

2024 CAPITAL CITY SPONSORSHIP

VISIBILITY IS EDUCATION





Photo: Joelle Blanchard



Photo: Joelle Blanchard



Photo: Archi Trujillo

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Photo: Joelle Blanchard



2023 EVENTS CALENDAR

For specific event dates and locations, scan the QR code and add our calendar to yours!

PILLARS OF CAPITAL CITY PRIDE

MISSION

Capital City Pride (CCP) is a 501(c)3 organization that brings together the members of the lesbian, gay, bisexual, transgender, and queer community along with their friends, allies, and supporters. We do this by producing events that inspire, educate, commemorate, and celebrate our diverse community and culture with and for the greater Des Moines metro.

EDUCATION

Create a culture where learning and innovation are celebrated.

Provide and promote learning opportunities to LGBTQ+ individuals, community members, and allies.

Enables us and our community to learn and appreciate diverse people, cultures and backgrounds.

Platform to share our history, current issues and future vision.

HEALTH & WELLNESS

Create free, safe, and accessible outlets for positive physical and mental health and wellness opportunities.

Critical given health disparities in a marginalized community.

Collaborate with organizations specializing in health and wellness services.

CELEBRATION

Create spaces where LGBTQ+ people feel comfortable, safe, uplifted and celebrated.

This is not just Pride Fest.
This is a year round effort.

FAMILY

Believe in all types of families, biological or chosen, and celebrate the different meaning that holds for each of us as we share life and love.

Celebrate families through events and activities that embrace our differences and highlight our common threads.

Create environments for families to come together, share, feel supported, connected and safe.

COMMUNITY

Build a strong sense of community to create connection and belonging.

Provide a platform for LGBTQ+ and allies to be able to find themselves, feel safe and supported.

Be a space to cope with personal and societal challenges, while offering the comfort to come together and celebrate our uniqueness.

LETTER FROM OUR NEW EXECUTIVE DIRECTOR



I am so excited to join CCP in creating a stronger and more inclusive Des Moines, and I believe that partnerships with companies and organizations like yours are the key to that better tomorrow. Now that CCP has full-time paid leadership, we look forward to further expanding the number of events we hold throughout the year, increasing the frequency and quality of our collaborations, and multiplying the impact we have on our community.

CCP has become one of the most trusted voices for the LGBTQ+ community in the Des Moines region, and I invite you to participate in the ongoing work of advancing equity, diversity, and inclusion by continuing or increasing your investment with and in us. In this pivotal time of my first year on staff, your sponsorship is a key to our ability to make a whole new degree of impact on our region. Our relationships with local individuals, foundations, organizations, and both small and large businesses are essential to spreading the word that Des Moines is a place for LGBTQ+ people to live and thrive.

As you look through this brochure, I hope you will discover at least two things. First, find an event that aligns with your values and priorities. We want our collaboration with you to help you reach your goals as you invest in the queer community through CCP. Second, I hope you will allow yourself to look beyond the individual events and the sponsorship levels to see the way that your sponsorship is not just a tool for marketing but also an investment that improves lives. Envision the employee who sees their company's logo at a CCP event and feels affirmed and supported by their employer in a way that makes them truly proud to tell others where they work. Envision the everyday member of our community who learns something about you by seeing your logo—that your organization is one that values the inherent worth and dignity of all people.

These are the kinds of things that really matter and why I have joined the team at Capital City Pride. When I read the job description a few months ago, I said to myself, I gotta get this job so I can be a part of this! I hope you join me in that same kind of excitement to jump in and get involved with CCP. I look forward to meeting you, working with you, and building a better tomorrow for all the people who call Central Iowa home.

A handwritten signature in black ink that reads "Wes Mullins".

