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June 20<sup>th</sup>, 2018

Commissioner Arriola,

As one of the largest free gay prides in the US, we have become an international event and each year as we grow our expenses continue to grow with our total expenses in 2018 totaling \$653,945. We are thrilled by the support we have received from the city and are pleased by the economic impact we have on the local community and are requesting some additional assistance to continue to be a free pride and to invest and expand in areas that will bring additional people to the city during the week of the festival.

Below is a listing of the current fees/expenses waived by the City of Miami Beach. We want to ensure that these previously waived fees continue to be in the future.

\$250.00 - Application Fee  
\$500.00 - Permit Fee  
\$5,250.00 - Vehicle Beach Access Passes  
\$10,911.00 - Square Footage Fees  
\$8,577.25 - Lummus Park User Fee  
\$5,405.00 - Police & Fire Admin Fees  
\$3,600.00 - Buyout of Parking Permits weekend of Pride

Total Current Waived fees = \$34,473.25

2 years ago, we began receiving an annual \$10,000 grant from the City of Miami Beach to apply against our barricade expenses. The original grant amount was to be \$20,000 but due to a clerical error was left out of the budget but we were still able to get the current \$10,000 annually. Last year our barricade expenses totaled \$26,920 and we would like to request the grant be increased from \$10,000 to \$25,000 (\$15,000 increase) to offset barricade expenses which we expect to grow again in 2019 as we expand our festival.

There is \$7,232.75 in permit fees and \$37,561.50 in city services (Paramedics/Police/Sweepers) that we understand cannot be waived and are asking the city to consider becoming a sponsor of Pride. Enclosed are 2 sponsorship options for your review and consideration to offset some of these permit fees and city services. Sponsorship gives the City additional visibility and is of great support to our organization.

Please let me know of any questions, we greatly appreciate your support and are already planning another amazing Pride next April 1-7, 2019!

Scott Bader  
Vice-Chair, Miami Beach Gay Pride



MIAMIBEACH

## City of Miami Beach Diamond Sponsorship \$35,000 Cash Donation

- Main Stage:
  - Permanent logo placement
  - Rotating logo on LED screen
- Marketing:
  - Name recognition/logo on promotional materials including social media, Facebook, Twitter and Instagram
  - Logo/link in website (on partnership page)
  - 1 rotating web banner ad: for 2017 Pride, we had 130,862 unique visitors, 176,628 sessions and 290,638-page views
  - 2 dedicated email blasts to our 4,600+ subscribers (individuals and corporations)
  - 2 dedicated Facebook posts to our 44,600+ followers
  - 2 dedicated Instagram posts to our 4,000+ followers
  - 1 full-page, full color preferred ad placements in digital and print Pride Guide: 10,000 guides will be distributed in South Florida approximately 3 weeks before Pride
  - Name recognition/logo on Pride Step & Repeat banners
  - Opportunity to donate one pre-approved item for the 500 VIP gift bags
- Parade:
  - 1 preferred placement parade entry
  - Formal grand-stand recognition: special recognition by our Emcee who will personally recognize you from the grand stand stage when your parade entry passes by

- 4 Pre-parade exclusive (invitation only) media event tickets for the pre-parade International Media Reception for Grand Marshals, international media and large donors
- Festival:
  - Two 10' X 10' tented area placements including 2- 6ft tables and 4 chairs with electricity
- VIP Passes:
  - 12 Sponsor passes which include:
    - Invitation to VIP Event on Friday, April 5
    - Access to the Festival VIP lounge on Saturday, April 6 and Sunday, April 7
    - Sunday grand stand seating: located directly across from grand stand stage, you will be able to enjoy the 90+ parade participants as they pass by





## **City of Miami Beach Platinum Sponsorship \$45,000 Cash Donation**

- Main Stage:
  - Permanent logo placement
  - Rotating logo on LED screen
  - Opportunity for city representative to participate in opening ceremonies (non-campaigning) on Sunday, April 7
  - Opportunity to display city imagery and branding on LED screen
- Marketing:
  - Opportunity for city representative to participate in VIP Gala (non-campaigning) on Friday, April 5
  - Opportunity for city representative to participate in pre-parade International Media Reception (non-campaigning) on Sunday, April 7
  - Opportunity for city representative to speak at post-pride appreciation event (non-campaigning)
  - Logo on PSA's (commitment must be made by November 1st, 2018)
  - Name recognition/logo on promotional materials including social media, Facebook, Twitter and Instagram
  - 1 rotating web banner ad: for 2017 Pride, we had 130,862 unique visitors, 176,628 sessions and 290,638-page views

- Logo on 200+ volunteer shirts
- 3 dedicated email blasts to our 4,600+ subscribers (individuals and corporations)
- 4 Facebook posts to our 46,000+ followers
- 4 Instagram post to our 4,100+ followers
- 2 full-page, full color ad placements in digital and print Pride Guide: 10,000 guides that will be distributed in South Florida approximately 3 weeks before Pride
- Name recognition/logo on Pride Step & Repeat banners
- Opportunity to donate one pre-approved item for the 500 VIP gift bags
- Parade:
  - 1 preferred placement parade entry
  - Formal grand-stand recognition: special recognition by our Emcee who will personally market your company from the grand stand stage when your parade entry passes by
  - 8 Pre-parade exclusive (invitation only) media event tickets for the pre-parade International Media Reception for Grand Marshals, international media and large donors
- VIP Passes:
  - 18 Sponsor passes which include:
    - Invitations to VIP Event on Friday, April 5
    - Access to VIP lounge on Saturday, April 6 and Sunday, April 7
    - Sunday reserved grand stand seating: located directly across from grand stand stage, you will be able to enjoy the 90+ parade participants as they pass by



