

**pride**  
PUERTO RICO

**Sponsorship  
Package**

2024

UN EVENTO OFICIAL DE





A man with glasses and a green headband is smiling and holding a large Puerto Rican flag. The flag features three horizontal stripes of red, white, and blue, with a white star on the blue stripe. The background is a clear blue sky with palm trees visible on the left side.

A Puerto Rico of **equality and respect**  
**for diversity and human rights.**



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Colectivo Orgullo Arcoiris (COA) is a 501 (c) 3 nonprofit organization, founded in 1991. Our main mission is to educate about the daily realities of the lesbian, gay, bisexual, transgender, transsexual, intersexual and queer communities (LGBTTIQ) of Puerto Rico; in this way, human and civil rights are recognized and respected regardless of sexual orientation and gender identity.

Its members voluntarily dedicate their time to this end.





***Visibility is used as the main strategy towards these ends.***

*It's in this context that the LGBTTIQ Pride March of Puerto Rico is organized, as an activity to reaffirm our claims and presence as members of Puerto Rican society. Our event has a participation of over 10,000 attendees, and each year more are added.*







FINAL

PARQUE DEL  
TERCER MILENIO

# pride

PUERTO RICO

## RUTA ARCOIRIS

3.5 KM / 2.2 MI

PARQUE DEL INDIO

INICIO

LINE UP



# SPONSORSHIP OPPORTUNITIES



## Bronce - \$2,000

1 additional option  
Logo in promotional material and screen on stage.



## Silver - \$5,000

3 additional option  
Logo in promotional material and screen on stage.



## Gold - \$10,000

5 additional option  
Logo in promotional material and screen on stage.



## Platinum - \$20,000

8 additional option  
Logo in promotional material and screen on stage.





A person with long blonde hair is performing on a stage. Behind them is a large red backdrop with the T-Mobile logo. Below the stage, a banner reads 'SAN JUAN 500 AÑOS' and 'La celebración de la historia'. To the right, there are stage lights and a microphone stand.

## PRIDE PRESENTER - \$30,000

1. Main artist of the event.
2. Main promotion on stage (Branded Stage)
3. Seven options of the list of opportunities.



# SPONSORSHIP OPPORTUNITIES

- Vehicle on the march (1)
- Staff shirts
- Banner on stage dances (2) (PRIDE FEST)
- Promotional newsletter
- 10 'x 10' tent at the Pride Fest
- Web banner 728px x 90px
- Sponsored Social Media Post (1)
- Special mentions on Stage
- VIP area
- On-Stage Segment Sponsor
- Promotional spaces in Ruta Arcoiris
- Other alternatives available





# GENERAL CONDITIONS



*Exclusivity for categories available for consumer products such as alcoholic beverages, energizers and other products with an investment of \$5,000.00.*

*Balance payment required, 30 days before the event. It is reserved exclusively with payment. Stage time required to comply with an agreement to respect diversity.*

1. Additional vehicles entail additional cost. COA reserves the exclusive right to assign the places during the March.
2. Additional banners carry additional cost. COA reserves the exclusive right to assign the places for the banners for all those located in the same category of sponsorship.
3. Ruta Arcoíris are only 6 spaces available.





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