Wes Mullins (he/him)
CCP Executive Director

2023/24 CAPITAL CITY PRIDE BOARD OF DIRECTORS



Meda Brkic
(she/her/hers)
Vice Chair



Bartley Mullin
(he/him/his)
Secretary



Shannon Samuelson
(she/her/hers)
Director of Finance



Burl Hutchinson
(he/him/his)
Ex-Officio



Jake Sahr
(he/him/his)
Director of Diversity,
Accessibility, & Inclusion



Kyli Hassebrock
(she/her/hers)
Director of
Brand & Marketing



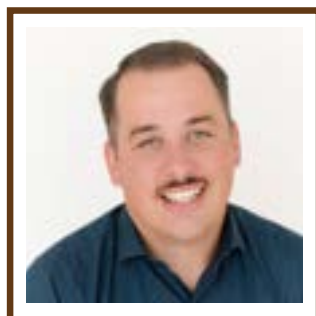
Cal Solverson
(they/them/theirs)
Director of
PR & Social Media



Jim Hegarty
(he/him/his)
Director of IT



Amanda Becker
(she/her/hers)
Director of
Education



Erik Pingel
(he/him/his)
Director of
Community



Ryan Crane
(he/him/his)
Director of
Health & Wellness



Raul Canahui Artola
(he/him/his)
Director of Family

Headshots: Joelle Blanchard

LETTER FROM OUR BOARD CHAIR



Welcome to Capital City Pride's 46th year of providing spaces for LGBTQ+ Iowans to celebrate, learn, and flourish together. 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. This collective gathering for recognition of the rights of queer and trans folks, inspired by the Stonewall Uprising, is commemorated through our annual PrideFest. It is with their spirit of liberation and protest that we continue to ignite change in our community, celebrate diversity, and facilitate togetherness at our programs throughout the year.

Over the past six years, we've made enormous strides in creating and cultivating community-driven, year-round programs that advance our Pillars of Pride: education, health and wellness, family, community, and celebration. These events aim to provide safe spaces for LGBTQ+ folks and welcome the broader Central Iowa community to join us in sharing our stories and celebrating queer joy. Our immense growth has been accompanied by unprecedented global and local challenges including a pandemic as well as proposed and enacted legislation. As such, the need for us to be visible, proactive, and collaborative as an organization has become increasingly prevalent. I am incredibly excited to welcome our first Executive Director to our team as we rise to meet the challenges of providing impactful service to our community. In 2023, we were able to focus on what we do best, and we delivered! Once again, we produced a phenomenal lineup of year-round programming culminating in PrideFest, where we welcomed over 40,000 people of all ages to the East Village to come together in community.

Make no mistake: we can't do what we do without your partnership. Your support through collaboration, funding, people power, and individual strengths are essential for us to continue our positive growth. Capital City Pride's work is sustained through the relationships we've built and continue to pursue through community building. Queer people exist in every organization's workforce. They look to you to create affirming workplaces where they can not only show up as their authentic selves, but also thrive within your organization. We provide leadership opportunities for established and future LGBTQ+ leaders to excel in creating a more welcoming culture for your organization and our community at large. This is why we value our relationships with sponsors as paramount to creating meaningful change.

All LGBTQ+ Iowans deserve to feel welcome in the state they call home. At a time when Iowa often feels unsafe to the queer and trans community, we remain committed to creating safe spaces where all feel seen and welcome. Capital City Pride will continue this essential work in collaboration with LGBTQ+ organizations, which gives us all the ability to amplify our impact and audiences. In the pages that follow, you'll find ways to engage and make the community we share a better place. Please join us as we embark on a critical year of growth with the addition of our Executive Director made possible by your support. I look forward to the work we will do together in the year to come.

A handwritten signature in black ink, appearing to read 'Hillary Gardner', with a long, sweeping horizontal line extending to the right.

