



# Hawai'i LGBT+ Community Sponsorship Opportunities 2018



SPLASH at Wet 'n' Wild



LGBT Center - Waikiki



Honolulu Pride™



Gala + Visionary Award



LGBT+ Youth Programs



Pride Community Picnic

Aloha,

Thank you for taking the time to learn more about the *Hawai'i LGBT Legacy Foundation*, *The LGBT Center – Waikiki*, and **Honolulu Pride™**. We truly appreciate your consideration and hope you'll join us as partners working on behalf of Hawai'i's LGBT+ people.

## Our Mission

Support, empower, educate, unify, and facilitate LGBT+ organizations and individuals in Hawai'i.

## Our Purpose

Nurture and support our communities by creating a healthier and compassionate environment for all.

## Our Vision...

Hope, equality, and unity. Hawai'i's LGBT+ people living happy, healthy and productive lives as an integral part of the larger diverse community that is Hawai'i.

## Why partner with us?...

*The Hawai'i LGBT Legacy Foundation* is an all-volunteer, not for profit Federal 501(c)(3) organization, that has championed numerous major projects for the LGBT+ community since its inception in 2008. Its primary mission has always been to bring unity to the LGBT+ Community, identify and fulfill the needs of the community, and provide a safe place for all. Thank you for your interest in the *Hawai'i LGBT Legacy Foundation* sponsorship opportunities. We hope that you will find this information motivating. Please join our efforts to bring equality to all the people of Hawai'i .

The *Hawai'i LGBT Legacy Foundation's* major events and projects include:

- **Honolulu Pride™** Parade and Festival
- Youth LGBT+ Education
- Pride Picnic at Queens Beach
- *Hawai'i Island Pride*
- Splash at Wet 'n' Wild
- Annual Visionary Award Presentation and Gala

*The LGBT Center - Waikiki* has become home for 16 non-profit organizations. It serves as a meeting center, educational center, training center, and home base for these non-profit organizations.

*Hawai'i LGBT Legacy Foundation* has provided over 4000 direct services for members of our community.

## Do you know the value of the LGBT + Market?

- National annual value of LGBT+ market is estimated to be worth over \$835 billion
- The LGBT+ travel market is listed to be worth \$181 Billion
- LGBT households make 10% more shopping trips than non-LGBT+ households
- 55% of LGBT+ consumers will choose to do business with companies that support the LGBT+ community
- 70% of LGBT+ adults said they would pay a premium for a product from a company that supports the LGBT+ community

## Your Partnership with the Hawai'i LGBT Legacy Foundation will:

- Increase brand recognition
- Diversify your visibility
- Support equality for all

## Sponsorship Opportunities

Our sponsorship packages provide several opportunities for you to reach Honolulu's LGBT+ community by branding at our events throughout the year as well as on our website and social media platforms, including:

- **HONOLULU PRIDE™** Parade and Festival
- Annual Foundation Gala
- Special Events
- Print collateral including mailers and posters
- Newsletters
- Social Media
- *Hawai'i LGBT Legacy Foundation & HONOLULU PRIDE™* websites

## Online:

### 2017 Website Reach

Views: 105,387

Visitors: 39,663

Countries: 21 different countries which included: Canada, Japan, Australia, New Zealand, United Kingdom, Germany, South Korea, Philippines, India, Taiwan, Malaysia, Netherlands, China, Spain, Switzerland, Brazil, Italy, Belgium, Czech Republic, Mexico, and France.

### 2017 Facebook

Total impressions of posts 510,559

Total Shared impressions 682,779

## Event Attendees:

Parade: Over 25,000 spectators and over 1,800 parade participants

Festival: Over 3,000 attendees

Educational Events: Over 225 attendees

The 2017 **Honolulu Pride™** Parade was viewed by more than 25,000 locals and visitors with 70 parade entrants and 115 floats with over 1,800 participants. The Festival, held at the iconic Waikiki Shell, was attended by over 3,000 people. It had over 22 non-profit organization booths, 17 corporate sponsor booths, and 12 vendor booths. The highlight of the **Honolulu Pride™** Festival was the over 6 hours of live entertainment.

