

# Royal Oak PRIDE

August 4<sup>th</sup> and 5<sup>th</sup>

PRESENTED BY:

Gary Baglio  
Five15 & Pronto  
600 S. Washington Street  
Royal Oak, MI 48067

The Major Group  
&  
On The Rocks Detroit



BRIAN "B" MAJOR  
EXECUTIVE PRODUCER

# Royal Oak PRIDE August 4<sup>th</sup> and 5<sup>th</sup>

In 2022, we delivered on our promise to bring a LGBTQ Pride Festival back to Royal Oak and raise the bar in our region to rival other major cities like Chicago - and we delivered! With parking and security estimates of 20,000 attendees over the 2-day festival, we brought a level of entertainment unparalleled in our region.

This year we will perfect the formula to expand our demographic to be more inclusive of the 'ally' community to take the celebration to a whole new level.

On Friday & Saturday, August 4<sup>th</sup> and 5<sup>th</sup>, a street festival will be hosted on Washington between 5th and 7th streets from noon until 11pm. On each street there will be a live music stage. Vendors will be centered on the streets, including artists, PRIDE partners and food vendors. Royal Oak PRIDE will again create a safe space for all people of the LGBTQ+ community and celebrate unity and the many things that make us similar.

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The 2022 Royal Oak Pride event saw a variety of media engagements and positive press for Downtown Royal Oak. View more at these links:

- [Photos of the Event](#)
- [Detroit Free Press Article](#)
- [WDIV Channel 4 Story](#)
- [Royal Oak Tribune Article](#)
- [Detroit Free Press Article – Pride Year Round](#)
- [Between the Lines Article](#)
- [Pride Source – Images of the Event](#)
- [Patch Article](#)



**ALL SPONSORSHIP CATEGORIES CAN BE TAILORED TO FIT  
YOUR BUSINESS GOALS AT ROYAL OAK PRIDE!**

**RED LEVEL – PRESENTING | \$25,000**

- Name and logo inclusion in all marketing materials and mentions for the festival.
- Name inclusion in radio commercials.
- Logo inclusion in the following formats:
  - In Rotation on the digital screen at the festival.
  - On Banners and Signage at the festival.
  - On Royal Oak Pride website
  - In Social Media Posts
  - Within the Press Releases
  - In OUTPost Magazine & Socials
  - On Event Staff shirts
- Four (4) VIP tickets with Rupaul's Drag Race Girls on Friday Night
- Four (4) VIP tickets with Saturday Night Headliner
- Space for Banners at festival (provided by sponsor)
- 10'x20' space on site to promote your business

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## ORANGE LEVEL – MAIN STAGE | \$20,000

### [1 AVAILABLE]

- Name inclusion in radio commercials.
- Name presented on the Main Stage during the entirety of the festival.
- Logo inclusion in the following formats:
  - In Rotation on the digital screen at the festival.
  - On Banners and Signage at the festival.
  - On Royal Oak Pride website.
  - In Social Media Posts.
  - Within the Press Releases.
  - In OUTPost Magazine & Socials.
  - On Event Staff shirts.
- Four (4) VIP Tickets with Rupaul's Drag Race Girls on Friday Night.
- Space for Banners at festival (provided by Sponsor).
- 10'x20' space on site to promote your business.

## YELLOW LEVEL – SECOND STAGE | \$20,000

### [1 AVAILABLE]

- Name inclusion in radio commercials.
- Name presented on the Second Stage during the entirety of the festival.
- Logo inclusion in the following formats:
  - In Rotation on the digital screen at the festival.
  - On Banners and Signage at the festival.
  - On Royal Oak Pride website
  - In Social Media Posts
  - Within the Press Releases
  - In OUTPost Magazine & Socials
  - On Event Staff shirts
- Two (2) VIP Tickets with Rupaul's Drag Race Girls on Friday Night
- Space for banners at festival (provided by Sponsor).
- 10'x20' space on site to promote your business.

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- **GREEN LEVEL | \$5,000**

- **[10 AVAILABLE]**

- Logo inclusion in the following formats:
  - In Rotation on the digital screen at the festival.
  - On Banners and Signage at the festival.
  - On Royal Oak Pride website
  - In Social Media Posts
  - Within the Press Releases
  - In OUTPost Magazine & Socials
  - On Event Staff shirts
- Two (2) VIP Tickets with Saturday Headliner
- Sponsor may provide a representative that will introduce up to 2 opening acts during the festival.
- 10'x10' space on site to promote your business.

- **BLUE LEVEL | \$1,500**

- **[20 AVAILABLE]**

- Logo inclusion in the following formats:
  - In Rotation on the digital screen at the festival.
  - On Banners and Signage at the festival.
  - On Royal Oak Pride website
  - In Social Media Posts
  - On Event Staff shirts
- 10'x10' space on site to promote your business.

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- **ROYAL OAK BUSINESS EXCLUSIVE SPONSORSHIPS**
- **SHIMMER LEVEL (Restaurants) - \$600**
  - Official Sponsor Window Cling for Business Storefront
  - Listing in the Official Pride Pamphlet Map to All Attendees
  - Inclusion in the Food Truck lineup or food service space within the festival footprint (optional)
- **WIG LEVEL (Retailers & Salons) - \$300**
  - Official Sponsor Window Cling for Business Storefront
  - Listing in the Official Pride Pamphlet Map to All Attendees
  - 10'x10' vendor space to use to promote your business, with consideration that sales and marketing must be geared toward Pride and the LGBTQ+ community.
- **COMMUNITY LEVEL - \$150**
  - Official Sponsor Window Cling for Business Storefront
  - Listing in the Official Pride Pamphlet Map to All Attendees

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FOR MORE INFORMATION, CONTACT KATHY VARGO –  
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