

2023 SPONSORSHIP

COMMUNITY | INCLUSION | DIVERSITY



CAPITAL CITY PRIDE
DES MOINES, IA

Photo: Joelle Blanchard

SPONSORSHIP GUIDE

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2023 EVENTS CALENDAR

CAPITAL CITY PRIDE

Year-Round	-----	Speaker Series
Year-Round	-----	Manifestival: IA Juneteenth
Year-Round	-----	Pride Book Club
Year-Round	-----	Des Moines LGBTQ+ History Series
March 4, 2023	-----	Pride Gala & Awards Ceremony
May - June 2023	-----	Pride Flags
June 2 - 9, 2023	-----	Pride Week 2023
June 9 - 11, 2023	-----	Pride Fest Weekend
June 9, 2023	-----	Silent Disco
June 10, 2023	-----	Fun Run Pet Parade Family & Youth Zone Teen Zone Love is Love Reception
June 10 - 11, 2023	-----	Health & Fitness Zone
June 11, 2023	-----	Pride Parade



Photo: Bravo Greater Des Moines

2022

BRAVO SPOTLIGHT WINNER

We could not be more honored and grateful to be recognized by Bravo Greater Des Moines as one of their prestigious Spotlight Award recipients.

The Spotlight Award was introduced in 2020 as a way to shine the light on inspiring work happening that Bravo is especially proud to support. They recognize just two organizations annually and Capital City Pride was honored along with Art Force Iowa, who transforms the lives of youth in need through art. Thank you, Bravo! We will continue to bring together members of the LGBTQ+ community to increase awareness and amplify our voices.



“We have done three different prides in three years due to the challenges that COVID 19 presented. We grew during a global pandemic and the challenges we faced were for the better because it has forever changed how we will do Pride in the years to come. We met people where they were in regards to their comfort level, created a ton of new events that created LGBTQ+ safe spaces throughout the city and provided more accessibility to our programming than ever before. Our goal is that everyone in the LGBTQ+ community not only has access to what we do but they actually see a little bit of themselves in the programs we provide. Pride is something that should be celebrated throughout the year, not just during June.”

- Jen Carruthers, 2022 Pride President



Photo: Joelle Blanchard

WELCOME TO CAPITAL CITY PRIDE

WHO WE ARE

Capital City Pride brings together the members of the lesbian, gay, bisexual, transgender, and queer community along with their friends, allies, and supporters. We do this by cultivating events that inspire, educate, commemorate, and celebrate our diverse community and culture with and for the greater Des Moines metro.

Our vision is to create a community where the presence and contributions of LGBTQ+ people are welcomed and celebrated, where intolerance is challenged and defeated, where justice prevails, and where civil rights of all people are valued and respected.

WHAT WE DO

Best known for the annual Pride Fest weekend celebration, Capital City Pride expanded its programs and events throughout the year to embrace every aspect of our community. Capital City Pride also does philanthropic work throughout the year to support many organizations in Iowa.

We are committed to giving back to the Des Moines and LGBTQ+ communities, specifically volunteering for other organizations that support diversity and inclusion.

SPONSORSHIP

What does your sponsorship support?

In addition to June Pride Fest Weekend events such as the Pet Parade, Fun Run, and Silent Disco, we produce events including the Speaker Series, Gala & Awards Ceremony, Book Club and Storytellers through our year-round programming. All sponsorship donations will be used to pay for facilities, any fees, transportation and lodging, awards, and promotions.

BETTER TOGETHER

In order to successfully organize and implement our activities and programming, we need your help! This guide describes our available sponsorship opportunities, requested donation amounts, and stated benefits. We have also included a thorough description of each event to demonstrate how your donations will be utilized. We hope these details showcase connections between our diverse events and our dedicated supporters.



PILLARS OF PRIDE EDUCATION | HEALTH & WELLNESS FAMILY | COMMUNITY | CELEBRATION

Photo: Scott Bruxvoort



EDUCATION

CCP values continuous learning as an organization. We strive to create a culture where learning and innovation are celebrated and encouraged. We believe that educational opportunities should be available to LGBTQ+ individuals, community members, and allies to promote learning, conversation, collaboration and growth. Education enables members of our greater community to learn and appreciate diverse peoples, culture, and backgrounds and can be used as a primary source of sharing history and the vision for future community growth and evolution. CCP works to cultivate experiences that show LGBTQ+ individuals who have lived successful lives while being out and proud, uplift voices of different generations, and connect through our own storytelling.



HEALTH & WELLNESS

CCP believes in safe outlets for LGBTQ+ individuals to experience positive physical and mental health / wellness opportunities. This is critical and cannot be taken for granted given the health disparities linked to being a marginalized community. There is societal stigma, discrimination, denial of civil and human rights that all can result in high rates of psychiatric disorders, substance abuse and suicide. Capital City Pride works to create opportunities for free, safe accessible spaces where LGBTQ+ people can navigate some of their own struggles through physical activity, meditation, art, cooking and/or community. We also collaborate with organizations that specialize in or are a direct provider of health and wellness services.



FAMILY

CCP believes there are all types of family, whether biological or chosen. Family has a different meaning to many people with equal importance in sharing love and life together. CCP celebrates families through events and activities that embrace our differences and highlights the common threads. We strive to create an environment where families can come together, share experiences, feel supported, connected, and safe.



COMMUNITY

CCP believes it is critical to build a strong sense of community to create connection and belonging. Communities provide LGBTQ+ people and allies a place to find themselves, feel supported, and embrace their surroundings. These spaces have consistently helped individuals cope with difficult personal and societal challenges while offering the comfort of coming together and celebrating all of our unique individual lives. Capital City Pride support ensures that LGBTQ+ CULTURE is accessible and available to the greater Des Moines community through our year-round events and activities.



CELEBRATION

CCP believes that celebration of Pride is equally as important as the ongoing efforts for equal and fair rights. CCP creates spaces where LGBTQ+ people feel comfortable and safe being themselves, uplifted and are celebrated! Celebration and awareness is a year round effort and for Capital City Pride, the culmination of that celebration is Pride Month.



Photo: Joelle Blanchard

YEAR-ROUND 2022 MURAL PROJECT

Location: RoCa Mural Wall Downtown Des Moines, corner of 2nd Street and Court Avenue



ABOUT THE ARTIST

Sage Wheeler is an interdisciplinary artist based in Iowa City. Using a variety of materials ranging from clay to paper pulp, he combines mediums to make work about the intersections between queer identities and societal perceptions. Recent works have explored the lives of openly queer people and the challenges he faced specifically while transitioning. Through his art he hopes to normalize discussions about trans identities and create space to address these topics.

ABOUT THE PIECE

This creation was originally an experiment in using completely recycled materials to make a sculpture. Both the rainbow and clouds are made from recycled paper that was processed, pigmented, and then formed into shape. By using natural materials to create the image, the artist is acknowledging the natural existence of LGBTQ+ identifying individuals who have always existed and will continue to with pride.

INSTALLATION ARTISTS



San Miller is an interdisciplinary artist who engages in many mediums. They can be found making music, murals, illustrations, plays, natural building and scheming with plants.