Hillary Gardner (she/her/hers)
CCP Board Chair

THANK YOU TO OUR 2023 SPONSORS

RAINBOW



DIAMOND



PLATINUM



500 LOUD & PROUD

AMERICANA | ARF & WAG STUDIO | BIG GROVE BREWERY | BUD & MARY'S
 BURL HUTCHISON & BEN NUNNIKHOVEN | BUZZARD BILLY'S | CENTRO | DAN JANSEN
 DAPPER DSM | DJANGO | EL BAIT SHOP | ELEVENCHERRY SALON | FONG'S PIZZA
 G. DAVID HURD & TRUDY HOLMAN HURD FUND | GATEWAY MARKET | HESSEN HAUS
 HIGH LIFE LOUNGE | IOWA TAP ROOM | KEN'S SPEAKEASY | LUCKY HORSE BEERS & BURGERS
 MALO | NEIL & DEBRA SALOWITZ | ORCHESTRATE | OWEN JEWELRY DESIGN | PJ HAMLIN
 PLANNED PARENTHOOD NORTH CENTRAL STATES | PRIDE SPORTS LEAGUE OF CENTRAL IOWA
 RECON ROOFING & CONSTRUCTION | RITA'S CANTINA | ROBERT ROMORE
 ROCHELLE HILES | SAMPSON FAMILY THERAPY SERVICES, LLC | SCENIC ROUTE BAKERY
 SHANNON & LINDSAY SAMUELSON | SUSAN & CARL VOSS
 THE GARDEN RESTAURANT AND SHOW LOUNGE | THE ROYAL MILE | TRUMAN'S KC PIZZA TAVERN
 UNIVERSITY LIBRARY CAFE | WANDRO & ASSOCIATES | WESTRUM OPTOMETRY | ZHOOSH
 ZOMBIE BURGER | ZOOM ROOM DOG TRAINING

THANK YOU TO OUR 2023 SPONSORS

GOLD



SILVER



BRONZE



COMMUNITY PARTNERS

2 THE TOP
 BEAVERDALE BOOKS
 BLANK PARK ZOO
 COMMUNITY STATE BANK
 DES MOINES MENACE
 DES MOINES MUSIC COALITION
 DES MOINES PERFORMING ARTS
 DES MOINES WATER WORKS
 DOWNTOWN RIVER CENTER
 DSM DRAG KING

ELLIPSIS IOWA
 HOYT SHERMAN PLACE
 IMPERFECT INSPIRATION
 IOWA CUBS
 IOWA SAFE SCHOOLS
 JUNETEENTH
 KITCHEN COLLAGE
 NIAC – IOWA CHAPTER
 NOCE

PLATFORM
 RICOCHET
 SLOW DOWN COFFEE CO
 STORYHOUSE BOOK PUB
 TEEHEE'S COMEDY CLUB
 THE BLAZING SADDLE
 THE DES MOINES ART CENTER
 THE GARDEN
 UP DOWN
 VARSITY THEATER

SPONSORSHIP LEVELS

	INVESTMENT	NAMING RIGHTS	PARADE ENTRY	BOOTH SPACE <small>*tented booth space available upon request for sponsors 10k or above</small>	LOGO RECOGNITION <small>Marketing materials including website (with link), social media, signage</small>	VOLUNTEER SHIRTS	PRIDE GUIDE AD	EXCLUSIVE INVITES <small>to hospitality & sponsor recognition events</small>
PrideFest Presenting	\$50,000	x	x	30'x10'	Presenting	Logo on front	Outside Back Cover + 1 full page	x
Rainbow	\$25,000		x	20'x10'	x	Logo on back	2 full pages	x
Diamond	\$17,500		x	20'x10'	x	Logo on back	1 full page	x
Platinum	\$10,000		x	10'x10'	x	Logo on back	1 full page	x
Gold	\$7,500		x	10'x10'	x	Logo on back	1/2 page	x
Silver	\$5,000		x	10'x10'	x		1/2 page	x
Bronze	\$3,000		x		x		1/2 page	x
Friend	\$1,000		x		x			
500 Loud & Proud	\$500				x			



PRESENTING SPONSORSHIP INCLUDES THE FOLLOWING:

- Naming rights on the specific event
- Logo recognition on marketing materials including the website (with link), social media & signage
- Event Introduction
- PrideFest Sponsor Recognition
- Exclusive invites to hospitality & sponsor recognition events

