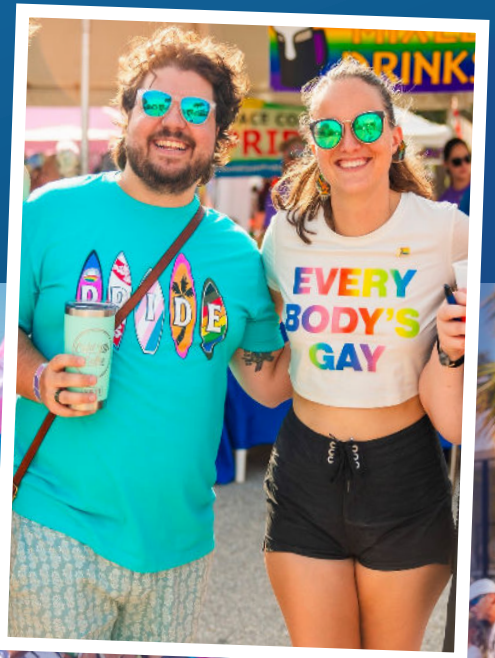




2024

# SPONSORSHIP

*Opportunities*



[SpaceCoastPride.org](https://SpaceCoastPride.org)

## Your Support Means *Everything*

Thanks to our incredible sponsors, Space Coast Pride was able to make 2023 a wonderful year with memorable events. We can't wait to make 2024 even better! With your support, not only can we continue to host our Rainbow Run 5k, Pride Parade & Festival, and other events that bring joy to our community, but we can also continue to fight for change, offer an annual scholarship to high school graduates attending an accredited college, and so much more.



### SPACE COAST PRIDE

## *Parade & Festival*



**SEPTEMBER 28, 2024**

We're planning our 3rd year in Historic Downtown Melbourne! The parade will kick off the day, crossing Strawbridge Ave and heading East on East New Haven Ave. We will be seen by many! The festival will immediately follow. The Board of Space Coast Pride will always keep the health and safety of our community as a priority at our events.

SpaceCoastPride.org

## Our Board

**Justin Cercone**  
President

**Mary Beth Laburda**  
Vice President

**Katherine Cowley**  
Treasurer

**Kristine Ambrosino**  
Secretary

**Tina Jensen**  
Communications Director

**Keith Becher**  
Parade Director

**Bill McKay**  
Community Director

**TBD**  
Entertainment Director

**Connor Bryan**  
Director

**Giovanni Ambrosino**  
Director

### COMMITTEE LEADERS:

**Shelley Rodden**  
Youth Director

**Robert Baker**  
Vendor Director

## *Who we are*

Space Coast Pride is committed to serving the LGBTQ+ interests in Brevard County by providing leadership to our community; by offering support and sponsorship of nonprofits that serve the LGBTQ+ community; by educating and advocating for human rights and serving as the call to action for our community; and through the festival and parade which celebrates our community.

<https://spacecoastpride.org/about/>



### OUR MISSION

Space Coast Pride, Inc. is the Lesbian, Gay, Bi-Sexual, Transgender and Queer+ community organization for Brevard County, Florida and a non-profit 501(c)3 charitable organization. Its primary focus is to foster a sense of community among LGBTQ+ residents and to bridge the divide with our straight families, friends, neighbors and organizations. The Space Coast Pride festival and parade is the pinnacle of our efforts. Space Coast Pride is committed to upholding LGBTQ+ interests in Brevard County.



SpaceCoastPride.org

# Sponsorship Opportunities

Sponsors help make Pride happen in our community and we celebrate our partnerships. We can help create special branding opportunities to create a sponsorship level for everyone.

Register Online at: [Sponsor Registration](#)

## Parade & Festival

Presenting	\$15,000
Diamond	\$12,000
Platinum	\$8,000
Gold	\$3,500
Silver	\$2,000
Bronze	\$1,200

Saturday, September 28, 2024

## Rainbow Run 5k

Presenting	\$3,000
Champion	\$1,000
Sprinter	\$500
Sashay	\$250

Saturday, June 15, 2024



SpaceCoastPride.org

# Sponsor Promotions

Examples of some of the sponsorship benefits you can receive in 2023:

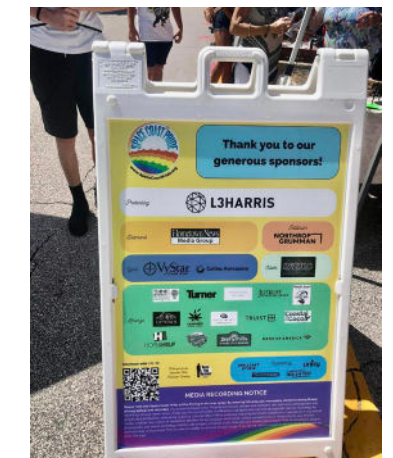
### PRINT ADVERTISING:

- **Logo on Posters**  
Over 300 posters distributed
- **Logo on Palm Cards**  
Over 1,500 distributed at events
- **Logo on Yard Signs**  
Dozens placed on major roads the week of the festival
- **Logo on Coasters**  
Beverage coasters promoted in several restaurants & bars



### FESTIVAL SIGNAGE:

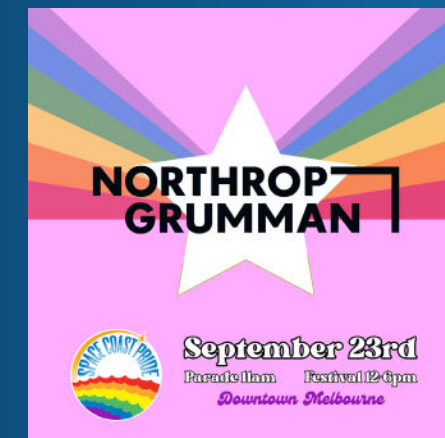
- **Logo on Festival Programs**  
Nearly 500 distributed at festival
- **Logo on Stage Banners**  
Hung on stage for top sponsors
- **Logo on Sandwich Boards**  
Each entrance lists sponsors
- **Logo on Table Tents**  
Each table had a sign listing sponsors



## And More!

### INCLUDING:

- Banner on Space Coast Pride homepage
- Social media shout outs
- Logo on official event t-shirts
- Booth space at events
- Participation in parade



SpaceCoastPride.org

# Parade & Festival Sponsorship

Space Coast Pride, Inc is a 501(c)(3) allowing your sponsorship to be tax deductible when applicable

Saturday • September 28, 2024

Parade 11:00am • Festival 12:00pm - 6:00pm

Sponsorship Benefits		Presenting - \$15,000	Diamond - \$12,000	Platinum - \$8,000	Gold - \$3,500	Silver - \$2,000	Bronze - \$1,200
Digital Marketing	Banner on website homepage	✓					
	Mention at Festival Eve planned press conference	✓	✓				
	Logo & link on sponsor web page	✓	✓	✓	✓	✓	✓
	Email marketing with sponsor level recognition	✓	✓	✓	✓	✓	
Social Media	Social media posts on all platforms with logos	✓	✓	✓	✓	✓	✓
	Individual spotlight sponsorship social media post	✓	✓	✓			
	Sponsor level group social media post				✓	✓	
Printed Marketing	Prominent presenting sponsor recognition	✓					
	Logo on Festival map	✓	✓				
	Logo on Festival/Parade posters	XXL	XL	L	M	S	
	Logo on Festival/Parade palm cards	✓	✓	✓	✓	✓	
	Logo on official Festival t-shirts	✓	✓	✓	✓	✓	
	Logo on banner at Festival stage	✓	✓	✓			
Festival Booth	Prominent large outdoor booth space	✓					
	Large outdoor booth space		✓				
	Preferred outdoor booth space			✓			
	Outdoor booth space (10x10)				✓	✓	✓
Parade	Preferred Parade lineup placement by sponsor level	✓	✓	✓	✓	✓	
	Motorized vehicle unit (provide own) & walking unit	✓	✓	✓	✓	✓	
	Walking Unit						✓
VIP Hospitality	Onstage Festival in-person presentation	✓	✓				
	Festival drink tickets	10	8	4	3	2	1
Rainbow Run 5k	Official Festival t-shirts	8	6	4	3	2	1
	Champion Sponsor of Rainbow Run 5k	✓					
	Outdoor booth at Rainbow Run 5k	✓	✓				
	Logo on Rainbow Run 5k t-shirts (600+ runners)	✓	✓				
	Discounted Rainbow Run 5k registrations	✓	✓				

Print advertising deadline is July 31. Non-monetary support is appreciated, but may not receive all sponsor level benefits.