Ebony Camerone is a creative who was happy to jump at the opportunity to help a friend and represent the LGBTQIA+ community by installing the mural.



Photo: Joelle Blanchard

A MESSAGE FROM THE BOARD

It is our privilege to welcome you to the 44th year of promoting our community's pride in our diversity!

Capital City Pride was established in 1978 when a group of courageous people marched from the Iowa State Capitol to the Blazing Saddle in the East Village. It is with their spirit that we continue to seek positive change in our community, diversity and celebration.

Over the past four years, we have established new events and programs focusing on our Pillars of Pride: Education, Health & Wellness, Family, Community and Celebration. These events aim to engage the Des Moines community and promote the importance of diversity and inclusion not only during Pride Fest weekend and Pride month but throughout the year. It is with your support, partnership, and sponsorship that we are able to produce events that inspire, educate, commemorate, and celebrate our community, our culture, and our values year-round.

2022 brought together our first full in-person festival since 2019 and we set a new attendance record of 40,000, surpassing the previous record of 30,000. This was an amazing feeling after all the challenges that the COVID-19 pandemic brought over the last few years. We feel organizations either sank or swam during this time, and CCP swam! We grew during a global pandemic through the creation of smaller in-person and online events partnering with small businesses and organizations throughout the city.

No matter what type of Pride we are providing to the community, the end result and goal will always be to try and connect our LGBTQ+ community, allies, and supporters. We not only want to connect them

but meet them where they are at in regards to their comfort level. We have done four different Pride formats in four years but the challenges we faced have forever changed for the better how we will serve the community in the years to come.

With your sponsorship and participation, the board of directors is confident that we can engage an even greater and more diverse audience with a mix of new programming intermingled with some of our more traditional events. We feel that Pride is something that should be celebrated throughout the year not just during June. We intend to spread the very popular events from 30 Days of Pride during June to throughout the 2022-2023. It will be a year-round build up that culminates in celebration at the largest LGBTQ+ gathering in the state of Iowa, Pride Fest weekend.

As you will see in the pages that follow, we have an incredible plan for 2022/2023 and we want to invite you to be a part of our continued journey. We want to again thank you for your consideration in sponsorship. We look forward to your collaboration, participation, and financial support. We know that together, we can continue to make Des Moines a diverse community that makes people feel welcome and safe.

If you have questions or need additional information, please feel free to contact us. Capital City Pride can't wait to work with you!

Sincerely,
Board of Directors | Capital City Pride



EDUCATION EVENTS + PROGRAMMING

Photo: Joelle Blanchard



YEAR-ROUND **SPEAKER SERIES**

A REASON TO LISTEN

Most of us have little trouble recalling someone we admire and acknowledge as an influence on the person we are today. They encourage us to achieve, to reach our full potential, and to be confident in our abilities in those special moments in our lives where growth was possible and achievable. They inspire us; they're our role models.

In early 2018, the Capital City Pride Speaker Series kicked off this special program for the first time. Six members of the LGBTQ+ community were featured and asked to share their experiences, challenges, role models and paths to success. They represented different backgrounds, professions, and walks of life, which resulted in one of our most inspiring programs to date.

\$20,000/SERIES
MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Presenting logo on front of any program associated with the event for all six speaking events
- Promotion in event press releases
- Promotion on Capital City Pride's social media and website
- Prominent logo placement on all six speaking event posters
- Logo on Capital City Pride's website
- Introduce the series on behalf of the organization at all six speaking events
- One sponsored email newsletter
- Named sponsor in Capital City Pride's monthly email newsletter

\$5,500/SPEAKER
PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the speaker on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter



RUTH MARIMO

Born and raised in the Southern African country of Zimbabwe. In 1999, at the age of nineteen, she moved to the United States. She is now a thirty-four year old, single, lesbian, African mother of two beautiful children, whose lives were flipped upside down when the man she was married to her tried to have her deported. It was while she sat in jail, thinking, wondering, praying, and awaiting deportation, that she decided to write her life-story. "OUTsider: Crossing Borders. Breaking Rules. Gaining Pride." was released April 11, 2014 by Scout Publishing LLC.



SAM BRINTON

One of the world's leading advocates for LGBTQ+ youth and a nuclear engineer. They are the founder of the 50 Bill 50 States campaign to end dangerous and discredited practice of conversion therapy, first in the United States. As a survivor of conversion therapy, Sam has spoken before the United Nations and Congress as well as testified to legislation to protect LGBTQ+ youth mental health across the country. When not working on ending conversion therapy, Sam is serving as the nation's expert on keeping communities and environments safe as a leader in nuclear waste management technology and policy. Sam has been tapped for a nuclear waste job in Biden's Department of Energy and first gender-fluid individual to accept a role in federal government leadership.



CHRIS WEAVER

A New York Native who grabbed America's attention opening Season 13 of "The Voice" that resulted in all judges to turn their chairs! Jennifer Hudson was so riveted that she threw a shoe at him, a form of high praise and ultimately resulting in her becoming his mentor. Not only does Chris have amazing vocals but he also is a Worship Leader by day and Drag Queen Nerda Belle by night. Since "The Voice," he has been traveling the world and sharing his powerful vocal abilities, creating fresh and captivating music as well as making personal appearances. Chris is currently in the studio working on new music, trying his hand at acting on and off screen, preparing to be on tour this summer/fall with Booker T, and heading across the pond to record at the Legendary Abbey Road Studios.



JEAN MALPAS & TRANS YOUTH PANEL

Jean Malpas was born in French-speaking Belgium and has presented nationally and internationally on topics of gender, sexuality, addiction and couple/family therapy. His work with LGBTQ+ individuals, couples and families has been published in numerous books and journals. Jean was trained by leading psychologists and family therapists in Belgium and the United States and is the Founder of The Gender & Family Project. He completed his post-graduate training at the Ackerman Institute for the Family and is currently on the Board of the American Family Therapy Academy and the Editorial Board of the Journal of Gay, Lesbian, Bisexual and Transgender Family Studies. Given the aggressive attacks on transgender individuals in Iowa's past two legislative sessions, Capital City Pride felt it was important to have a conversation about what is happening. We teamed up with Jean, National Lambda Legal, One Iowa and Iowa Safe Schools to hold an extremely important conversation around this topic and how we can better advocate around the inequities transgender folks have been disproportionately receiving.



YEAR-ROUND PRIDE BOOK CLUB

COMMUNITY STORIES

Capital City Pride Book Club provides a safe space for all members of the LGBTQ+ community and allies to read and discuss LGBTQ+ literature; stories that are not only for us but that are often by us as a community. It is through these stories that we can better understand our rich history. It is through our diverse opinions, individual insights, and interactions with one another that we, as a group, can gain a better understanding of our present and future community.

Each month, after our current month's book discussion, the group nominates the next book for the group to read. All sponsorship donations are used to buy copies of books for participants. After reading, the books will be donated to the Pride Center Library for community use.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the book on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on Capital City Pride's website and social media



YEAR-ROUND DES MOINES LGBTQ+ HISTORY SERIES

HONORING OUR ROOTS

LGBTQ+ history is an umbrella term that captures the stories of strength and struggle of diverse individuals, cultures, and communities.

