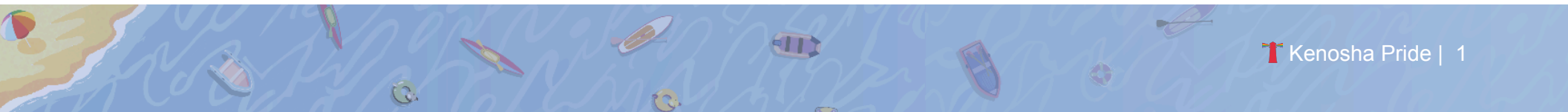
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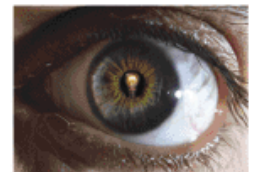
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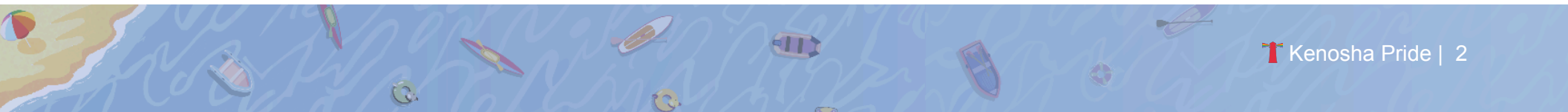
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THANK YOU TO OUR 2024 SPONSORS



Len Iaquina's
Excellence in Communications



Letter from the President

Thanks to the continuous contributions of our sponsors we produced our most attended and engaged festival in 2024. Every year, people like you grant us the ability to highlight amazing local performers, artists, business, and organizations, and unite community members under the umbrella of advocacy for the LGBTQ+ populace. Our team spent time reviewing surveys and feedback, then focused on refining our business processes to meet these needs. Community feedback and critical information from our Board, coupled with strategies learned during our participation in the United States Association of Prides national conference create a new and innovative sponsorship program outlined within this packet. We are excited for the benefits of these adjustments to be seen as we become more visible in a variety of spaces throughout the coming year. We're seeking your support in 2025 assisting Kenosha Pride in setting a new standard for community involvement.

Kenosha Pride is a medium sized pride, serving the fourth largest city in Wisconsin and bringing thousands of people together on the shore of Lake Michigan. Our digital presence reaches over 35,000 impressions, additionally engaging thousands of people on festival day. Our event has received primetime recognition on the Patti Vasquez Show in Chicago, and on Milwaukee's KISS FM, providing opportunities for recognition in both the Chicago and Milwaukee markets. Last year, 80% of our expenditures were directly related to the production of the Kenosha Pride Festival, with around 10% supporting Administrative costs, and about 1.5% going back to community organizations.

Last year when we asked for sponsors to take a chance on us and increase their giving, we saw positive results that have helped to get us where we are now. We were motivated by the support from the Tawani Foundation as the first sponsor of our Community Pavilion, an area and program that we are growing in the coming year. Now, we are taking a chance on OURSELVES by allocating money, time, and energy to the creation of another new large Kenosha Pride event. With headliners that draw a crowd, increased community engagement, and an additional large-scale event premiering, 2025 is the year to invest in your community with a new sense of pride!

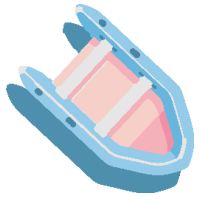
Our goal has always remained continuing to advocate for LGBTQ+ rights secured by law through visibility, community actions and involvement, and continuing to heal, support, and love one another. As the current administration continues to attack and attempt to erase our community-particularly our trans siblings- we fight to persevere both our history and future. I pass along to you the words of The Honorable Stacey Abrams, which as of recently have been sitting warmly and viciously in my heart as I continue this work. "In these times we must SPEAK UP, STAND FIRM, and STAY STRONG!" Speak Up when you hear someone spreading misinformation or bigotry. Stand Firm in who you are and what you are fighting for. STAY STRONG because you are loved, valuable, & needed!



Proudly Yours,

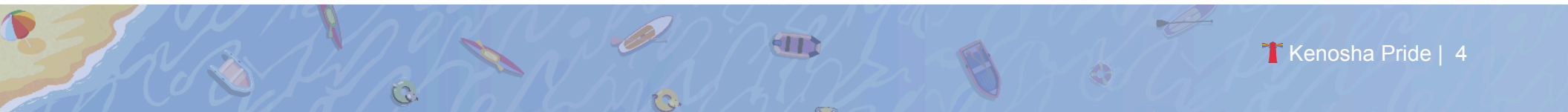
Dan Seaver

President/Chairperson - Kenosha Pride, Inc. Board of Directors



Organization and Market Overview

Kenosha Pride Mission and Consumer Scope



Organization Overview

Kenosha Pride, a 501(c)(3) non-profit, was created with a purpose to address discrimination and prejudice against, as well as to defend, the human and civil rights secured by law for the LGBTQ Plus community of Southeastern Wisconsin and Northeastern Illinois. Kenosha Pride advances these goals through public events and advocacy to build inclusion for a community that is founded on openness, acceptance, and pride.

