HAWAI'I LGBT LEGACY FOUNDATION

Hawai'i LGBTQ+ Community
Sponsorship Opportunities 2019

HONOLULU PRIDE™

Honolulu Pride™

SPLASH at Wet 'n' Wild

LGBTQ+ Youth Events

Visionary Award Gala

Pride Community Picnic

Rainbows Over Waikiki

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 LGBTQ+ people.*

Mahalo,
Jim Miller, Chair, Hawai'i LGBT Legacy Foundation
jim@hawaiilgbtlegacy.com

Our Mission

Support, empower, educate, unify, and facilitate LGBTQ+ 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 LGBTQ+ 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 Hawaii LGBT Legacy Foundation brings together Hawai'i's diverse and vital LGBTQ+ community. Our projects and events deeply engage the full spectrum of LGBTQ+ people, their families and allies, across all age groups, gender identities, and cultural backgrounds. We're helping create a thriving, sustainable, destination LGBTQ+ community for Hawai'i's present and future generations. We hope you'll join us!

Do you know the value of the LGBTQ+ Market?

$835 Bn National annual value of LGBTQ+ market is estimated to be worth over $835 billion.

$181 Bn The LGBTQ+ travel market is listed to be worth $181 billion.

10% LGBTQ+ households make 10% more shopping trips than non-LGBTQ+ households.

55% 55% of LGBTQ+ consumers will choose to do business with companies that support the LGBTQ+ community.

70% 70% of LGBTQ+ adults said they would pay a premium for a product from a company that supports the LGBTQ+ community.

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

- Increase brand recognition
- Diversify your visibility
- Build loyalty in LGBQ+ community
- Support equality for all

Sponsor Branding and Visibility

Our sponsorship packages provide opportunities for you to reach Honolulu's LGBTQ+ community by branding at our events throughout the year as well as on print and digital advertising, our website, newsletter and our social media platforms.

Reach and Impact

Events: 44,000+ people attended our 2018 events, including our major community gatherings.

1. Visionary Award Gala - *March 2019*
Hawai'i's most influential community members gather to honor a long-time LGBTQ+ advocate, philanthropist or community leader.

2. Pride Community Picnic - *June 2019*
LGBTQ+ friends, families and allies kick off National Pride Month with a free family-friendly picnic at Queens Beach Park.

3. SPLASH: A Day of LGBTQ+ Pride - *July 2019*

A special LGBTQ+ day at Wet 'n' Wild water park with a Family Oasis.

4. LGBTQ+ Youth Events - *October 2019*

Kicking off *Honolulu Pride* month with National Coming Out Day, we co-host safe and empowering educational, cultural and social events in partnership with LGBTQ+ community groups.

5. Rainbows Over Waikiki - *October 2019*

Dozens of Pride Banners sharing LGBTQ+ aloha in Waikiki.

6. *Honolulu Pride™* Parade and Festival - *October 2019*
Hawaii's most colorful parade and its largest LGBTQ+ event. 25,000 Parade spectators, 105 participating groups, 115 floats and over 3,000 participants. *And* 5,100 Festival attendees with 22 non-profit booths, 17 corporate sponsor booths, 12 vendor booths and 6 hours of live entertainment.

Reach and Impact {continued}

2018 Online:

Website

USERS: 35,607 **SESSIONS:** 52,861 **PAGEVIEWS***:* 116,193 **AVG. SESSION DURATION:** 2:19

AGE: 18-24 = *15.25%* 25-34 = *33.48%* 35-44 = *19.16%* 45-54 = *15.77%* 55-64 = *10.69%* 65+ = *5.64%*

Website visitors from 21 different countries including: 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.

Social Media

FANS: 8,700+ **LIKES:** 15,000+ **IMPRESSIONS:** 320,000+ **APPLAUSE RATE:** 200 **AMPLIFICATION RATE:** 6

Email Newsletter

EMAIL BLASTS: 21 **SUBSCRIBERS:** 5,000+ **OPEN RATE:** 20.3%

2018 Media Coverage

Traditional Media Measures: **PRINT IMPRESSIONS:** 250,000 **ONLINE IMPRESSIONS:** 1,000,000+

Consumer Ad Measures (Reach): **TV:** 1.5Mil+ **RADIO:** 175,000+ **DIGITAL:** 720,000+ **PRINT:** 500,000+

Official Honolulu Pride Guide

4,000 copies distributed to bars, cafes, retail stores, hotels and other LGBTQ-friendly businesses.

Special Opportunities

Partner Level

for Sole Proprietorships, Non-Profits, and Individuals

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

Benefits include:

Logo Placement on Website: small color logo

Official ***Honolulu Pride™*** Guide Advertising: name recognition

Honolulu Pride™ Parade Entry is Free
pending approval by Pride Parade Committee

Rainbows Over Waikiki

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

The 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 every October.