It is the story of movements for justice, of moments of triumph and tragedy that LGBTQ+ people have faced—and often continue to face—in our daily lives, and demands for the right to live, love, and thrive. In the 1960s, no lesbian, gay, bisexual, transgender, or queer person gave a thought to their actions being historic. They were struggling for their basic rights, which were explicitly denied to them by their government and the larger society around them.

In the modern era, sexual and gender identity and expression have been central to Americans' understandings of themselves, even as they have been shaped by—and shaped—broader structures and attitudes toward race, ethnicity, class, gender, ability, and nation. LGBTQ+ history is the telling of cultural, social, and legal politics in the United States and Des Moines that we consider part of our collective narrative.

\$5,500 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event and/or speaker on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Logo included on any program associated with the event
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as a sponsor in any press release



Photo: Joelle Blanchard

YEAR-ROUND PRIDE STORYTELLERS: TRUE STORIES, TRUE SELVES

SHARED STORIES

At the heart of everything, people care about a great story. This event is a night of first-person stories from Des Moines' LGBTQ+ community and their allies. Pride Storytellers focuses on intimacy and authenticity. This special event promotes individuals to unlock meaningful, memorable stories to connect people from the Des Moines metro with the LGBTQ+ community, our mission, and our vision.

Capital City Pride is excited to continue this event for 2023 with unexpected stories—some charming, some touching, some funny—from people creating families, creating lives, and creating a city and community culture.

In this event, Capital City Pride crafts a custom message focused on our vision and mission. It is designed to be brief and heartfelt, and to include the idea that in sharing our stories, we feel more willing to invest in our neighbors with our time, our resources, and our hearts.

\$7,500 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event and/or speaker on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Logo included on any program associated with the event
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as a sponsor in any press release



Photo: Joelle Blanchard

YEAR-ROUND GENERATIONAL PANEL

PERSPECTIVE THROUGH THE AGES

Everyone has their own story but what is the experience of being lesbian, gay, bisexual, transgender, and queer like for people of different generations? The LGBTQ+ community is often referred to as a “family,” with the connotation being that it is a supportive, close-knit group of people. However, the analogy is a bit more complex when it comes to another aspect of families: generation gaps. In our own experiences, we can all think of occasions when we have not seen “eye to eye” with family members, colleagues, community members who are either older or younger than ourselves. They just don’t seem to understand and Capital City Pride created the Generational Panel event to bring together LGBTQ+ identifying people of different ages to explore their similarities and differences.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the book on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on Capital City Pride’s website and social media



YEAR-ROUND **LGBTQ+ FILM FESTIVAL**

EMPOWERING STORYTELLING THROUGH FILM

The Capital City Pride Film Festival is dedicated to providing a vibrant cultural experience to Des Moines by using the unique expression of films with a specific focus on the lesbian, gay, bisexual, transgender, and queer (LGBTQ+) community to foster awareness, inclusion, and diversity.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the book on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on Capital City Pride’s website and social media



HEALTH & WELLNESS

EVENTS +
PROGRAMMING

Photo: Joelle Blanchard



Photo: Joelle Blanchard

JUNE 10, 2023 | PRIDE FEST **FUN RUN**

CELEBRATE HEALTH

Be yourself. Be a friend. Be family. Show support. Show pride! Being proud is not about bragging about individual greatness. It's confidently knowing that you're worth it. It's not about thinking you're perfect but knowing that you're worthy of being loved and accepted. All you have to do is be yourself and live the story that no one else can live. Your life story is unique. Run for fun, be proud!

In 2018, Capital City Pride kicked off its first Pride Fun Run with nearly 200 runners of all ages. This continues to be a popular event for families, parents, youth, and teenagers to run and show off their pride while supporting the LGBTQ+ community, averaging 125+ every year. Pride Fun Run sign ups and t-shirts will be handled online.

\$5,500 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

JUNE 10 - 11, 2023 | PRIDE FEST HEALTH & FITNESS ZONE

HEALTHY LIVING

Capital City Pride promotes healthy living and socialization for the LGBTQ+ community through physical activity and sports. Partnering with multiple health, insurance, and fitness businesses, we welcome a whole area dedicated to the celebration of fitness, education, health, and wellness to further bring our community together.

These activities over the years have included health screenings, dunk tanks, bags tournament, interactive sport features, professional jersey give aways, food tents, informational booths, and lots of fun games that are all aimed to help learn how individuals can get more involved in their health. This area encourages folks in the LGBTQ+ community to not only be more proactive in taking control of their health and fitness but to help become aware of what services, sports and activities are available in the community. No matter what current health or fitness level you are at, there is something out there for everyone.

\$10,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion in event press releases
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- One sponsored email newsletter
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide
- One full-page ad in the Pride Guide

\$5,500 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

YEAR-ROUND **MINDFUL MONDAYS**

TIME FOR SELF & REFLECTION

Mindful, centering, balancing: whatever you call it, having a practice has been shown to be an important part of mental health. With a combination of in-person and online events, every Monday in June the past two years was dedicated to starting the week as a part of a peaceful community that's prioritizing a healthy headspace. We met in person at The Art Center and The Pappajohn Sculpture Park at 7:30 for a brief lesson from a docent about different art on the grounds, followed by sunset yoga every week at 8:00. Online, we had guided art tours with an emphasis on LGBTQ+ installations from the staff at The Art Center and a weekly guided meditation. In 2023, we're looking to expand the options to be even more inclusive of the interests of the community.

\$5,500 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor provided banner with logo
- Introduce the series on behalf of the organization at all four sessions
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as sponsor in the Pride Guide



YEAR-ROUND QUEENS IN THE KITCHEN

FEAST OF FUN

Every Tuesday, we offer an online cooking show with a local drag queen that can cook as well as she struts! We will share a shopping list online with ingredients and recipes for the upcoming class, so viewers can follow along and prepare their own meal at home, like a virtual dinner party! In 2022, the online classes averaged a reach of more than 1,200 viewers a week. This is almost double its debut in 2021 during 30 Days of Pride.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor provided banner with logo
- Introduce the series on behalf of the organization at all sessions
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on Capital City Pride’s website and social media



Photo: Joelle Blanchard

YEAR-ROUND I-CUBS TAILGATE

PROFESSIONAL PRE-GAME

Tailgate parties are a great social event to meet up prior to the contest, connect with new people, play some games, and eat some good food before going into the ballpark. This year we had several sponsors help make for an amazing experience with lawn games, some music, food and good company all for free. We occupied the southeast corner of the main stadium parking lot enjoyed some lovely shade, good vibes and pre-baseball enjoyment with members of the LGBTQ+ community, their families, friends, allies and supporters. We would love to continue to expand this event.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the book on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on Capital City Pride’s website and social media



Photo: Joelle Blanchard

YEAR-ROUND **DESIGN YOUR OWN PRIDE**

CREATION STATION

Capital City Pride does their best to provide a little of something for everyone, but there is always room for more. If you have an idea or event that aligns with the mission and vision of your company and feel it is missing within our programming, we are here to partner with you! We have opportunities to execute these within our year-round programming, Pride Week, and/or Pride Fest Weekend. Just reach out to us with your idea and one of our Board of Directors will work with you to design and execute your vision.