EVENT SPECIFIC SPONSORSHIP BENEFITS

YEAR ROUND EVENTS

Speaker Series

PRESENTING SPONSOR
WHOLE SERIES
DIAMOND LEVEL
PRESENTING SPONSOR
SINGLE SERIES
SILVER LEVEL

Rainbow Safari

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Gala

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
GOLD, SILVER OR FRIEND LEVELS AVAILABLE

Varsity Pride Films

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
BRONZE LEVEL

Pride Storytellers

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
GOLD LEVEL

Science Center Events

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Family Feud

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
BRONZE LEVEL

Pride Pageant

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Drag Brunch

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Broadway Singalong

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Queens in the Kitchen

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Intergenerational Panel

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Book Club

PRESENTING SPONSOR
BRONZE LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Rainbow Scavenger Hunt

PRESENTING SPONSOR
BRONZE LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

PRIDEFEST SPECIFIC EVENTS

Pride Parade

PRESENTING SPONSOR
PLATINUM LEVEL
+ 1st position in parade
SUPPORTING SPONSOR
GOLD LEVEL

Main Stage

PRESENTING SPONSOR
PLATINUM LEVEL

Volunteer Shirts

PRESENTING SPONSOR
PLATINUM LEVEL
+ Logo on front of shirt

Pride Stride

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Little Rainbow Run

PRESENTING SPONSOR
SILVER LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL

Silent Disco

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Pet Parade

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Zones (4 available)

PRESENTING SPONSOR
PLATINUM LEVEL
SUPPORTING SPONSOR
SILVER LEVEL

Media

SPONSORSHIP LEVEL VARIES

Community Stage

PRESENTING SPONSOR
GOLD LEVEL

Drag Story Time

PRESENTING SPONSOR
BRONZE LEVEL
SUPPORTING SPONSOR
FRIEND LEVEL



Photo: Joelle Blanchard

Photo: Joelle Blanchard



YEAR ROUND SPONSORSHIP OPPORTUNITIES

SPEAKER SERIES

The speaker series is Capital City Pride's year-round educational series. Each month, we feature one LGBTQ+ speaker who has succeeded in some area of life (professional field, personal life, sports, education, accomplishment, etc.) and is able to speak to an audience about how being LGBTQ+ was part of their journey. The speaker series aims to give comfort to people who may be looking for direction, who may need role models, who need that there are paths to something bigger than the issues they may face today. Speakers help to educate the community and our allies on various elements of being LGBTQ+.

INVESTMENT:

\$20,000

PRESENTING SPONSOR
WHOLE SERIES

\$5,000

PRESENTING SPONSOR
INDIVIDUAL SPEAKER

2023-2024 SPEAKER SERIES



JEFFERY MARSH

SEPT. 14, 2023

As a pundit for cable news, Jeffrey Marsh was the first openly nonbinary activist to appear on national television. Jeffrey is also the first nonbinary author with a "Big 5" publisher, Penguin Random House. Jeffrey's best-selling self-esteem guide *How To Be You*, is an innovative, category-non-conforming work that combines memoir, workbook, and spiritual self-help.



SAM SCHEDLER

OCT. 12, 2023

Sam Schedler is a queer comedian working as a Registered Nurse in the Twin Cities of Minnesota. When off the clock, he takes to social media and provides a fresh perspective on hard-to-talk about topics like religious trauma, misinformation and LBGTQIA+ issues. Sam is passionate about making sure everyone in the room feels welcomed and valued.



TIQ MILAN

JAN. 11, 2024

Tiq Milan speaks and writes about intersectional leadership, transgender rights, and racial justice. He shares stories of his life and how his transgender experience has informed his views on masculinity, race, and the gender binary. A journalist for over a decade, his work has appeared on MIC, BuzzFeed, NBC and CNN.



BREA BAKER

FEB. 15, 2024

Brea Baker is a skilled communications strategist, influencer engagement professional, activist/organizer, and social impact advisor. She has contributed to dozens of electoral and advocacy campaigns including the 2017 Women's March (where she served as the youngest national organizer), the 2018 student walkouts against gun violence, Jumaane Williams' successful bid for NYC Public Advocate, and more.