For questions, please contact [Justin Cercone](mailto:Justin.Cercone@SpaceCoastPride.org) at [President@SpaceCoastPride.org](mailto:President@SpaceCoastPride.org)

# Festival Vendors

Register Online at: [Vendor Registration](#)

Saturday, September 28, 2024 Festival: 12:00pm - 6:00pm (setup by 11:00am)	Early Bird Price through June 30	Standard Price July 1 - Aug 15	Late Registration after Aug 15
Vendor Booth Outdoor 10x10	\$175	\$200	\$300
Vendor Booth Non-Profit Outdoor 10x10	\$120	\$150	\$240
Vendor Food Booth (Non-Truck)	\$200	\$225	\$325
Vendor Food Truck	\$250	\$300	\$400

For Vendor questions contact [Robert Baker](mailto:Robert.Baker@SpaceCoastPride.org) at [Vendor@SpaceCoastPride.org](mailto:Vendor@SpaceCoastPride.org)



# Parade Participants

Register Online at: [Parade Registration](#)

Saturday, September 28, 2024 Parade: 11:00am (line up by 10:15am)	Early Bird Price through June 30	Standard Price July 1 - Aug 15	Late Registration after Aug 15
Parade Walkers	\$80	\$90	\$180
Parade Vehicle & Walkers	\$100	\$130	\$260
Parade Non-Profit Walkers	\$35	\$45	\$90
Parade Non-Profit Vehicle & Walkers	\$60	\$70	\$140

For Vendor questions contact [Keith Becher](mailto:Keith.Becher@SpaceCoastPride.org) at [Parade@SpaceCoastPride.org](mailto:Parade@SpaceCoastPride.org)

# Rainbow Run 5K Sponsorship

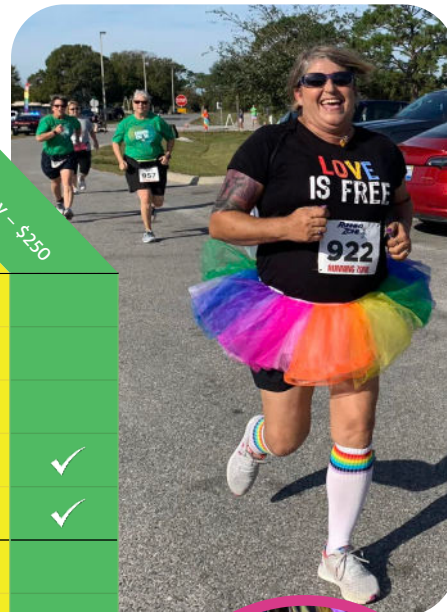
Space Coast Pride, Inc is a 501(c)(3) allowing your sponsorship to be tax deductible when applicable

Run. Walk. Skip. Dance. *Sashay!*

Saturday • June 15, 2024

Race Starts 7:30am • Vendors 6:30am

Sponsorship Benefits		Presenting – \$3,000	Champion – \$1,000	Sprinter – \$500	Sashay – \$250
Marketing	Presenting sponsor recognition	✓			
	Logo on banner at event	✓	✓		
	Logo on official race t-shirts (600+)	✓	✓	✓	
	Logo and link on sponsor webpage	✓	✓	✓	✓
	Sponsor level group social media post	✓	✓	✓	✓
Event	Placement of promo materials in race bags (600+)	✓	✓	✓	
	10x10 booth space at event	✓	✓	✓	
	FREE 5K registrations	8	6	4	2
	Discounted 5K registrations	✓	✓	✓	✓



## Sponsorship of Additional Events

Sponsorship opportunities can be created for one of our many other events throughout the year and

during our Pride Week of festivities during the last week of September.

Examples of some of our events are listed above and on the next page. We welcome discussing other opportunities as well.

Sponsorship print advertising deadline is July 31.

For questions, please contact [Justin Cercone](mailto:Justin.Cercone@SpaceCoastPride.org) at [President@SpaceCoastPride.org](mailto:President@SpaceCoastPride.org)

SpaceCoastPride.org

# Space Coast Pride Annual Events



## 5K Rainbow Run/Walk

Wickham Park, Saturday June 15, 2024

Engaging and promoting wellness and healthy lifestyles in the LGBTQ+ community.

