



OUTFRONT
MINNESOTA

***Pride & Gala
Sponsorship
Opportunities
2023***



ABOUT OUTFRONT MINNESOTA

OUTFRONT MINNESOTA is Minnesota's largest LGBTQ+ advocacy organization. Through our political advocacy, anti-violence help line, and educational equity programs, OutFront Minnesota creates a state where lesbian, gay, bisexual, transgender, and queer people are free to be who they are, love who they love, and live without fear of violence, harassment, or discrimination.

OUTFRONT'S LGBTQ+ IMPACT

For decades, OutFront Minnesota has created change around LGBTQ+ rights, safety, and freedom in Minnesota. In 2022, OutFront Minnesota:

- **Engaged over 10,000 voters in the 2022 election**, ensuring that they were informed and ready to vote
- **Supported almost 5,000 educators and LGBTQ+ youth** in creating safer school environments
- **Ensured the safety of 290 LGBTQ+ victims/survivors** of violence by providing them with crisis counseling, financial assistance, and advocacy
- **Laid the foundation for vital 2023 legislation** such as the banning of conversion therapy and making Minnesota a transgender refuge state






WHY SPONSOR OUTFRONT MINNESOTA'S PRIDE AND GALA EVENTS?

A sponsorship helps your organization join a community of other corporations committed to making a positive impact in our state.

The Twin Cities community boasts a long legacy of LGBTQ+ advocacy. More than 30 Minnesota corporations have been recognized by the Human Rights Campaign with scores of 90 or more in their Corporate Equality Index. These scores reflect, in part, a social responsibility and commitment to the LGBTQ+ community through philanthropic giving. Your sponsorship can show your commitment to Minnesota's diverse LGBTQ+ community to the state and your peers.

OutFront Minnesota can elevate your brand with our large media and community footprint.

OutFront Minnesota is the state's leading voice on LGBTQ+ issues, with more than 18,000 Facebook, 6,000 Instagram, and 11,000 Twitter followers and a mailing and email list of more than 40,000. In 2023, we have been receiving local and even national coverage from news outlets such as CNN for our work in LGBTQ+ rights. Your support of OutFront Minnesota with an event sponsorship can elevate your brand to a wide audience.





OUTFRONT PRIDE CELEBRATIONS

SPONSOR DEADLINE MAY 15, 2023

As Minnesota's largest LGBTQ+ organization, we celebrate Pride with 20+ regional community pride festivals. A sponsorship of OutFront Minnesota's Pride Celebrations ensures that we provide the same quality experience for our entire state community—for the hundreds who will be celebrating at the first-annual Wright-Sherburne Pride in Monticello to the thousands celebrating at the 51st-annual Twin Cities Pride in the Park in Minneapolis.

	\$1,000	\$2,500	\$5,000	\$10,000
Logo included on OutFront Minnesota Pride fact sheet handout that will be at every festival				
Included in digital messaging and social media during Pride month				
Opportunity for company swag to be distributed at all statewide festivals (May 15 deadline)				
Title sponsor of OutFront's Twin Cities Pride in the Park section				

OUTFRONT GALA

Thursday, September 14

Allianz Field, Saint Paul, MN

SPONSOR DEADLINE JULY 15, 2023

At OutFront Minnesota's annual gala, we are opening the event up to 700 people, with three different experience tracks for different audiences. These different tracks allow for tailored recognition opportunities for your sponsorship.

Tier 1 Gala Experience:

Dinner Tickets at the Stadium Club

OutFront Minnesota's gala dinner will be held in the Stadium Club, Allianz Field's largest premium space—featuring two separate bars, premium food stations, a large video recognition wall, and panoramic views of the pitch. Sponsor recognition opportunities include dinner tickets, logo on video recognition wall and in dinner program, and logo on the stadium big screens and Step & Repeat area.



Tier 2 Gala Experience:

Club Tickets at the Field Club

Dinner and Club level ticket holders will have access to an exclusive after-dinner dessert bar and cocktails in the elegant BMW Field Club. With walkout views of the pitch and dramatic lighting, this lounge is an intimate place to gather with guests. Sponsorship recognition opportunities include Field Club tickets and title sponsorship for the Field Club dessert bar.