MICHAEL ARCENEAUX

MARCH 21, 2024

Michael Arceneaux, the New York Times bestselling author of the 2018 memoir *I Can't Date Jesus: Love, Sex, Family, Race, and Other Reasons I've Put My Faith in Beyoncé*. His latest release is the upcoming essay collection, *I Don't Want To Die Poor*.



ALICIA ROTH WEIGEL

APRIL 11, 2024

Alicia Roth Weigel is a Forbes and New York Times published change agent, working to improve the political and social landscape for marginalized populations in the South and around the world. As a partner for the Pride Fund, Alicia raises and invests capital to grow LGBTQIA-led companies.



ANTHONY RAPP

MAY 9, 2024

Anthony Rapp is best known for originating the role of "Mark Cohen" in the Tony Award-winning rock opera *Rent*. Rapp also serves on the board of the non-profit organization Friends In Deed, which provides emotional support for anyone with a diagnosis of HIV/AIDS, cancer or other life-threatening physical illnesses, their families, friends, and caregivers.



Photo: Joelle Blanchard

INTERGENERATIONAL CONVERSATION PANEL

APRIL 2024

An Intergenerational Conversation Panel is hosted that brings together members of the LGBTQ+ community who represent Baby Boomers, Gen X, Millennials, and Gen Z for a panel discussion about history, trends, controversial topics, and everyday happenings. Through the panel discussion, we begin to realize that although we are all members of LGBTQ+ community our place in time, our generation, weighs heavily on our thoughts, ideas, and opinions.

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

PRIDE STORYTELLERS

WINTER 2023 + SPRING 2024

The Capital City Pride Storyteller event features 5 to 6 community members who write, memorize and share a 10-minute story about being LGBTQ+ or having an LGBTQ+ person in their life. Some stories are charming, some touching, some funny—all from people creating families, creating lives, and creating a city and community culture. The event 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.

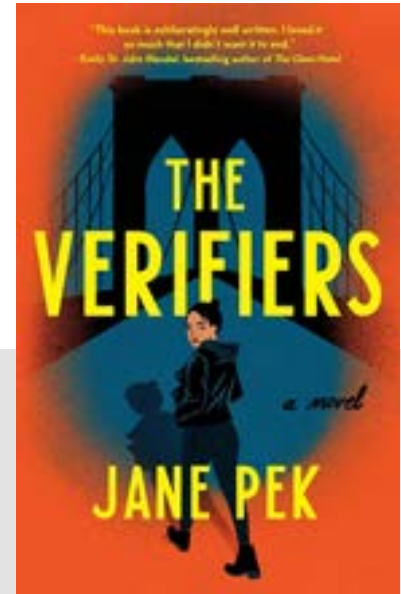
INVESTMENT:

\$15,000

PRESENTING SPONSOR
BOTH EVENTS

\$7,500

SUPPORTING SPONSOR
SINGLE EVENT



PRIDE BOOK CLUB

EVERY OTHER MONTH AT LOCAL PARTNER VENUES

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.

INVESTMENT:

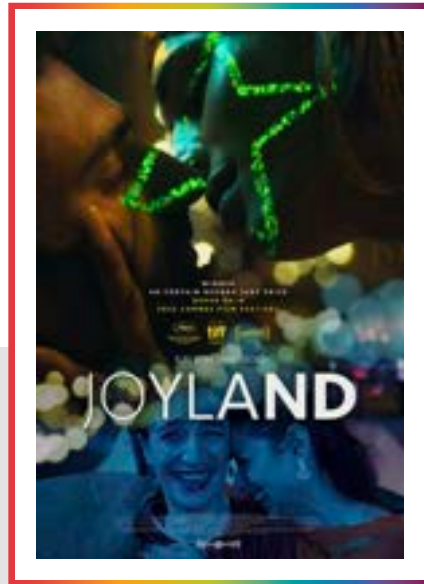
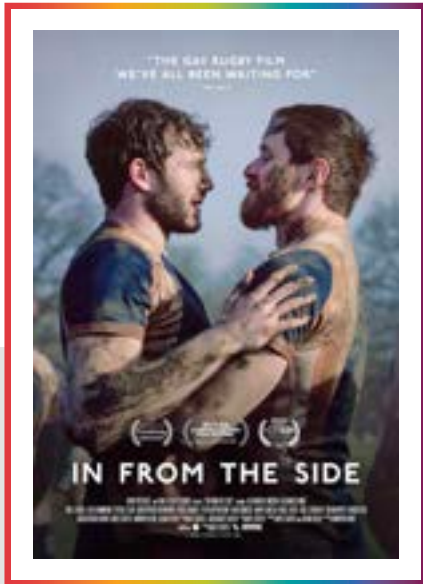
\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



VARSITY PRIDE FILMS

EVERY OTHER MONTH AT VARSITY CINEMA

Empowering storytelling through film. In partnership with Varsity Cinema, this series of screenings 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.

INVESTMENT:

\$15,000

PRESENTING SPONSOR
WHOLE SERIES

\$3,000

SUPPORTING SPONSOR
INDIVIDUAL FILM



Photo: Joelle Blanchard

RAINBOW SAFARI

SUMMER 2024

Rainbow Safari is 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 enjoy an evening of animal gazing and feeding, carousel and train riding, eating and drinking, and general merriment.

INVESTMENT:

\$15,000

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

SCIENCE CENTER EVENTS

WINTER 2023 AND SPRING 2024

Capital City Pride partners with the Des Moines Science Center to offer a family-friendly movie screening, Movie Under the Stars. Typically, a G-rated cartoon / movie with cultural sensitivity is selected for viewing.

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$2,000

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

RAINBOW SCAVENGER HUNT

SUMMER 2024

The Rainbow Scavenger Hunt is a family-friendly event hosted by Capital City Pride. Clues are provided to participants via Facebook and the CCP website and the first 50 teams to complete all the clues and make it to the rainbow arch “finish line” win a gift bag.

INVESTMENT:

\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

MR./MS./MX. PAGEANT

JUNE 1, 2024

The Pride Pageant is a long running Capital City Pride tradition. Contestants vie for one of three crowns Mr. Pride, Ms. Pride and Mx. Pride. In 2019, the Mx. Crown was introduced to open a new safe space for non-binary participating pageant contestants.

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$2,000

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

DRAG BRUNCH

JUNE 2, 2024

Drag brunch is one of the hottest-themed events to hit the LGBTQ+ community. From an underground scene to a pop culture phenomenon, drag shows have had many faces, with drag brunches being their most recent reincarnation. Capital City Pride presents their own rendition to celebrate Pride.

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

BROADWAY SINGALONG

WINTER 2024

The Broadway Singalong is a LGBTQ+ classic. Historically, LGBTQ+ Broadway performers in NYC would meet at a local piano bar after the Sunday Matinee. Since there were no Sunday evening performances, the performers and the community could come together, sing, laugh, and have an evening of fun. The Capital City Pride aims to capture the essence of this time told tradition of singing and celebrating life together.

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

FAMILY FEUD

SPRING 2024 + FALL 2024

Capital City Pride's Family Feud is a fun take on America's favorite game show "The Family Feud." Teams, such as drag houses, compete against one another to identify the most common answers to the surveyed questions. Capital City Pride commissioned a Family Feud studio set that can be used for the foreseeable future. In combination with Pinnacle Productions, audiences are bound to have a great time watching the fun unfold.

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$3,000

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

QUEENS IN THE KITCHEN

3-PART SERIES THROUGHOUT 2024

Queens in the Kitchen is a live cooking instruction series combining interesting recipes and lots of laughter as our guest chef and resident drag queen demonstrates how to prepare and cook a delicious dish. Capital City Pride provides a recipe and grocery list for community members and viewers to follow along at home! The Capital City Pride website and social media platforms provide each episode's theme, recipe, and grocery list allowing viewers to pick up their supplies before the demo. Each episode lasts approximately 15 minutes.