- Over 600 runners participated in 2023
- Vendor spots available
- Join the Rainbow Celebration all morning, even if you aren't participating

## Space Coast Pride Festival

Historic Downtown Melbourne, Saturday September 28, 2024

Our main event! Bringing the Space Coast together to celebrate the LGBTQ+ community.

- Over 14,000 people in attendance
- All day Main Stage entertainment featuring family friendly drag queens
- Over 140 total vendors, including food trucks and food vendors



## Space Coast Pride Parade

Historic Downtown Melbourne, Saturday September 28, 2024

Our colorful parade celebrating the LGBTQ+ community.

- Over 60 groups from the Space Coast join the parade each year
- Hundreds of spectators watch from the streets and celebrate with Pride



## Pride Week Events

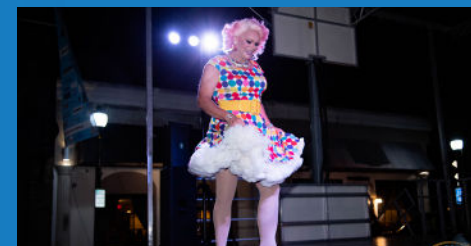
Various locations throughout the Space Coast, September, 2024

- Space Coast Pridefest Annual Gala
- Community Beach Day
- Pride Week Launch Party
- Roller Skating Night ... and more to be announced



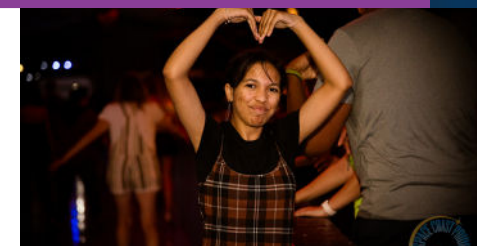
## Year-Round Community Events

- Monthly Happy Hours & Meet Ups
- Virtual events
- Theatre Outings
- Benefit shows bringing community together
- Participation in other festivals and events



## Year-Round Youth Events

- Community support and fundraising events
- Collaborative social events with PFLAG
  - Including teen dances, movie nights and game nights










SpaceCoastPride.org

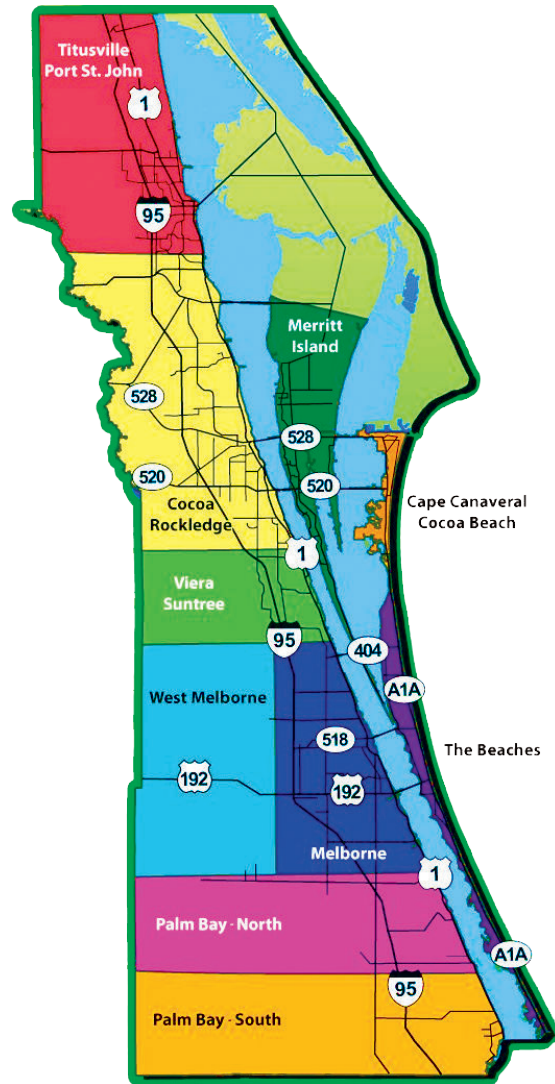
# About the Space Coast

Brevard County, known as the Space Coast, has over half a million residents. Located east of Orlando and halfway between Jacksonville & Miami, Brevard County extends 72 miles from north to south along Interstate 95 and averages 26.5 miles wide.