\$5,500/EVENT

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide



FAMILY EVENTS + PROGRAMMING

Photo: Joelle Blanchard



Photo: Joelle Blanchard

JUNE 10, 2023 | PRIDE FEST

PET PARADE

ALL PAWS IN FOR PRIDE

We love our furry friends as members of the family. Now, they have a chance to show their support for a cause you love almost as much as we love them! Schedule an appointment at the groomer, put on your best leash and collar combo, and join Capital City Pride for its annual Pride Pet Parade.

In 2018 and the years since, Capital City Pride has welcomed several hundred attendees and participants for the annual Pet Parade. This celebration of our “fur babies” has grown into one of our most popular events, bringing together the community and their pets for what promises to be a barking good time! The parade features a “red-carpet” style fashion contest for our pets, best costume, most proud pet, and owner/pet look-alike awards. There are also adoption opportunities, and entry fees are donated to a local pet rescue each year. Pet Parade signups are handled online as well as any additional information you may need to know.

\$10,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- One sponsored email newsletter
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide
- One full-page ad in the Pride Guide

\$5,500 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

JUNE 10, 2023 | PRIDE FEST **FAMILY & YOUTH ZONE**

CELEBRATION OF FAMILY

Not long ago, it was rare to see families at the Des Moines Pride Fest. No longer. Every year, increasing numbers of LGBTQ+ couples with children and queer and trans children celebrate alongside their families. As a result, Capital City Pride incorporated the Family and Youth Zone to accommodate our growing family population. The Family and Youth Zone is designated for those who would like to enjoy a family-friendly environment with a variety of activities for kids of all ages and interests.

Families, friends, and allies can enjoy activities such as sprinklers, face painting, balloon animals, crafts and drawing table, kids talent stage, drag queen storytelling time, coloring wall, and more. Capital City Pride welcomes all families and offers a place for everyone at the Pride Fest celebration!

\$7,500 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

JUNE 10, 2023 | PRIDE FEST

TEEN ZONE

ACTIVITIES & FUN

The Teen Zone was new for 2022 Pride Weekend and will continue in 2023, offering a much-needed space for teens in addition to the Family & Youth Zone, which focuses on families with younger children. As more and more youth are coming out and looking to celebrate, Capital City Pride has found it necessary to create a dedicated safe space for our teenage population.

This area is filled with activities that cater to the interests of an older youth population while creating an environment that makes them feel accepted for exactly who they are. Teens need safe public spaces where they can come together, engage in activities related to their interests, and freely express themselves. They are encouraged to use this space as somewhere to use their voices, hear others' stories, socialize, and make new memories and lasting friendships!

\$5,500 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

JUNE 10, 2023 | PRIDE FEST

LOVE IS LOVE RECEPTION

HONORING LOVE

On April 3, 2009, the Iowa Supreme Court unanimously overturned a 12-year-old ban on gay marriage in Iowa. *Varnum v. Brien* made Iowa the third state in the nation to establish marriage equality.

This year to celebrate, we invite you to join us for a Reception of Love celebration during Pride Fest Weekend. This reception is a chance for a renewal of vows for any LGBTQ+ couple who would like to participate.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Logo included on any program associated with the event
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on Capital City Pride’s website and social media



Photo: Scott Bruxvoort

JUNE 11, 2023 | PRIDE FEST **PRIDE PARADE**

MARCHING WITH PRIDE

As a celebration of community and culture, Capital City Pride's annual Pride Parade is an important occasion for the Des Moines community, LGBTQ+ people, and allies to come together to show unity. On Sunday, **June 11, 2023**, the Pride Parade will run its iconic route from the Statehouse and travel west on Grand Avenue.

This parade is about being proud of who you are and provides the opportunity to honor the origins of the LGBTQ+ rights movement. The parade is a positive stance against discrimination and violence towards LGBTQ+ people and an opportunity to promote their self-affirmation, dignity, and equal rights. It also increases our visibility as a social group, builds community, and celebrates diversity.

\$15,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion in event press releases
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- One sponsored email newsletter
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide
- Two full-page ads in the Pride Guide
- One of the first five positions in the Pride Parade
- Marquee logo placement throughout Pride Fest

\$7,500 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as sponsor in the Pride Guide
- One of the first five positions in the Pride Parade



Photo: Scott Bruxvoort

YEAR-ROUND **RAINBOW SAFARI**

ADVENTURE FOR ALL AGES

A family-focused evening hosted at Blank Park Zoo, the Rainbow Safari is an opportunity for the LGBTQ+ community to come together in an inclusive space and spend time enjoying nature and quality time together. This was a first-time event in 2021 that brought more than 1,000 attendees and this year Capital City Pride welcomed roughly half that number. It is an amazing evening of animal gazing and feeding, carousel and train riding, eating and drinking, and general merriment for all!

\$15,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- One sponsored email newsletter
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide
- One full-page ad in the Pride Guide

\$7,500 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

YEAR-ROUND **MOVIE UNDER THE STARS**

UNIQUE CINEMA EXPERIENCE

What's better than coming together to enjoy some good old-fashioned Hollywood magic? Gathering under the stars to watch that show on the big screen! We've partnered up with The Science Center to offer a family-friendly screening out on the lawn (with a built-in rain location in their theater just in case Mother Nature doesn't consider our plans!). Last year, we viewed Disney's *Encanto*, to the delight of kids and grown-ups alike!

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on Capital City Pride's website and social media



Photo: Joelle Blanchard

YEAR-ROUND RAINBOW SCAVENGER HUNT

TREASURE AT THE END OF THE RAINBOW

Capital City Pride rainbows are hidden in locations all over downtown and riddles are released online as clues for participants to find each one! In 2021, we were honored to have a beautiful rainbow created especially for this inaugural event by local trans artist Sage Anderson and this is the design we have used each year since. Hundreds of teams used our clues to find the rainbows strategically placed throughout the East Village, take a team picture with the rainbow in each spot, and come to the finish line to get finds certified and score a goodie bag for hard work. One mom told us it was the first time her kids had ever been in a public space where they were surrounded by other families that looked like their own family.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on Capital City Pride’s website and social media



COMMUNITY EVENTS + PROGRAMMING

Photo: Joelle Blanchard



Photo: Joelle Blanchard

JUNE 9, 2023 | PRIDE FEST

SILENT DISCO

HUSHED STREET DANCE

Join us for the fourth annual Pride Silent Disco. Rather than using a loudspeaker system, music is broadcast to participants wearing wireless headphones with radio transmitters. Those without headphones hear no music, giving the effect of a street full of people dancing to nothing. Pride Fest Weekend kicks off **Friday, June 9** with the Silent Disco and it is an all-ages event. To ensure that everyone can participate in the celebration of our diverse community and culture, there will be an earlier time slot designated for the kids disco and a later time slot for the adults disco.