OUTFRONT GALA

Thursday, September 14

Allianz Field, Saint Paul, MN

SPONSOR DEADLINE JULY 15, 2023

Tier 3 Gala Experience:

Gala Party Tickets, West Concourse

Overlooking Allianz Field, the West Concourse Gala Party will feature signature food and appetizer stations, multiple bars, DJ, and a unique sports fair featuring the many LGBTQ+ clubs and teams building community in Minnesota through sport. Sponsor recognition opportunities include logo on the concourse TV's and being a title sponsor of the event.



For Everyone!













After Party at The Black Hart of Saint Paul

The Black Hart of Saint Paul holds the unique distinction of being one of the nation's only queer soccer bars. Known for its distinctive mural of USWNT star Megan Rapinoe, The Black Hart's roots as a queer space go back to the 1960s as the Town House—Saint Paul's oldest gay bar.

OUTFRONT GALA

OutFront Minnesota's annual gala offers numerous naming and sponsor recognition opportunities, unique guest experiences, and a party for 700+ guests celebrating the LGBTQ+ community that you will not want to miss!

Customized benefits may be available, ask us at development@outfront.org

	\$3,000	\$5,000	\$10,000	\$15,000	\$25,000
Recognition on screen at dinner and on event programs	NAME	LOGO	LOGO	LOGO	LOGO
Guests at gala dinner	x6	x10	x10	x10	x20
Access to Field Club after-dinner dessert bar and lounge					
Ad in event program (Programs are approx. 8 1/2" x 5 1/2")	1/4 page	1/2 Page	Full Page	Full Page	Full Page
Logo display on concourse TVs					
Naming opportunity at the event; options include after party at The Black Hart of Saint Paul or Gala Party sponsor					
Title sponsor for Field Club dessert bar					
Lead sponsor: recognition on main stadium field display screen, opportunity to speak during dinner presentation, logo included on Step & Repeat banner					



OUTFRONT GALA

Ticket Tiers and Schedule

See below for complete event locations, times, and other details for the OutFront Minnesota Gala. We can't wait to see you there!

Tier 1

Dinner Tickets, Stadium Club, 6:00 PM

Exclusive to Dinner Ticket holders, cocktails and dinner begin at 6:00 PM, program at 7:30 PM

Individual Dinner Tickets are \$500

Groups of 6–10 are available through table sponsorships beginning at \$3,000

Tier 2

Club Tickets, Field Club, 8:00 PM

Open to all Dinner and Club ticket holders, after-dinner dessert and cocktails begin at 8:00–10:00 PM (Club Tickets do not include dinner)

Limited availability: Individual Club Tickets are \$250

Limited availability: Groups of 10, with reserved area, are \$2,500

Tier 3

Gala Party Tickets, West Concourse, 8:00 PM

Open to all Dinner, Club, and Gala Party guests from 8:00–10:00 PM

Individual Gala Party Tickets are \$125 (Party tickets do not include dinner or Field Club access)

Groups of 10 are \$1,250 and are eligible for program ad space and named recognition

For Everyone!











After Party at The Black Hart of Saint Paul, 10:00 PM

After Party begins at 10:00 PM

Open to all

JOINT SPONSORSHIP BENEFITS

Don't miss out on either event! Combine your sponsorship payments to receive exclusive benefits in addition to the benefits you would normally receive at each level of event sponsorship.

If your combined support totals:	\$5,000+	\$7,500+	\$10,000+	\$20,000+
Workplace inclusion training				
Website recognition				
Company volunteer opportunity with OutFront Minnesota				
Hosted gathering or happy hour with company ERG				

Contact Us

Seth Goodspeed
Director of Development and
Communications
seth@outfront.org
612.767.7662

2446 University Ave W, Ste 112
Saint Paul, MN 55114
outfront.org

Mads Phelps
Associate Director of Development
mads@outfront.org
612.767.7659