Over 40 years ago, Wisconsin became the first state to pass a law preventing discrimination based on sexual orientation. Things have changed since then; Wisconsin lawmakers have recently passed a bill that prevents municipalities from protecting transgender citizens from discrimination, and we are seeing more and more anti-LGBTQ+ bill being presented and passing in our state and federal legislatures. The Municipal Equality Index by the Human Rights Campaign consistently scored the City of Kenosha the lowest of the 7 municipalities in the State of WI, well below the national average score. Since the Stonewall Riots over 50 years ago, Pride marches, parades, and events have become places for the LGBT+ community and its allies to come together, celebrate who we are, educate, and tell the world that we will never be silent again.

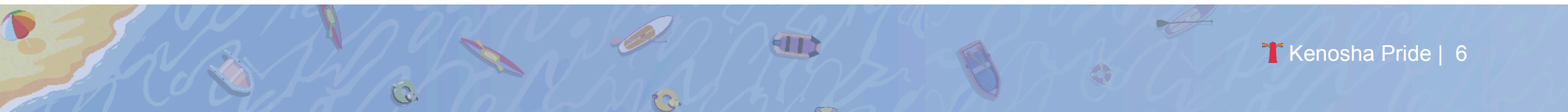
Notable Kenosha Pride Data

Kenosha Pride Event attendance records have risen in the last five years to reach an estimated 5,000 participants in 2024, with a projected 6,000 participants in 2025. In addition to event attendance, Kenoshapride.org received 37,500 impressions. On social media, Kenosha Pride on Facebook received 3,344 likes, as well as a reach of over 13,000 on festival day. On Instagram, Kenosha Pride following grew 11% to 1,203 to make a total social following of over 5,000 community members. Kenosha Pride has received primetime recognition on Chicago WCPT's Patti Vasquez Radio and on Milwaukee's 103.7 KISS FM.



Sponsorship Opportunities

Partnership Levels and In-Kind Sponsorship

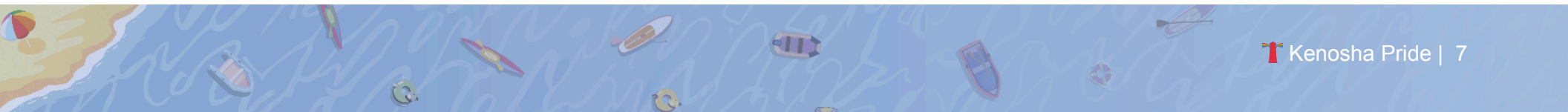


	Presenting (1) \$15,000	Entertainment \$10,000	Stonewall Stage \$7,500	Community Pavilion \$6,000	Proud Partner \$3,000	Partner \$2,000	Ally \$1,000	Supporter \$750	Individual \$250-\$500
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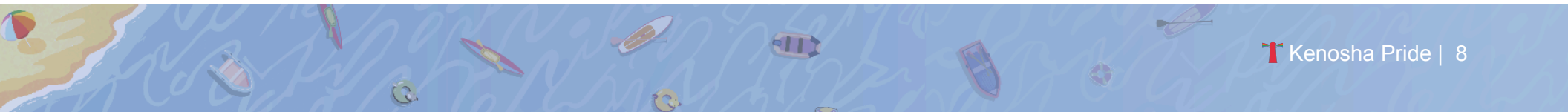
Marketing and Media Exposure

Top placement in all marketing	Recognition as Presenting Sponsor on all Festival Promotions								
Inclusion in all press releases	✓								
Logo on official festival t-shirts and tank tops	✓								
Logo on volunteer and staff shirts worn throughout event day	✓								
Print marketing recognition	✓	✓	✓	✓					
Inclusion in Pride Guide-Electronic and Physical distribution begins prior to the event	Recognition on cover, full page ad inside cover	Full page next to headliner page	1/2 page ad	1/2 page ad	1/4 page ad	1/8 page ad	1/8 page ad		
Social media posts	Recognition as Presenting Sponsor on all General Festival Posts	Recognition as headline entertainment sponsor	Recognition as Stage Sponsor on entertainment promotions	Recognition as Pavilion Sponsor on entertainment promotions	Proud Partner Post	General Sponsorship Recognition	General Sponsorship Recognition	1 post	
Kenosha Pride Website-Festival Season (May-Sept)	Home page- logo and hyperlink	Entertainment page- logo and hyperlink	Supporters page logo and hyperlink	Supporters page logo and hyperlink	Supporters page with logo/name*	Supporters page with logo/name*	Supporters page (text only)	Supporters page text only	Supporters page text only
2026 Sponsorship Packet Recognition	Logo	Logo	Logo	Logo	Logo/name*	Logo/name*	Text	Text	Text