\$7,500 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as sponsor in the Pride Guide



Photo: Project7 Design

MAY - JUNE 2023 | PRIDE MONTH

PRIDE FLAGS

SUPPORT VISIBILITY

Help us show Pride in May and June by sponsoring our effort to hang flags on the street poles in Downtown Des Moines. In our first year of 2019, we were able to hang 30 flags in the East Village from the Locust Street bridge to 3rd and 6th to 7th Street. We are currently hoping to secure all the flag poles on the bridges as well as any open space on Locust from 3rd to 5th Street. Each flag costs around \$200 to manufacture and hang throughout this downtown neighborhood every year. Due to inclement wear and tear from the weather, we have to replace several flags yearly and we are currently in the process of replacing all the original flags with the progressive flag colors.

\$10,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride’s monthly email newsletter
- Listed as sponsor in the Pride Guide

\$5,500 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as sponsor in the Pride Guide



Photo: Joelle Blanchard

PRIDE MONTH **MR./MS./MX. PAGEANT**

COMMUNITY, TALENT, & HISTORY

Come watch the best that Des Moines' and Iowa's drag communities have to offer. Cheer along as local and statewide performers come to compete for the prestigious title of Mr./Ms./Mx. Capital City Pride! 2021 saw a reinvigorated community to fill the house at the Garden and we are excited to continue to grow this event that has so many important historical roots of Pride. This year we celebrated the crowning of our latest court, we are pleased to announce Trigga F Sanchez Mr. Capital City Pride, Paris Taylor Ms. Capital City Pride and Matte Black Monroe Mx. Capital City Pride 2022. Your sponsorship of this event in 2023 will help us become a part of the official Pageantry System and provide packages to the winners to help them to further their performance art to the national level.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on Capital City Pride's website and social media



Photo: Joelle Blanchard

YEAR-ROUND **THE GAG SHOW**

AN EVENING OF COMEDY

Representation matters. We say it all the time, but if you want to see it in action, come to Teehee's Comedy Cub for an all-LGBTQ+ lineup of comedians. In this event's inaugural year, audience members cheered, groaned, teared up, and of course laughed along as the stars lit up the stage with their tales of humor in the face of adversity. One attendee remarked that they had never been to a comedy show where they related to the performers' experiences so much.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on Capital City Pride's website and social media



Photo: Joelle Blanchard

YEAR-ROUND **DRAG BRUNCH**

A DINING DELIGHT

It's the most fun you'll have before noon all year! We gather the best of the best performers in the metro to entertain diners with a fast-paced, fun morning of drag, dance, and delicious food and drinks! Tip back a mimosa and tip up to the finest drag queens to ever serve you breakfast.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on Capital City Pride's website and social media



Photo: Joelle Blanchard

YEAR-ROUND **BROADWAY SINGALONG**

CAN'T-MISS ENTERTAINMENT

Get your jazz hands, finger snaps, and vocal pipes ready, because Broadway Singalong is ready for you! Part drag performance, part karaoke show, our first-time show was a sell out at Noce where the locals sang along with a live piano accompanist to their favorite showtunes. We laughed, we cheered, we laughed some more, and we had a dang good time celebrating this iconic genre.

\$3,000 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$1,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on Capital City Pride's website and social media



Photo: Joelle Blanchard

YEAR-ROUND **FAMILY FEUD**

SURVEY SAYS!

This year we built our very own Family Feud game show set and invited the community to join us in our Live Broadcasting studio for Capital City Pride's own version of America's favorite game show, "The Family Feud." Watch as two Drag Families compete to name the most popular answers to survey questions in effort to capture the winning family title. This event will be full of fun, laughs, and entertainment for all.

FEUD IT YOURSELF!

There is also an opportunity to rent our game show set and family feud production team for any corporate outing and/or event. Capital City Pride has all the equipment and staff to execute an amazing afternoon or evening of fun, all you need is two "families" and whatever content you would like for your "feud." All inquiries for pricing, expectations and general logistics should be submitted to our Events & Entertainment Director at events@capitalcitypride.org

\$5,500 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event on behalf of the organization
- Named sponsor in Capital City Pride's monthly email newsletter
- Listed as sponsor in the Pride Guide

\$3,000 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include "Partnered with [Sponsor]"
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as sponsor in the Pride Guide



CELEBRATION

EVENTS +
PROGRAMMING

Photo: Joelle Blanchard



Photo: Joelle Blanchard

PRIDE MONTH MANIFESTIVAL: IOWA JUNETEENTH

PROMOTING INTERSECTIONALITY

Capital City Pride has lacked diversity in intersectionality and we want to ensure we represent, uplift, and unify queer POC in the events and programming we produce for the Des Moines Community going forward. Manifestival was founded in 2021 by Indigo Moore, local black queer artist and board member for Capital City Pride. The event focuses on manifesting and uplifting an active community of creative folks of color; bringing artists, performers, and entrepreneurs together to connect, heal and express themselves creatively. From this event, a partnership with Iowa's annual Juneteenth Neighbor's Day Celebration was born and we plan to continue for years to come. The hope is to create intentionality around amplifying the diverse voices of our community and advocating for queer black and POC individuals so all of their cultural backgrounds and unique perspectives are reflected and represented in what Capital City Pride provides for the greater Des Moines metro.

\$5,500 MAIN SPONSOR

BENEFITS

- All marketing to include "Presented by [Sponsor]"
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride's social media
- Logo on all event posters
- Logo on Capital City Pride's website
- Introduce the event and/or speaker on behalf of the organization
- One sponsored email newsletter
- Named sponsor in Capital City Pride's monthly email newsletter

