



## Brick By Brick Wisconsin Capitol Pride 2011

The mission of Wisconsin Capitol Pride is to promote diversity and pride within the greater Madison area's LGBTQA community as well as striving for universal acknowledgment, acceptance and visibility. 2011 marks our third year effort as Wisconsin Capitol Pride, culminating with our annual Pride Parade & Rally on Sunday August 21<sup>st</sup>.

This year is a rebuilding year for WCP. Thus why, "Brick by Brick" is such an appropriate theme for this year's events. Plans are in the works for many Pride Week activities. We will be stepping into a supportive role this year as we help promote all pride activities and events being held all across the city for the entire week prior to the WCP hosted Parade & Rally. Many local businesses will be hosting their own pride celebrations on Saturday as well as participating in our parade event as we wrap up and bring to a close the week long pride celebration in Madison.

Our goal is not only to celebrate the LGBTQA community, but also to invite the entire greater Madison community to join in our festivities. Wisconsin Capitol Pride was established to serve and support the community and its allies by promoting a more visible face and greater interaction within the general public and society as a whole. We are working harder than ever to find creative ways to give back to the community. As well as promote and support our local businesses and helping to add to their success.

In the last two years, our event has drawn over 2600 attendees. We have hosted numerous activities throughout the Madison business community and successfully brought together many individuals, businesses, civic leaders, friends, neighbors and allies, who all believe that diversity and acceptance are an inalienable right! This attendance number does not include the offsite activities we co-sponsored throughout the week leading up to the annual event.

We sincerely hope that we can count on your support as we continue to organize our 2011 pride week festivities. "**Brick by Brick**" The theme we chose this year is meant to represent each organization, establishment, non-profit, and local business that helps to build the LGBTQ and Madison area communities. Brick by Brick, we will build a strong foundation and pave the road that will lead us to equality.

Attached are the 2011 Pride Guide advertising and sponsorship packages opportunities for your consideration. We have created a number of different sponsorship levels to fit your marketing and advertising needs. The package or ad you choose is ideally designed to help strengthen relationships within your current customer base, generate new business for you, promote a strong community force, and ultimately help to establish Wisconsin Capitol Pride as a successful, community event that we can all be proud to participate in.

Please feel free to contact us for more information. We are happy to present you with copies of last year's guide as well as a quick overview of this year's events to assist you with your decision. More pride Week event details will be posted on our website and Facebook page as they develop.

Thank you for your time and consideration we are looking forward to working together and creating a partnership with you this year.

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Follow Us On Face Book or Visit Our Website [www.wisconsincapitolpride.org](http://www.wisconsincapitolpride.org)



# Brick By Brick Wisconsin Capitol Pride 2011

## 2011 PRIDE GUIDE PRICING

|                          |   |       |
|--------------------------|---|-------|
| 2 page center spread     | 8.375 X 11.25 (bleed)                         | \$600 |
| Back Cover               | 8.375 X 5.625 (bleed)                         | \$600 |
| Inside Front/Back Covers | 8.375 X 5.625 (bleed) 8 X 5.3                 | \$500 |
| Full page                | 8.375 X 5.625 (bleed) 8 X 5.3                 | \$400 |
| Half page                | 3.93 X 5.3 (horizontal)<br>8 X 2.6 (vertical) | \$250 |
| Quarter page             | 3.93 X 2.6 (vertical ONLY)                    | \$150 |

### This Year's Guide

- The entire Pride Guide will be printed in **Full Color!**
- High quality professional finish printed on glossy paper
- Distribution will be state wide as well as Milwaukee, Chicago, & Minneapolis/ St Paul
- All Ads will include an on-line listing on the WCP PRIDE Website
- Banner AD on WCP PRIDE Website included in ALL full and ½ page guide ads
- Prices have never been more affordable, Full Color Ads at less than HALF the price of last year's rates!

### Rules & Guidelines

- Photos should be 300 dpi at 100% size of Ad, all PDF files need to be press quality
- All Ads should be submitted to scale either as a digital photo file or a PDF
- All Ads must be respectful and refined, i.e. no sex ads, or inappropriate content
- Wisconsin Capitol Pride has final approval on all ads
- Deadline for corrections & final ad proofs will be June 15<sup>th</sup> by 8 AM CST
- Payment is due with the submission of your Ad
- **Payment must be received in FULL by June 15<sup>th</sup> by 8 AM CST or your ad will not be printed in the Guide**

This year's guide will be printed and ready for distribution by the first week of July. That is a full one and a half months before Pride Week activities so it is very important to adhere to Ad proof deadlines. As an additional bonus this year's guide will be distributed to over 2,000 households across Wisconsin as well as numerous supporting businesses all over the Madison & surrounding areas. It's never been a better time to gain exposure and advertise your business to the greater Wisconsin LGBT community.

Need help designing your ad? We are happy to provide a designer fabricated ad for a onetime charge of \$35, which includes two proofs. Additional changes or proofs will be billed @ \$10 per proof. Please include any logos or special instructions.

Thank you in advance for your consideration and support of WCP and we look forward to sharing more marketing opportunities with you in the future.

Please submit electronic ads to: [guide@wisconsin-capitol-pride.org](mailto:guide@wisconsin-capitol-pride.org) Mail check or money order to: **Wisconsin Capitol Pride PO Box 7787 Madison, WI 53707-7787**

Follow Us On Face Book or Visit Our Website [www.wisconsin-capitol-pride.org](http://www.wisconsin-capitol-pride.org)

## **Full Page Ad**

**8.375" x 5.625"**

(Size with bleed 8.75" x 6")

**Cost \$400**

## **Quarter Page Ad**

**2.6" x 3.93"**

**Cost \$150**

**All Ads are FULL COLOR**

## **Half Page Ad**

**5.3" x 3.93"**

**Cost \$250**



# Brick By Brick Wisconsin Capitol Pride 2011

## 2011 SPONSORSHIP PACKAGES

### PLATINUM \$1500

- Full Page Color Ad in PRIDE Guide
- Web Banner Ad on Pride Website
- Listing on all events promotional materials, such as:
- Guides, Posters, flyers, and Facebook, for distribution and promotion
- Participation in the Parade
- \*2 Fundraiser event(s) held at your venue sponsored by WCP

### GOLD \$1200

- Half Page Color Ad in PRIDE Guide
- Web Banner Ad on Pride Website
- Listing on all events promotional materials, such as:
- Guides, Posters, flyers, and Facebook, for distribution and promotion
- Participation in the Parade
- \*1 Fundraiser event held at your venue sponsored by WCP

### SILVER \$1000

- Quarter Page Color Ad in PRIDE Guide
- Web Banner Ad on Pride Website
- Listing on all events promotional materials, such as:
- Guides, Posters, fliers, and Facebook, for distribution and promotion
- Participation in the Parade

### BRONZE \$750

- Quarter Page Color Ad in PRIDE Guide
- Listing on all events promotional materials, such as:
- Guides, Posters, flyers, and Facebook, for distribution and promotion
- Participation in the Parade

### FRIENDS OF PRIDE \$400

Recognition in Pride Guide

**\*\*Ask about prize donation opportunities for our WCP Pride Raffle  
& LGBTQ Scholarship fund\*\***

\* Actual fundraiser events held only if desired by sponsor.  
All sponsorships and donations  
are tax deductible

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