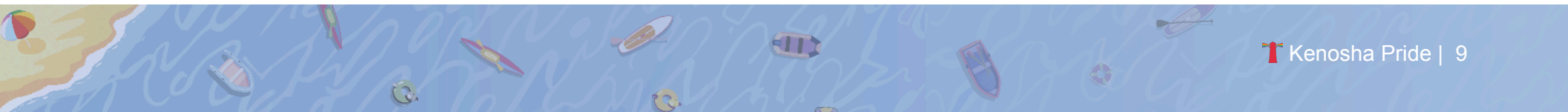
*for individuals making donations at higher levels, logo is replaceable with Name



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Day of Festival									
Sponsorship of	Kenosha Pride Festival 2025	2025 Headline Acts	Stonewall (Main) Stage	Community Pavilion (including Pulse Stage)					
Speaking opportunity on the MAIN stage during the event to thank and welcome community	✓	✓	✓						
Speaking opportunity on the PULSE stage (inside the Pavilion) during the event to thank and welcome community	✓	✓		✓					
Emcee recognition from main stage throughout the event	✓	✓	✓						
Emcee recognition from Pulse stage throughout the event	✓	✓		✓					
Vendor Space	Activation Need	Up to a 20' x 20' space with Choice of Location OR 2 - 10' x 20' with Choice of Location*	Up to 10 x 30 - single space by Stage OR 2 - 10 x 10 with Choice of Location*	Up to 10 x 30 - single space at Pavilion OR 2 - 10 x 10 with Choice of Location*	Up to 10 x 20 or 2 - 10 x 10 (no location choice)	Up to 10 x 20 - single space	✓	✓	
Signage	5 Logo and QR code signs throughout Festival Grounds*	4 Logo and QR Code signs throughout Festival Grounds*	3 Logo and QR Code signs throughout Festival Grounds*	3 Logo and QR Code signs throughout Festival Grounds*	1 Logo and QR Code sign*	1 Logo sign*			
*location availability increases with sponsorship levels									



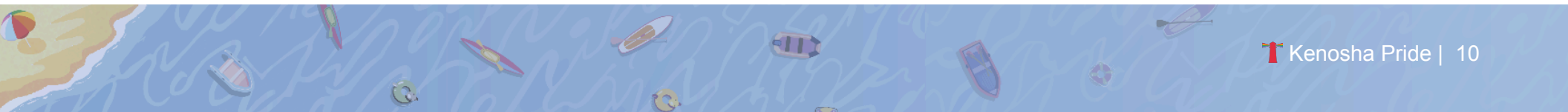
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Tangibles									
Meet and Greet Passes for Headline Act(s)	✓	✓	4	4	2				
Tickets to pre-Benefit Show Cocktail Hour and light food-drink tickets included (2026)	10	8	6	5	3	2	2	2	1
Sponsor T-shirts	✓	✓	✓	✓	5	4	2	2	1
Award	Trophy	Trophy	Trophy	Plaque	Plaque	Certificate	Certificate	Certificate	



Must be a Festival Sponsor at these matched levels	Presenting (1) \$15,000	Entertainment \$10,000	Stonewall Stage \$7,500	Community Pavilion \$6,000	Proud Partner \$3,000	Partner \$2,000	Ally \$1,000	Supporter \$750
Year Round Add-On Activation Amount	\$4,000		\$2,000		\$1,000		\$500	
"Presented In Part By" acknowledgement at additional Kenosha Pride Event	✓		✓		✓			
Thank You/Acknowledgement Signage at all Kenosha Pride Associated events	✓		✓		✓		✓	
Speaking Opportunity at additional Kenosha Pride Event	✓		✓					
Early and possibly Exclusive Opportunity to Sponsor a Kenosha Pride Associated Pride Night	✓							
Social Media Posts	Once per Quarter Acknowledgement of Support		Once per Quarter Acknowledgement of Support		One Acknowledgement of Support outside Pride Season		One Acknowledgement of Support outside Pride Season	
Kenosha Pride Website-Year Round	Logo on Banner on every page of website		Logo on Banner on every page of website		Logo on Banner on every page of website		Logo on Banner on every page of website	

