

# Druid City Pride



**Festival:**  
**Oct. 6, 2024**  
Tuscaloosa, AL



# 2024 Opportunity Guide

# About Druid City Pride

Druid City Pride (DCP) is a non-profit community organization that serves and advocates for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) members of the West Alabama community and their allies. The volunteer board of DCP plans, organizes, hosts, and operates (with the assistance of additional volunteers) its annual "Druid City Pride Festival" each October (LGBTQ+ History Month) in Tuscaloosa, Alabama. Throughout the year DCP also hosts other community building, fund-raising, and educational events.



## Druid City Pride Festival

October 6, 2024

on Government Plaza in Tuscaloosa, AL

**DCP Week:**

September 30 - October 6, 2024

### A Brief DCP History Lesson

- **2014** First Tuscaloosa Pride March organized by the Unitarian Universalist Congregation of Tuscaloosa
- **2015** Small festival added to the Tuscaloosa Pride March; Pride Board formally created and organization officially named Druid City Pride (DCP)
- **2016** Increased community engagement and outreach with events; first official Druid City Pride Festival was held in October
- **2017** Druid City Pride officially incorporated with the Alabama Secretary of State and granted 501(c)(3) non-profit status
- **2020** Virtual Pride Festival
- **2021** DCP Ally Business Circle created to allow local businesses the opportunity to openly state their support of the LGBTQ+ community in West Alabama
- **2022** Partnered with local organizations like The Chamber of Commerce of West Alabama, Visit Tuscaloosa and Mystic Krewe of the Druids to increase community reach and engagement
- **2023** First musical headliner, Chris Housman

### Festival Highlights

- Estimated 2,000 attendees in 2023 (increase from 1,750 in 2022)
- 75 Vendors (2023)
- 39 Sponsors (2023)
- Notable headliners: Leslie Jordan (*Will & Grace*, *Sordid Lives*), Ryan Jamaal Swain (*Pose*), Matteo Lane (comedian)
- Previous Pride Week Events: Pride Family Skate Night, Professionals with Pride Happy Hour, LGBTQ+ Cinema at the Bama Theatre, Drag Queen Bingo, Drag Brunch at Hotel Indigo's Lookout Rooftop Bar

### About Tuscaloosa

- Nicknamed: *The Druid City* for its water oak lined streets and the ancient Celtic people who worshipped oak trees
- Population: 177,700
- Student Population: 39,623
- Median Age: 33.3
- Median Household Income: \$55,096
- 9.9 million annual visitors



# 2024 Sponsorship Opportunities



*In line with a commitment to transparency:* This year Druid City Pride has made the decision to forego its annual Pride Guide. In past years the booklets have become a source of litter and primarily discarded. In 2023, a Digital Pride Guide was introduced with minimal interaction. Omitting the Pride Guide this year will allow DCP to focus time and resources in ways that provide higher visibility of your brand at the Druid City Pride Festival. This improved visibility will strengthen your reach and further diversify your customers/clients. Thank you for your commitment to the LGBTQ+ community and helping create a more inclusive West Alabama.

## NOTE ON LOGOS AND DELIVERABLES:

**Please, e-mail files and content to [events@druidcitypride.org](mailto:events@druidcitypride.org) by August 23, 2024**

*Logos and other deliverables (e.g. social media content, URLs, etc.) received after the due date cannot be guaranteed on all items.*

*The display quality of logos not delivered in a vector format or high resolution file cannot be guaranteed.*

## PRESENTING SPONSOR- \$10,000 (Limited to 1)

If you are interested in the Presenting Sponsor Level, e-mail [events@druidcitypride.org](mailto:events@druidcitypride.org)

- Title sponsorship recognition for the Pride Festival
- 10x20 foot vendor space (tent and tables provided) in premier location at the Pride Festival
- Exclusive "Premiere Sponsor" Pride Week Event with Pride Board
- 6 tickets to all ticketed events during Pride Week
- 6 tickets to the Meet & Greet with festival headliner (if applicable)
- Logo incorporated into all Pride Festival promotional and day of media
- Logo included on Pride Festival bag and on bag insert
- Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- Exclusive Presenting sponsor event signage (e.g. yard signs) throughout the Festival
- 1 speaking opportunity at the Pride Festival
- Recognition at all Pride Week events and at the Pride Festival
- Opportunity to display corporate banner on the Pride Festival stage and two more in other locations at the Pride Festival (*banners provided by sponsor*)
- 3 Tagged Single-sponsor posts on social media – *Sponsor must provide Facebook and/or Instagram page links; sponsor may provide suggested content (photos, videos, etc.) for 2 posts which must be approved by DCP or its Social Media manager*
- Brand exclusivity (if desired)

***Druid City Pride is a 501(c)(3) non-profit.***



## DIAMOND SPONSOR- \$6,000 (Limited to 1)

- Pride "Stage" (or Entertainment) sponsorship
- Listed on select promotional materials (e.g. posters)
- 10x10 foot vendor space (tent and table provided) near the stage at the Pride Festival
- Exclusive "Premiere Sponsor" Pride Week Event with Pride Board
- 4 tickets to all ticketed events during Pride Week
- 4 tickets to the Meet & Greet with festival headliner (if applicable)
- Logo included on Pride Festival bag and on bag insert
- Logo included on sponsor appreciation event signage
- Logo displayed on diamond exclusive event signage (e.g. yard signs) with web address or contact provided by the sponsor
- Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- 1 speaking opportunity at the Pride Festival
- Recognition at all Pride Week events and at the Pride Festival
- Opportunity to display corporate banner on the Pride Festival stage (*banner provided by sponsor*)
- 2 Tagged Single-sponsor appreciation post on social media – *Sponsor must provide Facebook and/or Instagram page links; sponsor may provide suggested content (photos, videos, etc.) for 1 post which must be approved by DCP or its Social Media manager*