INVESTMENT:

\$13,000

PRESENTING SPONSOR
WHOLE SERIES

\$5,000

SUPPORTING SPONSOR
SINGLE EPISODE

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photos: Joelle Blanchard



Photo: Joelle Blanchard

PRIDE GALA & AWARDS

MARCH 2, 2024

The Pride Gala & Awards Ceremony aims 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!

INVESTMENT OPPORTUNITIES:

\$15,000

PRESENTING SPONSOR

1 AVAILABLE

\$7,500

GOLD SPONSOR

3 AVAILABLE

\$5,000

SILVER SPONSOR

5 AVAILABLE

\$2,500

SUPPORTING SPONSOR

UNLIMITED

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.





PRIDEFEST SPONSORSHIP OPPORTUNITIES

PRIDEFEST 2024

JUNE 7-9, 2024

PrideFest 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. It's a jam-packed weekend full of amazing entertainment, festive parade, and fun-filled activities for all ages including a Family & Youth Zone, Teen Zone, Health and Wellness Zone. Specific sponsored events are outlined here along with a chart of all weekend sponsorship opportunities.



Photos: Joelle Blanchard



Photo: Joelle Blanchard

FRIEND

An opportunity for all to show support with this individual, small business, specific fund directed donor program. Show your support to Capital City Pride and the LGBTQ+ community, both year-round and during PrideFest.

INVESTMENT

\$1,000

BENEFITS

- One 6" x 4" window cling and Two 3" x 4.5" stickers to place anywhere
- Official digital certificate
- 50% off a Pride Guide Ad (5x8" regularly \$1,000, 5x4" regularly \$500)
- Dedicated Page in the 2024 Pride Guide
- Listed on the Capital City Pride Website with 2024 Sponsors
- Free parade entry

500 LOUD & PROUD

An opportunity for all to show support with this individual and small business donor program. Show how loud & proud YOU are to support Capital City Pride and the LGBTQ+ community, both year-round and during PrideFest.

INVESTMENT

\$500

BENEFITS

- One 6" x 4" window cling and Two 3" x 4.5" stickers to place anywhere
- Official digital certificate
- 50% off a Pride Guide Ad (5x8" regularly \$1,000, 5x4" regularly \$500)
- Dedicated Page in the 2024 Pride Guide
- Listed on the Capital City Pride Website with 2024 Sponsors



PRIDE STRIDE

PRIDEFEST | JUNE 8, 2024

Celebrate diversity, love and acceptance at PrideFest by joining Capital City Pride's fastest growing event, **the Pride Stride 5k**. In just a few years, this race has grown by over 300% with more than 450 participants signed up to race last year alone!

Be yourself or an ally while supporting a great cause! All proceeds benefit Capital City Pride, helping to fund year-round programming and events for members of the LGBTQ+ community, family, and friends.

All athletes receive a t-shirt, medal as well as a race bib for registering. The race starts and finishes on E. Locust St in the Historic East Village, and will take you along the Principal Riverwalk, John Pat Dorrian Trail, and Meredith Trail as you enjoy views of the Downtown Des Moines skyline, the Des Moines and Raccoon Rivers, and more. **Whether you walk, run, or strut your way to the finish line, let's make strides towards a more inclusive world!**

INVESTMENT:

\$15,000

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Archi Trujillo

LITTLE RAINBOW RUN

PRIDEFEST | JUNE 8, 2024

Being a winner for diversity and inclusion has no age limit, so race into the future with these soon-to-be leaders and change-makers. The event features multiple age categories, making it a perfect family-friendly activity and takes place in our family zone right off the main PrideFest street closure.

Easily the cutest fun run in all of Iowa!