\$3,000 PARTICIPATING SPONSOR

BENEFITS

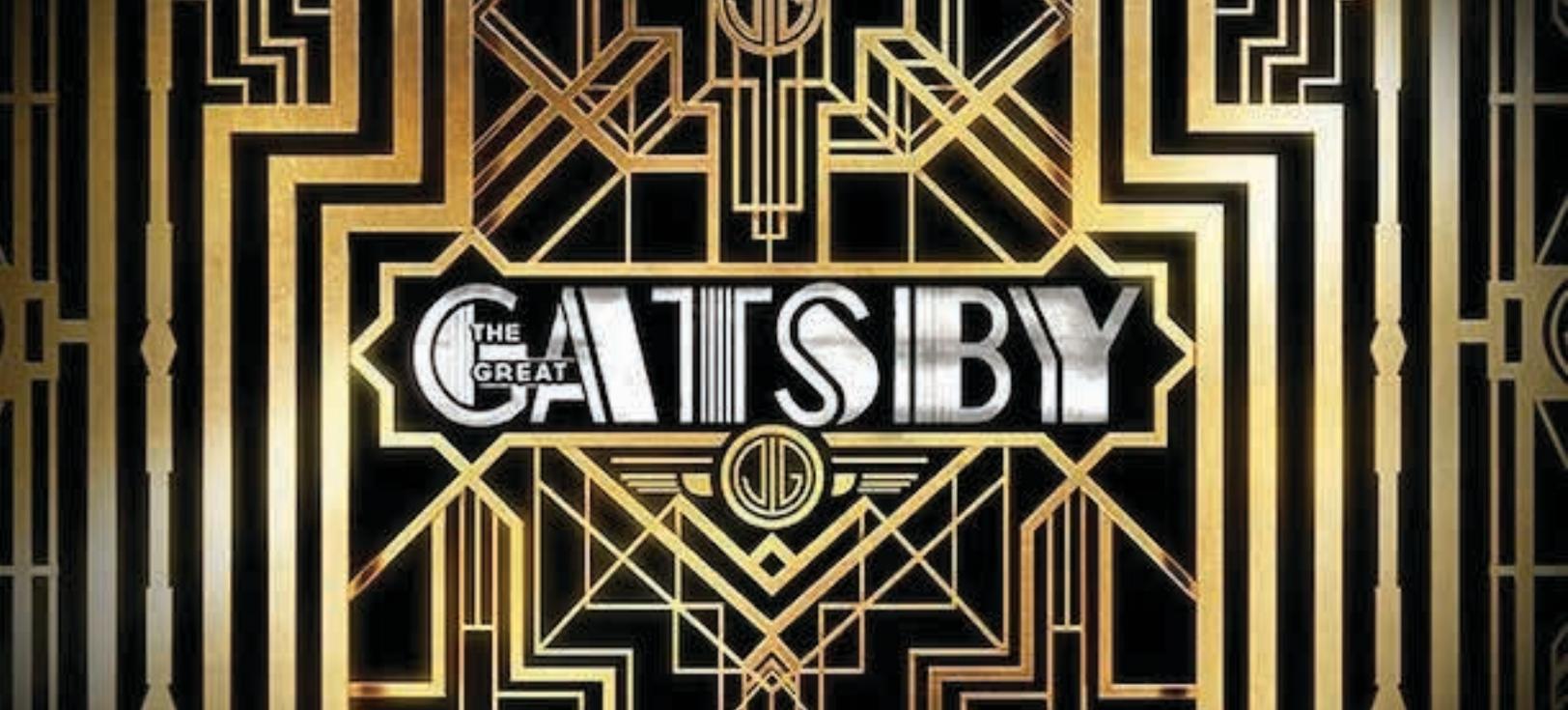
- All marketing to include "Partnered with [Sponsor]"
- Logo included on any program associated with the event
- Listed on the Capital City Pride's social media
- Logo on Capital City Pride's website
- Listed as a sponsor in any press release



“ TO INSPIRE, EDUCATE,
COMMEMORATE,
AND CELEBRATE
**OUR DIVERSE
COMMUNITY
& CULTURE.**

- CAPITAL CITY PRIDE

Photo: Scott Bruxvoort



THE GREAT GATSBY

MARCH 4, 2023

PRIDE GALA & AWARDS CEREMONY

\$15,000 MAIN SPONSOR

BENEFITS

- All marketing to include “Presented by [Sponsor]”
- Sponsor-provided banner with logo
- Logo on the front of any program associated with the event
- Promotion in event press releases
- Promotion on Capital City Pride’s social media
- Logo on all event posters
- Logo on Capital City Pride’s website
- Introduce the event and/or speaker on behalf of the organization
- One sponsored email newsletter
- Named sponsor in Capital City Pride’s monthly email newsletter
- One Platinum table with eight seats

\$7,500 PARTICIPATING SPONSOR

BENEFITS

- All marketing to include “Partnered with [Sponsor]”
- Logo included on any program associated with the event
- Listed on the Capital City Pride’s social media
- Logo on Capital City Pride’s website
- Listed as a sponsor in any press release
- One Gold table with six seats

2023 SPONSOR TABLE PRICING

Seating for the 2023 Pride Gala will be available to purchase in October 2022 at capital-city-pride.ticketleap.com/2023-pride-gala

Platinum 8-top Table.....	\$2,000
Platinum 6-top Table.....	\$1,500
Gold 8-top Table	\$1,600
Gold 6-top Table	\$1,200
Silver 10-top Table.....	\$1,500
Silver 8-top Table.....	\$1,200
Silver 6-top Table.....	\$900

For up-to-date information, please visit capitalcitypride.org

\$3,000 SUPPORTING SPONSOR

BENEFITS

- All marketing to include “Supported by [Sponsor]”
- Logo included on any program associated with the event
- Listed on the Capital City Pride’s social media
- Two Silver seats



Photo: Joelle Blanchard

DUE: JANUARY 17, 2023

GALA APPLICATIONS

COMMUNITY RECOGNITION

In 2018, Capital City Pride launched the annual Pride Gala & Awards Ceremony to support our mission of bringing together the members of the LGBTQ+ community, their friends, allies, and supporters. The Pride Gala & Awards Ceremony is Capital City Pride's annual fundraiser and is essential to our ability to organize the free activities and events we put on throughout the year such as the Speaker Series, monthly book club, Storytellers Project, Pride Fest Weekend, the Pride Parade, and so much more! The Pride Gala also recognizes individuals and companies within the Des Moines community through the Pride Persons of Year, Pride Ally of the Year, and Pride Company of the Year. The Pride Gala is an evening of entertainment and fun for all!

2022 GALA AWARD WINNERS

DR. DESTINEE WOODRIS

Pride Person of the Year

CHANELLE ROSÉ

Pride Person of the Year

VIVETTE PERRY

Ally of the Year

F&G

Company of the Year

PRIDE COMPANY & PERSONS APPLICATION

Please review the qualifications for Pride Awards candidates on our website at capitalcitypride.org. We will be awarding:

- **Person of the Year** (two)
- **Ally of the Year** (one)
- **Company of the Year** (one)

Applications must be submitted by January 17, 2023.

NOMINATIONS

To nominate a person, ally, and/or company of the year, please visit our website at capitalcitypride.org to fill out and submit a nomination form. If you have any questions about your questionnaire/application, please email community@capitalcitypride.org.

2022 PRIDE GALA & AWARDS CEREMONY CELEBRATION





Photo: Joelle Blanchard

JUNE 9-11, 2023

PRIDE FEST WEEKEND

UNIFYING CELEBRATION

For more than 40 years, Capital City Pride's Pride Fest Weekend has been an event that we share with our community, our friends, and our families. This weekend offers a chance for the Des Moines community, LGBTQ+ people, and allies to come together and show unity while celebrating the fantastic culture and successes that have been achieved throughout the last four decades.

With more than 40,000 in attendance, 2022's Pride Fest Weekend has our biggest yet! The jam-packed weekend was headlined with performances by Matt and Kim, Todrick Hall and BITCH! The East Village was hopping and full of culture, celebration, and well-rounded events and performances.

This action-packed weekend has fun-filled activities for all ages. We've outlined some of the events, sponsorship opportunities, and benefits that you will receive in the pages to follow.

SPONSORSHIP PACKAGES

Sponsors may choose from six levels of sponsorship:

- Rainbow sponsorship: starting at **\$25,000**
- Diamond sponsorship: starting at **\$17,500**
- Platinum sponsorship: starting at **\$10,000**
- Gold sponsorship: starting at **\$7,500**
- Silver sponsorship: starting at **\$5,500**
- Bronze sponsorship: starting at **\$3,000**

For a full list of benefits each level of sponsorship receives, please view the chart on the following page.