Following Year (2026) Benefit Show Sponsorship-\$1,000 (Available to any Festival Level Sponsor on a first come first served basis) - 2 Available				
Logo placement on Marketing material and Social Media Acknowledgement	Floor Table for 6 with early entry to theater	Speaking Opportunity during show (must be in support of LGBTQ+ community not just promotion of business)	Ability to have literature/information available	Tabling Opportunity in Lobby starting once doors open until after intermission

Title Holder Pageant Sponsorship-Exclusive \$1,000 (Available to any Festival Level Sponsor on a first come first served basis) - 1 Available/Club Icon is Host				
"Sponsored In Part" recognition on Marketing Material (Branding will be with Kenosha Pride and Host Venue Club Icon)	Reserved Table for 6 on the rail behind the Judges table - With free cover for 6	Recognition by titleholder on Social Media of support/sponsorship during reign/lead up to State Pageant	Speaking Opportunity during show (must be in support of LGBTQ+ community not just promotion of business)	Ability to have literature/information available during pageant



In-Kind Sponsorship

The following list outlines the “in-kind” and category sponsorships needs of Kenosha Pride. Monetary amounts listed indicate the need for cash sponsorship of that item or category.

Gift Bag / Raffle / Auction Items

Sponsors to provide items for Kenosha Pride to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

Party Rentals and Supplies

Sponsor to provide tables, chairs, table clothes, skirting, and/or other decorations for use at Kenosha Pride Events. Multiple opportunities available, contact us for more details.

Truck Rentals

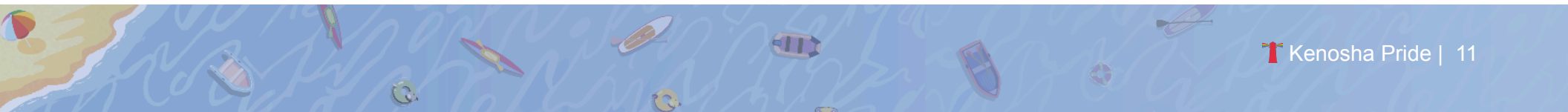
Provide one 15-20 ft rental truck free of charge for official Kenosha Pride use - for morning pickup on July 11, 2025 and returned on July 14, 2024

Water / Non-Alcoholic Beverages

Provide 500 bottles of water. Provide 300 cans of soda. Provide 200 bottles of non-alcoholic, non-soda beverages.

Family Activity Area

Sponsor to provide owned or rented play/recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Kenosha Pride will supply sponsor with the appropriate amount of space to ensure safe operation. Suggested equipment could include bounce houses, carnival games, etc.



Exclusive Host Hotel - \$1,500

Sponsor commitment must be confirmed by May 9, 2025 to meet media deadlines. Sponsor to provide a discounted room rate for Kenosha Pride attendees wishing to book hotel stays. Sponsor to provide **up to** 5 regular hotel rooms for up to 2 nights for Kenosha Pride's use during the Kenosha Pride Festival. (Exact dates of check-in/check-out to be determined at a later date, pending room availability.) Sponsor will gain recognition as the host hotel of Kenosha Pride and be mentioned as such in all out-of-town marketing. Exclusive Sponsorship.

Printing

Sponsor to collaborate with the marketing team to provide large scale and quantity print materials at a discounted rate - i.e. event booklet, signage, parade banners, flyers, etc.

Merchandising

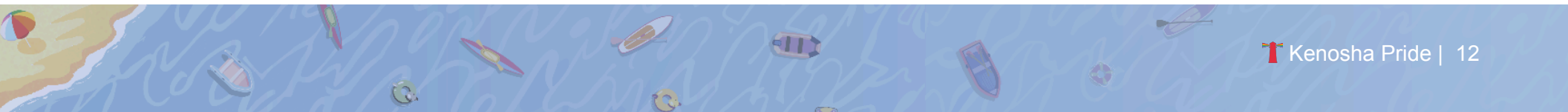
Sponsor to collaborate with the marketing team to provide a quantity of Kenosha Pride merchandise at a discounted rate - i.e. shirts, stickers, hats, etc.

Photography + Media

Sponsor to collaborate with the marketing team to provide professional media services in the form of photography, videography, and/or photobooth for Kenosha Pride festival.

Button Press

Provide machines and materials to support Kenosha Pride in providing the community with the ability to express themselves through a long-traditioned piece of our culture.





Kenosha Pride 2025

SPONSORSHIP FORM

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email Address: _____

Contact Person: _____

Sponsorship Type: _____ Total Amount Due: _____

Form of Payment: (please choose one)

check please invoice

Please indicate in-kind contribution and fair market value:

Please send completed form to: sponsorship@kenoshapride.org
OR Kenosha Pride, Inc. PO Box 744, Kenosha, WI 53141
If you have any questions, please contact us at sponsorship@kenoshapride.org