INVESTMENT:

\$5,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



PET ZONE

PRIDEFEST | JUNE 7-9, 2024

Amid the vibrant and colorful festivities of PrideFest, there's a special zone that's just for our furry friends and their human companions. This dedicated pet zone is a space where the unconditional love and companionship between pets and their LGBTQ+ families are celebrated. Here, you'll find playful pups, fabulous felines, and a menagerie of other lovable creatures, all adorned in their rainbow-hued finest. From the pet parade to pet-friendly vendors, this zone is a testament to the diverse and loving bonds that exist within our LGBTQ+ community.

INVESTMENT:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

HEALTH & WELLNESS ZONE

PRIDEFEST | JUNE 7-9, 2024

Capital City Pride promotes healthy living and socialization for the LGBTQ+ community through physical activity and sports. Partnering with Pride Sports League, we dedicate a zone at PrideFest to the celebration of fitness, education, health, and wellness to further bring our community together. Past activities included a dunk tank, weight lifting challenge, bags tournament, and more. Booths are also available to learn how to get more involved in personal fitness, health and wellness, and local leagues.

INVESTMENT:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Archi Trujillo

FAMILY & YOUTH ZONE

PRIDEFEST | JUNE 8, 2024

The Capital City Pride Family and Youth Zone was created 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.

INVESTMENT:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Archi Trujillo

TEEN ZONE

PRIDEFEST | JUNE 7-9, 2024

The Capital City Pride The Teen Zone was created to offer a much-needed space for LGBTQ+ teens and allies. As more and more youth gather to celebrate, Capital City Pride is finding it necessary to create a dedicated safe space for today's teenage population. This area aims to provide 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 will be encouraged to use this space as somewhere to use their voices, hear others' stories, socialize, and make new memories and lasting friendships!

INVESTMENT:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

PET PARADE

PRIDEFEST | JUNE 8, 2024

We love our furry friends as members of the family and now they have a chance to show their support for a cause you love almost as much as you love them! Schedule an appointment at the groomers, put on your best leash and collar combo and join Capital City Pride for the Pride Pet Parade. Prizes will be awarded to the contestant with the most pride, Pet & owner look alike, and best outfit.

INVESTMENT:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

PRIDE PARADE

PRIDEFEST | JUNE 9, 2024

A celebration of community and culture, the annual Pride Parade is an important occasion for the Des Moines community, LGBTQ+ people and allies to come together and show unity. Traditionally, Pride Parade takes place Sunday of Pride Fest weekend. The iconic route starts from the Statehouse and travels west on Grand Avenue. The parade is about being proud of who you are, and it process the opportunity to honor the origins of LGBTQ+ movement. There parade is a positive stance against discrimination and violence towards LGBTQ+ people and an opportunity to promote their self-affirmation, dignity, and equal rights. In addition, it increases the visibility as a social group, builds community, and celebrates diversity.

INVESTMENT:

\$15,000

PRESENTING SPONSOR

\$7,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

SILENT DISCO

PRIDEFEST 2024

Capital City Pride hosts a silent disco on the Friday evening of PrideFest. This is an event where people dance to music listened to on wireless headphones. Rather than using speakers, music is broadcast to the wireless headphones worn by the participants. Those without the headphones hear no music, giving the effect of people dancing to nothing. A silent disco.

The Silent Disco is an all-ages event. To ensure that everyone can participate in the celebration of our diverse community and culture, there will be a time slot designated for the kids disco and a separate time for the adults disco.

INVESTMENT:

\$10,000

PRESENTING SPONSOR

\$5,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



Photo: Joelle Blanchard

DRAG STORYTIME

JUNE 8TH, 2024 DURING PRIDEFEST

Capital City Pride hosts Drag storytime. The event is just what it sounds like—drag queens reading stories to children giving them glamorous, positive, and unabashedly queer role models.

INVESTMENT:

\$3,000

PRESENTING SPONSOR

\$1,500

SUPPORTING SPONSOR

* Exclusive sponsorship rights are available for this event. If interested, ask us about the additional costs and benefits of being the sole sponsor.



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Photo: Joelle Blanchard



Photo: Gabe Greco



Photo: Joelle Blanchard



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