2023 PRIDE SPONSORSHIP PACKAGES

	RAINBOW \$25,000	DIAMOND \$17,500	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,500	BRONZE \$3,000
Logo on Social Media & Capital City Pride Website	x	x	x	x	x	x
Logo on Marketing Materials	x	x	x	x	x	x
Shirts Provided	50	40	35	25	15	
Sponsored Email Newsletter	2	1	1			
Tented Festival Booth Space	20' x 10'	20' x 10'	10' x 10'	10' x 10'	10' x 10'	
Monthly Social Media Posts	x	x	x	x		
Weekly Social Media Posts	x	x	x	x		
Logo on Pride T-Shirt	x	x	x	x		
Ad Size	2 Full Pages	1 Full Page	1 Full Page	1 Half-Page	1 Half-Page	1 Half-Page
Ad Dimensions	5" x 8" <i>each pg</i>	5" x 8" <i>each pg</i>	5" x 8"	5" x 4"	5" x 4"	5" x 4"
Priority Pride Parade Position	x	x				
Marquee Logo Placement at Pride Fest	x	x				

FAQ FESTIVAL BOOTH

What is a Standard Booth Size?

All booths are set up as a 10' x 10' space.

What If I Need More Space?

- Additional booth space is available in increments of 10 feet at a discounted rate.
- Tents, tables and chairs are **NOT** provided unless included in your purchased package.

How Do I Get Electricity?

Electricity is available for an additional fee for those who request in advance of the festival weekend.

Festival Booth Pricing

Nonprofit /LGBTQ+ Organization ...	\$250
For-Profit.....	\$1,000
Food Vendor	\$1,500
Standalone Electricity	TBD
Additional Booth Space	\$250

2023 PRIDE FEST WEEKEND SPONSORSHIPS

Sole Presenting Pride Fest Sponsor	\$50,000
Pride Parade.....	\$15,000
Media Sponsors (each).....	\$10,000
Volunteer T-shirts & Tent.....	\$10,000
Entrance Gate(s) Branding.....	\$10,000
Donna Red Wing Stage.....	\$15,000
Yazmine DeMornay Stage.....	\$7,500
Pet Parade	\$10,000
Health & Fitness Zone	\$10,000

Beverage Tent Branding.....	\$5,500
Beverage Tickets	\$5,500
Information Booth Branding.....	\$5,500
Love is Love Reception.....	\$3,000
Family & Kids Zone.....	\$5,500
Teen Zone.....	\$5,500
Silent Disco.....	\$7,500
Fun Run.....	\$5,500

2023 PRIDE GUIDE SPONSORSHIP

ADVERTISING IN PRIDE GUIDE

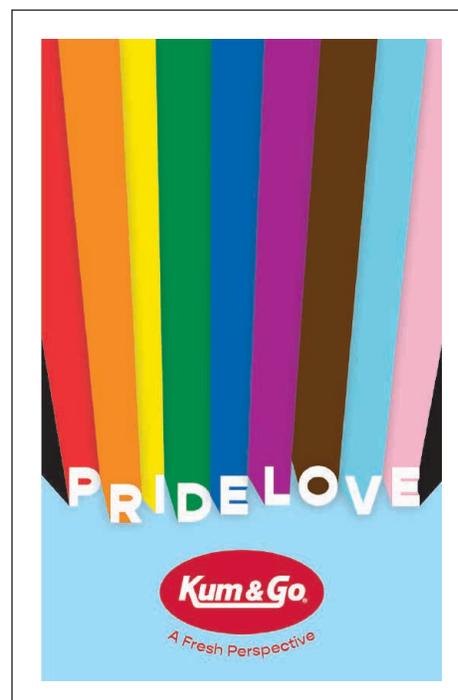
The Pride Guide is an electronic and printed booklet that provides detailed information for events and activities occurring during Des Moines (Capital City Pride) Pride Week and Pride Fest Weekend. Sponsors, nonprofits, and advertisers are able to purchase ads to promote their organizations/businesses to readers and attendees of Des Moines Pride.

Ads for the 2022 Pride Guide can be purchased at the following sizes/rates:

PAGE SIZE	COST	DIMENSIONS
Full-Page Ad	\$1,000	5" x 8"
Half-Page Ad	\$500	5" x 4"

INFORMATION INCLUDED IN PRIDE GUIDE

- Welcome from Capital City Pride
- Capital City Pride Board
- Pride Week Schedule
- Pride Fest Weekend Schedule
- Hotel Arrangements
- Map of Events
- Sponsors/Advertisers



Example of full-page ad

THANK YOU TO OUR 2021/2022 SPONSORS

RAINBOW



DIAMOND



PLATINUM



GOLD



SILVER



**BATCHELDER
FAMILY**



BRONZE



FRIENDS

NEIL & DEBRA SALOWITZ

EAST VILLAGE NEIGHBORHOOD ASSOCIATION

FLOORING AMERICA

COMMUNITY PARTNERS

PRIDE SPORTS LEAGUE
ONE IOWA
IA SAFE SCHOOLS
PRIDE CENTER
JUNETEENTH
THE DES MOINES ART CENTER
HOYT SHERMAN PLACE

DES MOINES PERFORMING ARTS
TEEHEE'S COMEDY CLUB
PEACE TREE BREWING CO.
KITCHEN COLLAGE
THE SCIENCE CENTER OF IOWA
IOWA CUBS
DES MOINES MENACE

THE GARDEN
POLK COUNTY DEMOCRATS
DES MOINES PUBLIC LIBRARY
DOWNTOWN DISCIPLES
THE BLAZING SADDLE
REFUGEE ALLIANCE OF CENTRAL IOWA

EVENT MAP



Map Key

-  Stages
 #1 - Main
 #2 - Community
-  Restroom
-  Seating
-  First Aid
-  ATM
-  ATM
-  Entry Gate
-  Fitness Zone
-  Vendors
-  Information
-  Kids Zone
-  Road Closed
-  Bike Parking
-  Food
-  Water Station
-  Teen Zone
-  Sponsors



SOCIAL MEDIA **+ EVENT PERFORMANCE**

Photo: Brittany Brooke Crow



Photo: Brittany Brooke Crow

YEAR-ROUND MEDIA SPONSORS

ADVERTISE YOUR BRAND

**\$10,000/SERVICE
IN-KIND**

BENEFITS

- Prominent logo placement on any created marketing materials (examples: Pride Sponsorship Brochure & Pride Guide, together both reach roughly 10,000 individuals)
- Promotion on Capital City Pride's social media and website
- Logo on all Pride Fest centered event posters
- Logo on Capital City Pride's website
- One sponsored email newsletter
- Named sponsor in Capital City Pride's monthly email newsletter

TYPE OF MEDIA SPONSORS

Social Media Sponsor

Collaborate and help create content to continue to grow our already crazy wild organic reach while expanding our paid media strategies.

Website Sponsor

Help to bring our website aesthetic and function to the next level, looking to develop an application that coincides with the website for year round access to all events/programs.

Print Sponsor

Create high quality products that match the level of programming/events we produce while finding unique ways to engage our massive audience.

Graphic Design Sponsor

Elevate our brand identity in the market to be one of the most recognizable, not only in Des Moines and Iowa but in the region.