## PLATINUM SPONSOR- \$3,000 (Limited to 3)

- Pride Week single event "Sponsored by" of your choice
- 10x10 foot vendor space (tent and table provided) in premier location at the Pride Festival
- Exclusive "Premiere Sponsor" Pride Week Event with Pride Board
- 4 tickets to all ticketed events during Pride Week
- 4 tickets to the Meet & Greet with festival headliner (if applicable)
- Logo included on Pride Festival bag and on bag insert
- Logo included on sponsor appreciation signage
- Logo displayed on platinum exclusive event signage (e.g. yard signs)
- Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- 1 speaking opportunity at the Pride Festival
- Recognition at all Pride Week events and at the Pride Festival
- Opportunity to display corporate banner at the Pride Festival (*banner provided by sponsor*)
- 2 tagged Single-sponsor appreciation posts on social media – *Sponsor must provide Facebook and/or Instagram page links*

**BECOME A SPONSOR**



*Logos and other deliverables (e.g. social media content, URLs, etc.) received after **August 23, 2024** cannot be guaranteed on all items. Please e-mail files and content to [events@druidcitypride.org](mailto:events@druidcitypride.org)  
The display quality of logos that are not delivered in a vector format or high resolution file cannot be guaranteed.*

**Druid City Pride is a 501(c)(3) non-profit.**





## **GOLD SPONSOR- \$2,000**

- 10x10 foot vendor space in premier location at the Pride Festival
- 2 tickets to all ticketed events during Pride Week
- 2 tickets to the Meet & Greet with festival headliner (if applicable)
- Logo included on Pride Festival bag and on bag insert
- Logo included on sponsor appreciation signage
- Logo displayed throughout Pride Festival (e.g. yard signs)
- Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- Recognition at all Pride Week events and at the Pride Festival
- Opportunity to display corporate banner at the Pride Festival  
*(banner provided by sponsor)*
- Tagged Single-sponsor appreciation post on social media –  
*Sponsor must provide Facebook and/or Instagram page links*

## **SILVER SPONSOR- \$1,000**

- 10x10 foot vendor space at the Pride Festival
- Logo included on Pride Festival bag and on bag insert
- Logo included on sponsor appreciation signage
- Logo displayed throughout Pride Festival (e.g. yard signs)
- Logo with link on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- Recognition at all Pride Week events and at the Pride Festival
- Single-sponsor appreciation post on social media

## **BRONZE SPONSOR- \$500**

- 10x10 foot vendor space at the Pride Festival
- Listed on Pride Festival bag
- Logo included on Pride Festival bag insert
- Logo included on sponsor appreciation signage
- Logo on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- Recognition at the Pride Festival
- Recognition on social media

## **FRIEND OF PRIDE- \$300 (\$350 after Pride Month, June 2024)**

- 10x10 foot vendor space at the Pride Festival
- Listed on sponsor appreciation signage
- Listed on Pride Festival bag insert
- Logo included on sponsor appreciation signage
- Logo on [DruidCityPride.org](http://DruidCityPride.org) for an entire year
- Recognition on social media

**BECOME A SPONSOR**



*Logos and other deliverables (e.g. social media content, URLs, etc.) received after **August 23, 2024** cannot be guaranteed on all items. Please e-mail files and content to [events@druidcitypride.org](mailto:events@druidcitypride.org)  
The display quality of logos that are not delivered in a vector format or high resolution file cannot be guaranteed.*

**Druid City Pride is a 501(c)(3) non-profit.**

# 2024 Vendor Opportunities

With its growing vendor section, Druid City Pride provides the opportunity for businesses and organizations to promote their purpose and showcase their support of the LGBTQ+ community with festival attendees. Vendors include national businesses, local and regional shops, artists, non-profit/ service organizations, and more.

**GENERAL VENDOR  
FEE  
\$50**

**NON-PROFIT VENDOR  
FEE  
\$30**

Each vendor space is 10 ft. x10 ft. Vendors are responsible for providing their own tent, table, and chairs\*. Tents cannot be any larger than 10 ft. x10 ft. and must be weighed down (they cannot be staked in the ground). *The City of Tuscaloosa prohibits anything from being stuck into the ground at Government Plaza due to the irrigation system.*

Limited mobile vendor unit space is available. Please e-mail [events@druidcitypride.org](mailto:events@druidcitypride.org) for more information.

*\*Druid City Pride provides tables and tents for only the Presenting, Diamond, and Platinum Sponsors.*

**BECOME A VENDOR**



**QUESTIONS?**

**Please e-mail questions concerning sponsorship opportunities or vendor spaces to:**  
[events@druidcitypride.org](mailto:events@druidcitypride.org)

***Druid City Pride is a 501(c)(3) non-profit.***