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.***

HAWAI'I LGBT LEGACY FOUNDATION

Hawai'i LGBT Legacy Foundation + *Honolulu Pride™* 2019 Sponsorship Levels + Benefits

	Visionary	Diamond	Platinum	Gold	Silver	Bronze	Copper
Monetary / In-Kind	$15,000 / $30,000	$12,5000 / $25,000	$10,000 / $20,000	$7,500 / $15,000	$5,000 / $10,000	$2,500 / $5,000	$1,500 / $3,000
Logo Placement / **Website**	Largest + hyperlink	Large + hyperlink	Large + hyperlink	Medium + hyperlink	Medium + hyperlink	Small + hyperlink	Small + hyperlink
Logo Placement / **Print**	Largest color logo	Large color logo	Medium color logo				
Use Legacy Foundation Logo?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition / **Social Media**	4 times	3 times	2 times	1 time	1 time	1 time	1 time
Recognition / Voice at **Events**	Voice Recognition at all Hawaii LGBT Legacy Foundation events						
Foundation Gala	4 Free Seats	2 Free Seats					
Pride Picnic Name Recognition / Partners Banner	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SPLASH, Size & Placment of Banner Provided by Sponsor	2' x 10' banner, premium location	2' x 8' banner, premium location	2' x 6' banner, placed in premium location	2' x 4' banner, placed near Splash entrance	2' x 3' banner, placed near Splash entrance	2' x 2' banner, placed near Splash entrance	
Rainbows Over Waikiki Banners & Recognition	4 Banners + recognition in Guide and Website	3 Banners + recognition in Guide and Website	2 Banners + recognition in Guide and Website	1 Banner + recognition in Guide and Website	Banner(s) available $300 donation each	Banner(s) available $300 donation each	Banner(s) available $300 donation each
Official **Honolulu Pride™ Guide** Logo + Advertising (Upgrade options available)	Front page logo, premium placement of full page ad	Premium logo placement + 1 page ad	Logo placement + 1/2 page ad	Logo placement + 1/4 page ad	Logo placement	Logo placement	Logo placement
Pride Travel Partners Website (Air, Lodging, Transportation, Visitor Resources)	200 word description, large color logo, two pictures	150 word description, medium large color logo, one picture	100 word description, medium color logo	75 word description, small color logo	50 word description, small color logo	Sponsor name, small color logo	
Honolulu Pride Parade	Parade Entry is Free (Parade Committee Approval of Entry is Required)						
Pride Festival entrance Banner. Size & Banner Placement. Banner provided by sponsor.	2' x 10' banner, placed in premium location	2' x 8' banner, placed in premium location	2' x 6' banner, placed in premium location	2' x 4' banner, placed near Festival entrance	2' x 3' banner, placed near Festival entrance	2' x 2' banner, placed near Festival entrance	
Shared Pride Festival Branding Opportunities (Ask about exclusive branding)	**Entertainment Stage and Parade Lead Banner**	**Drink Oasis Tent, or Entrance, or Kodak Theater**	**Volunteer Tent, or EMS Tent, or Refreshment Sales Booth**				
Honolulu Pride Festival Single sided **Exhibitor Booth** space	Premium placement, awning, 2 chairs, table and 24 wristbands (3 sided booth available)	Awning, 2 chairs, table and 18 wrist bands. (2 sided booth available)	Awning, 2 chairs, table and 12 wrist bands	Awning, 2 chairs, table and 10 wrist bands	Awning, 2 chairs, table and 8 wrist bands	Awning, 2 chairs, table and 6 wrist bands	Awning, 2 chairs, table and 4 wrist bands
Logo on VIP All Access and Festival Fast **Passes**	Yes	Yes					
Pride Festival **Fast Passes**	30	25	20	15	10	4	2
Monetary Sponsor's Event(s) Pride Guide & Calendar, Email Blasts & Social Media. (Also Available for In-Kind Sponsors)	4 Events Listed	3 Events Listed	2 Events Listed	1 Event Listed	1 Event Listed	Available for Foundation Fund Raising Events	

Sponsorship Form

Please go to http://bit.ly/hisponsor2019 or fill-out the following form to confirm your chosen sponsorship package. Completed forms can be emailed to: treasurer@hawaiilgbtlegacy.com or by mail to:
Hawai'i LGBT Legacy Foundation, Attn: Treasurer, P.O. Box 23300, Honolulu, Hawai'i, 96823.
Payment options are available.
Please contact us with any questions.

Sponsor Packages:

_____ Visionary	$15,000+
_____ Diamond	$12,500
_____ Platinum	$10,000
_____ Gold	$7,500
_____ Silver	$5,000
_____ Bronze	$2,500
_____ Copper	$1,500
_____ Partner	$500
_____ Rainbows Over Waikiki	$300 each banner

Once we receive your form, we will contact you to discuss your participaton. Please send your high-resolution color and black-and-white logos to honolulupride@hawaiilgbtlegacy.com upon submission.

_____ _____
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