# Sponsorship Opportunities for Organizations and Individuals

*Additional sponsorship opportunities on next page.*

	Entertainment Visionary	Captain of the Oasis	Leader of the Parade	Lead Entertainer Benefactor	Leader	Advocate	Patron
	Visionary	Diamond	Platinum	Gold	Silver	Bronze	Copper
	Monetary Donation \$15,000 or In-Kind Donation \$30,000	Monetary Donation \$12,500 or In-Kind Donation \$25,000	Monetary Donation \$10,000 or In-Kind Donation \$20,000	Monetary Donation \$7,500 or In-Kind Donation \$15,000	Monetary Donation \$5,000 or In-Kind Donation \$10,000	Monetary Donation \$2,500 or In-Kind Donation \$5,000	Monetary Donation \$1,000 or In-Kind Donation \$2,500
Shared Branding Opportunities <small>(Exclusive branding is also available via negotiation and availability)</small>	2018 Pride Festival Entertainment Stage	2018 Pride Festival Drink Oasis Tent	2018 Pride Parade Lead Banner	2018 Pride Festival Lead Entertainer.	2018 Pride Festival Entertainment Stage Sound Booth.	2018 Pride Festival Volunteer Tent <u>OR</u> 2018 Pride Festival EMS Tent.	
Logo on all VIP Passes	Yes	Yes					
Rainbows Over Waikiki	2 Banners	1 Banners					
2018 LGBT Legacy Foundation Gala	4 Seats	2 Seats					
2018 SPLASH, A Day of LGBT+ Pride at Wet 'n' Wild	Premium space for a 10'x10' canopy. <small>(Canopy provided by sponsor)</small>	Premium space for a 10'x10' canopy. <small>(Canopy provided by sponsor)</small>	Premium space for a 10'x10' canopy. <small>(Canopy provided by sponsor)</small>	Premium space for a 10'x10' canopy. <small>(Canopy provided by sponsor)</small>			
<b>Voice Recognition at all events</b>							
Pride Travel Partners Web Page recognition	200 word description, large color logo, and two picture layout	150 word description, medium large color logo, and one picture layout	100 word description and medium color logo	75 word description and medium small color logo	50 word description and small color logo		
Logo Placement in all 2018 Print Advertising	Prime placement of largest color logo	Prime placement of large color logo	Prime placement of a medium large color logo	Prime placement of a medium color logo	medium small color logo	small color logo	
Banner Placement at Pride Festival entrance <small>(Banner provided by sponsor)</small>	2' high by 8' long banner placed in a premium location. <small>(Banner provided by sponsor)</small>	2' high by 6' long banner placed in a premium location. <small>(Banner provided by sponsor)</small>	2' high by 4' long banner placed in a premium location. <small>(Banner provided by sponsor)</small>	2' high by 3' long banner placed near the Festival entrance. <small>(Banner provided by sponsor)</small>	2' high by 2' long banner placed near the Festival entrance. <small>(Banner provided by sponsor)</small>	2' high by 2' long banner placed near the Festival entrance. <small>(Banner provided by sponsor)</small>	
Festival Fast Pass	30	25	20	15	10	4	2
Official 2018 HONOLULU PRIDE™ Guide Advertising	Front page logo placement and a full page advertisement	Premium logo placement and a 3/4 page advertisement	Logo placement and a 1/2 page advertisement	Logo placement and a 1/4 page advertisement	Logo placement and a business card size advertisement	Logo placement	Logo placement
2018 Pride Festival Single sided Exhibitor Booth space	Premium placement. Includes awning, two chairs, and table	Includes awning, two chairs, and table	Includes awning, two chairs, and table	Includes awning, two chairs, and table	Includes awning, two chairs, and table	Space provided	Space provided
Logo Placement on Website	Largest logo with hyperlink	Large logo with hyperlink	Large logo with hyperlink	Medium logo with hyperlink	Medium logo with hyperlink	Small logo with hyperlink	Small logo with hyperlink
Space in the Parade							

# Additional Sponsorship Opportunities for Sole Proprietorships, Non-Profit Organizations, and Individuals

## Partner Level

### \$500 Monetary Donation or \$1,000 In-Kind Donation

#### Benefits include:

- Logo Placement on Website: small color logo
- Official 2018 HONOLULU PRIDE™ Guide Advertising: name recognition
- 2018 Pride Festival Single sided Exhibitor Booth: space provided
- 2018 *Honolulu Pride*™ Parade Space

## Rainbows Over Waikiki

Be a part of something incredible that you can be a part of year after year. Sponsor a Pride Banner in the *Rainbows Over Waikiki* project.

*Hawai'i LGBT Legacy Foundation*, has created a beautification and awareness project to display Pride Banners on the light poles throughout Waikiki for 2 weeks in October 2018 and every future year during Pride.

Sponsors of each Pride Banner will be recognized in the annual **HONOLULU PRIDE™** guide and for the year on the **HONOLULU PRIDE™** website. An initial, tax deductible, donation of \$300 per Pride Banner is all it takes to be a part of the Rainbows Over Waikiki project for 2018.





## Sponsorship Form

Please go to [www.hawaiilgbtlegacyfoundation.com/sponsorship](http://www.hawaiilgbtlegacyfoundation.com/sponsorship) or fill-out the following form to confirm your chosen sponsorship package.

Completed forms can be emailed to: [treasurer@hawaiilgbtlegacyfoundation.com](mailto:treasurer@hawaiilgbtlegacyfoundation.com) or by mail to:

Hawai'i LGBT Legacy Foundation, Attn: Treasurer, P.O. Box 23300, Honolulu, Hawai'i, 96822.

Payment options are available.

Please contact us with any questions.

### Contact Information:

\_\_\_\_\_  
Sponsor Name

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Contact E-mail Address

\_\_\_\_\_  
Contact Phone Number

### Payment by Check:

\_\_\_\_\_ I have enclosed a check made payable to Hawai'i LGBT Legacy Foundation

### Payment by Credit Card :

Please charge my credit card \$\_\_\_\_\_ Card type (Circle): Visa/MC/AmEx/Discover

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
Security Code

\_\_\_\_\_  
Phone # (Card Holder)

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Email address (Card Holder)

\_\_\_\_\_  
Card Billing Address

\_\_\_\_\_  
City/State/Zip Code

\_\_\_\_\_  
Card Holder Signature and Date

## Sponsor Packages:

_____ Entertainment Visionary	\$15,000+
_____ Captain of the Oasis	\$12,500
_____ Leader of Parade	\$10,000
_____ Lead Entertainer Benefactor	\$7,500
_____ Leader	\$5,000
_____ Advocate	\$2,500
_____ Patron	\$1,000
_____ Partner	\$500
_____ Rainbows Over Waikiki	\$300 each banner

Once we receive your form, we will contact you to discuss your participation. Please send your high-resolution color and black-and-white logos to [honolulupride@hawaiilgbtlegacyfoundation.com](mailto:honolulupride@hawaiilgbtlegacyfoundation.com) upon submission.