The Space Coast includes cities such as Melbourne, Palm Bay, Titusville, Merritt Island, Cocoa Beach, Rockledge, Viera, West Melbourne, Cape Canaveral, Indialantic, Satellite Beach, Patrick Space Force Base, and more.

Some of the area highlights include:

-  A **high-tech workforce** supported by the economic development growth of engineering, aerospace, information technology and space related careers
-  Kennedy Space Center, with a record year of **over 70 space missions**, and more to come in 2024
-  The 72 miles of pristine beaches, a cruise port, and a 73 degree average temperature draws more than **2.5 million tourists** here annually
-  Home to the **closest beaches to Orlando**, including the beautiful shorelines of the Canaveral National Seashore
-  Port Canaveral is ranked as the **world's busiest cruise port** in multi-day embarkations with nearly 4.3 million cruise ship passengers
-  CNN Travel listed the Space Coast among the **top 19 places** in the world to visit in 2019
-  **Easily accessible from Florida's largest domestic airport**, Orlando International Airport, along with our own Orlando Melbourne International Airport



Sources: Space Coast Office of Tourism (VisitSpaceCoast.com), Space Coast Economic Development Commission (SpaceCoastEDC.org), Canaveral Port Authority (PortCanaveral.com), CNN Travel (CNN.com)



Florida Today via AP



# Charitable Giving

Space Coast Pride donates to non-profit organizations that support, educate, and raise awareness for the LGBTQ+ community.

## WE PROUDLY SUPPORT *Local* ORGANIZATIONS



**PFLAG MELBOURNE SPACE COAST**  
Parents and Friends of Lesbians and Gays (PFLAG) provides support, education and advocacy for parents and their LGBTQ children. Our annual donation continues to help support their mission.



**PROJECT RESPONSE**  
Project Response is a lifeline for those in our community living with HIV. We support their efforts through monetary donations and Drag Thru Food Drop, which helps replenish their pantry.



**BLUE PLAID SOCIETY**  
The Blue Plaid Society is a 501(c)(3) non-profit organization dedicated to raising awareness about illicit fentanyl, the drug that is killing our loved ones at a catastrophic rate. Blue Plaid also supports saving lives through the distribution of Narcan.



**THE VIERA STUDIO FOR THE PERFORMING ARTS**  
We believe that the performing arts have the power to inspire, educate, and Transform Young People's Lives

## WE PROUDLY OFFER *Scholarships* FOR STUDENTS

**RANDALL D. KELLY / KELLI RANDELL MEMORIAL SCHOLARSHIP**  
The Space Coast Pride Randall D. Kelly/Kelli Randell Memorial Scholarship is an achievement-based award that aims to support the members of our community with their educational development. Dedicated to the memory of Miss Kelli Randell, whose service, generosity and passion improved the lives of many, this scholarship is for Senior high school students who will be in the graduating class of 2023.



Space Coast Pride's 2023 Randall D. Kelly/Kelli Randell Memorial Scholarship winners and the Board of Directors with Kelli's husband

## WE PROUDLY HOST FREE *Community* EVENTS FOR ALL



The support of our many sponsors make it possible to continue to offer the Space Coast Pride Festival and Parade, monthly social mixers, benefit shows, community beach days and more **COMPLETELY FREE to our community**. You are making a difference in the lives of LGBTQ+ residents of the Space Coast, and we can't thank you enough for all of your support!

# Marketing & Promotion

Space Coast Pride and our largest events, especially the Festival and Parade in September, are marketed and promoted in a variety of ways to raise awareness in our community.

## PUBLICATIONS

### Watermark Magazine

¼ page full color ad for 3 weeks

### Hometown News

¼ page full color ad for 3 weeks plus front page featured article

### HotSpots Magazine

Full page color ad in monthly publication

### OutClique Magazine

Full page color ad in monthly publication at over 200 locations throughout Florida

### Melbourne Beachsider

Event listed in weekly Melbourne area publication

## SOCIAL MEDIA

### Facebook

Over 10,000 followers, paid promotions of events  
[www.facebook.com/SpaceCoastPride](http://www.facebook.com/SpaceCoastPride)  
[www.facebook.com/SpaceCoastPride5K/](http://www.facebook.com/SpaceCoastPride5K/)

### X (formerly Twitter)

Promoting events  
<https://twitter.com/spacecoastpride>

### YouTube

Promotional video for festival  
<https://www.youtube.com/spacecoastpride>

### Instagram

Promoting organization, over 3,000 followers  
<https://www.instagram.com/spacecoastprideinc/>

## SKY BANNERS

Aerial advertising helps us raise awareness and celebrate pride from up above.



