



HONOLULU PRIDE 2020

SPONSORSHIP BENEFITS

HONOLULU PRIDE 2020: SHAKA & SHINE	Rainbow Flags Over Waikiki (I) Exclusive Sponsorship	Visionary	Platinum	Gold	Silver	Bronze
Sponsor Investment	Monetary Donation \$25,000 Rainbow banners on Kalakaua (Ala Moana to Waikiki Zoo) ROW value \$36,000+	Monetary Donation \$15,000 or In-Kind negotiable	Monetary Donation \$10,000 or In-Kind negotiable	Monetary Donation \$7,500 or In-Kind negotiable	Monetary Donation \$5,000	Monetary Donation \$2,500
Logo Placement on Website	Largest logo with hyperlink	Largest logo with hyperlink	Large logo with hyperlink	Medium logo with hyperlink	Medium logo with hyperlink	Small logo with hyperlink
Logo Placement in Virtual Pride Guide (HonoluluPride.com, KHON2.com, LeiCulture.com)	Prime placement and CTURL (above fold)	Prime placement and CTURL (above fold)	Medium large color logo w/CTRUL	Logo inclusion w/CTURL	Logo inclusion w/CTURL	Logo inclusion w/CTRUL
Use of Foundation Logo (Honolulu Pride 2020 Shaka & Shine)	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Recognition via social media	4X dedicated posts	3X dedicated posts	2x dedicated posts	1x dedicated post	x	x
Email Newsletter	ROW Sponsor Header and 4x Inclusion in Newsletter (September thru December 2020) Logo w/optional message from sponsor	4x Inclusion in Newsletter (September thru December 2020) Logo w/optional message from sponsor	2x Inclusion in Newsletter (October & November 2020) Logo w/optional message from sponsor	1x Inclusion in Newsletter (October 2020) Logo & mention	1x Inclusion in Newsletter (October 2020) Logo	1x Name Recognition in Newsletter (October 2020)
Aloha, With Pride: Shaka & Shine Virtual Pride on KHON2	:05 Special Billboard inclusion during TV broadcast of 30 minute program	[optional add-on w/ production]	[optional add-on w/production]	[optional add-on w/production]	-	-
Living808 (during Pride Week of 10/12)	1 featured segment during Pride Week (3-5mins)	1 featured segment during Pride Week (3-5mins)	Mention during Pride Week	Mention during Pride Week		
Live Virtual Pride on 17 October starting at 7:00pm. Streaming on the Honolulu Pride website and social media websites.	5 minutes of prerecorded programming	3 minutes of prerecorded programming	1 minute of prerecorded programming	30 seconds of prerecorded programming	Voice recognition	Voice recognition
Percentage of your monetary sponsorship donation that will be donated, on the sponsors behalf, to a nonprofit that is actively providing services to the community in support of the COVID-19 pandemic.		40%	35%	30%	25%	25%