Note: all of these sponsors are at the \$10,000 In-Kind Services Level and Benefits



Photo: Joelle Blanchard

EVENT PERFORMANCE

PRIDE FEST STATISTICS

Annual Pride Guide

- Average of 10,000+ digital downloads, new as of 2019
- 1,000 printed copies distributed locally

National Coverage

- Over 25 media affiliates
- 60+ national media articles

NEW 2021-2022 PRIDE EVENTS & NOTABLE ITEMS

- Rainbow Safari
- Mindful Mondays
- Family Feud
- Community Stage
- The Gag Comedy Show
- Juneteenth Manifestal
- Generational Panel
- Queens in the Kitchen Cooking Class
- Movie Under the Stars
- Pride Walk

PRIDE FEST EVENT	2017	2018	2019	2022
Attendance	5,000	10,000	30,000	40,000
Volunteers	17	125	350	436
Vendors	50	84	99	105
Registered Parade Participants	80	80	100	79

Due to COVID-19, we were unable to hold a full Pride Fest weekend the past two years. The organization pivoted to a virtual only celebration in 2020 and 30 Days of Pride in 2021, a smaller one event per day throughout the month of June with 2022 being the first festival since 2019.

2022 PRIDE FEST HEADLINERS

MATT AND KIM, TODRICK HALL & BITCH



Matt and Kim



Todrick Hall



BITCH



2022 PRIDE FEST ENTERTAINMENT





Photo: Brittany Brooke Crow

MEDIA PERFORMANCE

MEDIA OVERVIEW

In 2018, ninety percent of the board flipped and we implemented new marketing initiatives with a group of fresh perspectives to engage larger more diverse audiences, create new events, work with local media, and highlight our sponsors to the LGBTQ+ community. These changes culminated into record attendance with both local and national media coverage. Most notable publications include: *People Magazine*, *Esquire Magazine*, *Runners World* and the *New York Times*. Since then, we have expanded our website, social media presence, and newsletter distribution. These additions, along with further enhancements to our existing communication platforms over the last several years, will ensure that your brand is continually in front of the LGBTQ+ and Des Moines communities.

Newsletter Subscribers

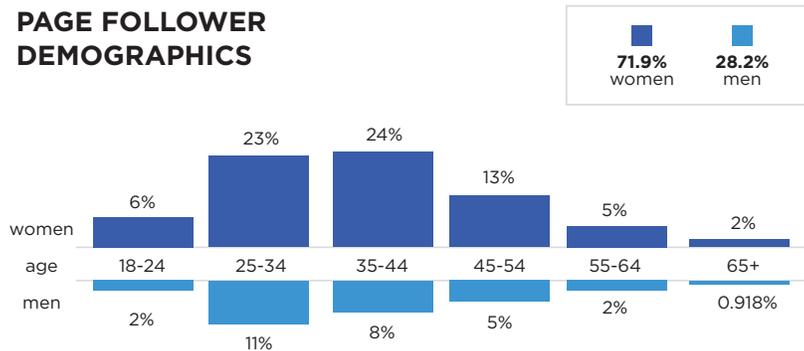
- 1,500 current subscribers (57% open rate)

STATISTICAL TWO-YEAR AVERAGE

TOTAL IMPRESSIONS OVER 30-DAY PERIOD	497K
ORGANIC REACH ON SOCIAL MEDIA	218K
DAILY IMPRESSIONS UP TO	116K
PAGE REACH	55K
PAGE ENGAGEMENTS	33K
TOTAL CONSUMERS UP TO	\$18K
UNIQUE VIEWS	118K
PAGE VIEWS	141K

2021-2022 SOCIAL MEDIA PERFORMANCE

PAGE FOLLOWER DEMOGRAPHICS



92
EVENTS, PROGRAMS,
OR PERFORMANCES

365.3K
PEOPLE REACHED



Photo: Joelle Blanchard

11,528

TOTAL PAGE FOLLOWERS

Number current as of September 1, 2022

↑36%

TOTAL PAGE FOLLOWER % GROWTH

Number current as of September 1, 2022

55,096

TOTAL NUMBER OF WEBSITE SESSIONS

8-10K

PRIDE GUIDE DOWNLOADS AVERAGE

39,630

PRIDE FEST LANDING PAGE VISITS

20,825

PRIDE FEST HEADLINER PAGE VISITS

WEBSITE VISITOR BREAKDOWN

Des Moines: 12,925

State of Iowa: 5,108

Omaha, NE: 4,591

Minneapolis, MN: 1,894

Kansas City, WI: 1,280

Chicago, IL: 1,129

Madison, WI: 560

New York NY: 456

Austin, TX: 415



Photo: Joelle Blanchard

30 DAYS OF PRIDE EVENTS

AN EVOLVING PRIDE

30 Days of Pride was born out of uncertainty in 2021 not knowing what was in store with the COVID-19 pandemic. The Capital City Pride Board of Directors made the difficult decision to pivot from a traditional festival to one per event per day for 30 days to ensure the safety and health of our community. This year in 2022, we moved our Pride Fest activities back to the weekend for our first festival since 2019 but we still continued the 30 Days of Pride format of one event every day in the month of June adding a few more new programs.

Capital City Pride has done an amazing job over the last three years re-imagining all the Pride festivities given the challenges with COVID-19 pandemic. However, we are excited to take the majority of the events that happen during 30 Days of Pride and spread them throughout our year-round programming. The Board of Directors wants to continue to find new and creative ways to connect and celebrate the LGBTQ+ community, our friends and allies not only in June, but consistently throughout the year. Capital City Pride is committed to continuing these amazing new events but has

reimagined them to be a culmination of celebration leading up to our biggest celebration, which is Pride Week and Pride Fest Weekend. This is a wonderful way to not only grow year-round programming but to connect and uplift the LGBTQ+ community all year round, taking a look back at what we have accomplished while celebrating at the largest LGBTQ+ gathering in the state of Iowa.

YEAR-ROUND PROGRAMMING/EVENTS

- Generational Panel
- LGBTQ+ Film Festival
- Mindful Mondays
- Queens in the Kitchen
- Rainbow Safari
- Movie Under the Stars
- Rainbow Scavenger Hunt
- The Gag Show
- Drag Brunch
- Broadway Singalong
- Family Feud

30 DAYS OF PRIDE HIGHLIGHTS

40+

Collaborated venues/businesses

18+

Online, live-streamed events
via Facebook and YouTube

20,000+

In attendance for in-person events

30,000+

Engaged in online events

60

Days of events throughout the city

2,500+

Cars for the Reverse Car Parade
& Concert at Water Works

1,500+

Attendees at the Rainbow Safari
at Blank Park Zoo

1,000+

Tickets sold to the iCubs Pride
Night Out

1,300+

Filled Woolly's for the Drag King
DSM show

2ND

Year partnering with
Iowa Juneteenth

*Note: These are the past two years stats
combined for 30 days of Pride, some
events only happened once because
Pride Fest Weekend happened in 2022.*



Photo: Joelle Blanchard



CAPITALCITYPRIDE.ORG



-  [CAPITALCITYPRIDEIOWA](#)
-  [CCPRIDEIOWA](#)
-  [CCPRIDE](#)
-  [CCPRIDEIOWA](#)

Sponsorship Brochure
Design By:

Project7