## RADIO + STREAMING TV

Radio spots and streaming TV commercials run the week leading up to pride, featuring our Presenting Sponsors and promoting the Festival, Parade, Rainbow Run 5K, Finance Workshop, & Pride Launch Party.



## DIGITAL BILLBOARDS

Our Festival and Parade date is advertised on 7 digital billboards in Brevard County for more than 2 weeks leading up to the event.



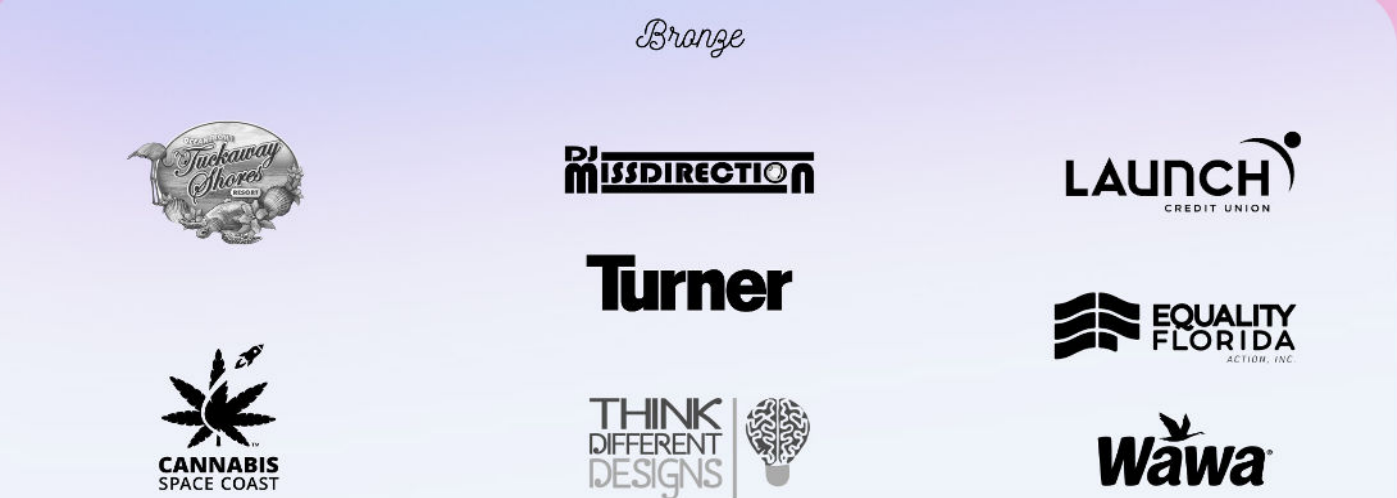
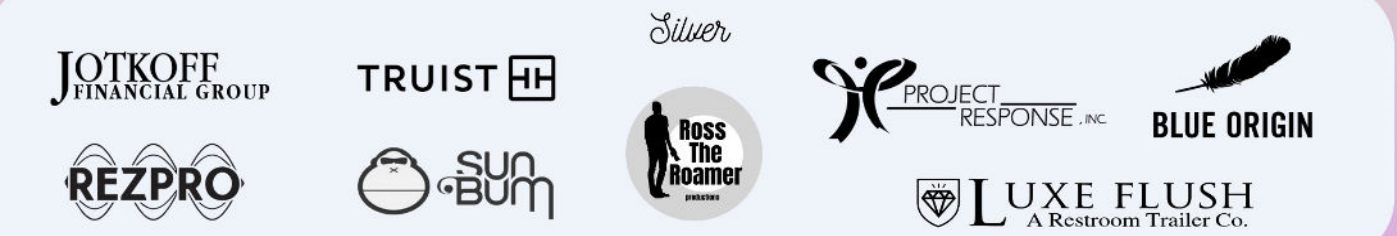
## EVENT BOOTHS

We attend various events in Florida with a vendor booth to promote Space Coast Pride.



# 2023 Sponsors

A huge Thank You to each of our sponsors for helping to celebrate Pride and diversity in the Space Coast!





*Thank You!*



[SpaceCoastPride.org](http://SpaceCoastPride.org)

