

# Capitol Hill Pride Festival March & Rally

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# Summary Overview



The Northwest Museum of Legends and Lore - Organizers and Fiscal Agent of the Festival, along with Broadway Businesses, LGBT organizations Sponsors and Supporters are preparing for the seventh annual Capitol Hill Pride Festival 2015. Six blocks on Broadway of food, vendors and entertainment.

The largest Pride Street Festival in the Northwest, the 2015 event is planned for Sat. June 27, 2015 Festival, 10am-11pm

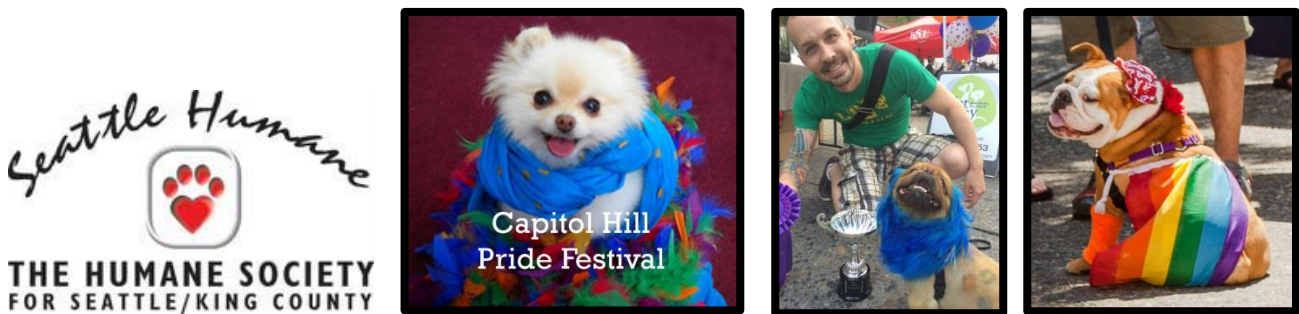
A community festival celebrating diversity and community pride, remembering Stonewall and local history. The festival is open to everyone, LGBT, straight and anyone of any background. The event offers live local music, food and entertainment with over 100 booths of restaurants Non-Profits, businesses and artists benefitting the LGBT community.

# Community Service

## Features that connect with Community

The festival meets and works all year long with the local business owners and non-profits as well as community services: The event since 2009 has remained the only annual event on Capitol Hill’s Broadway Ave – the largest business corridor in Seattle’s LGBT community.

### Seattle Humane Society:



The Capitol Hill Pride Festival Doggie Drag Costume Contest benefits the Seattle Humane Society’s Pet Project which allows patients including AIDs/HIV patients to keep their pets and companions. The contest is held at the main stage every year on Broadway Capitol Hill.

### Rainbow Health Fair



The Rainbow Health Fair’s mission is to offer traditional and holistic health services and education from culturally competent providers to lesbian, bisexual, and queer women and gender queer and transgender people, especially those with limited access to care. Attendees can get a free pap test or mammogram, massages and acupuncture, free snacks and water and Insurance information and enrollment and health resources. The Rainbow Health Fair has been with the Capitol Hill Pride Festival since 2012.

### Community Stages

Features of the festival include participation by local restaurants which provide Entertainment furthering the art of Drag and creating cultural awareness.

### Julia’s Stage:



### LaCocina’s Stage:



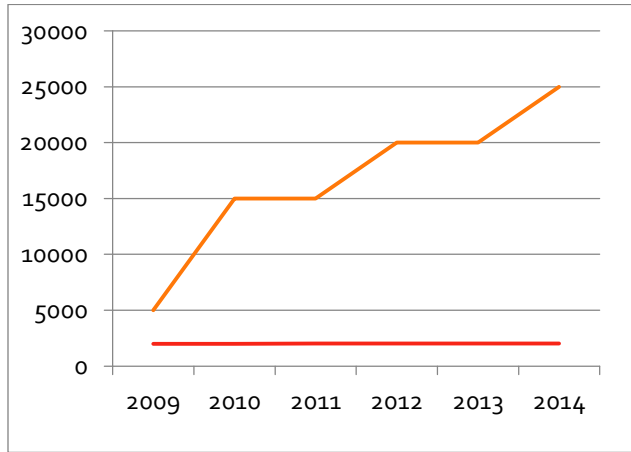
### Main Stage:



# Attendance

## Statistics

Capitol Hill Pride Festival Attendance from 2009-2014



2009 – 5,000

2010 – 15,000

2012 – 20,000

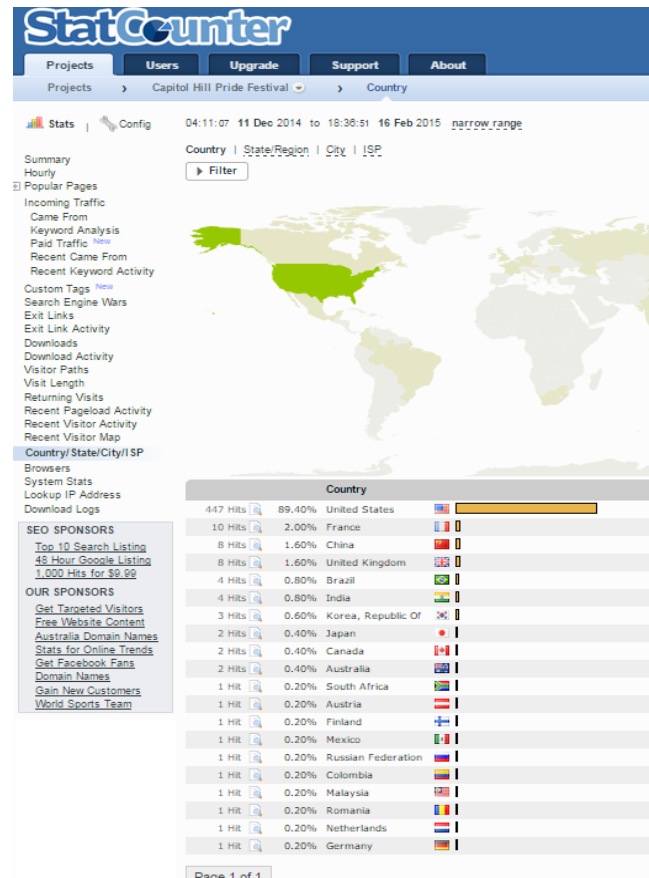
2014 – 25,000

Projected Attendance for 2015 is expected to exceed 25,000.

What is now the largest event on Capitol Hill introduces new people into the area as well as draw tourists from outside the region.

The Capitol Hill Pride Festival YouTube video's have also reached thousands.

The Capitol Hill Pride Festival website has reached hundreds of thousands of views Internationally and greatly contributes to the understanding of LGBT awareness and diversity.



# Capitol Hill Pride Festival

## Vendor and Business Statistics

### 2014 Vendor Statistics

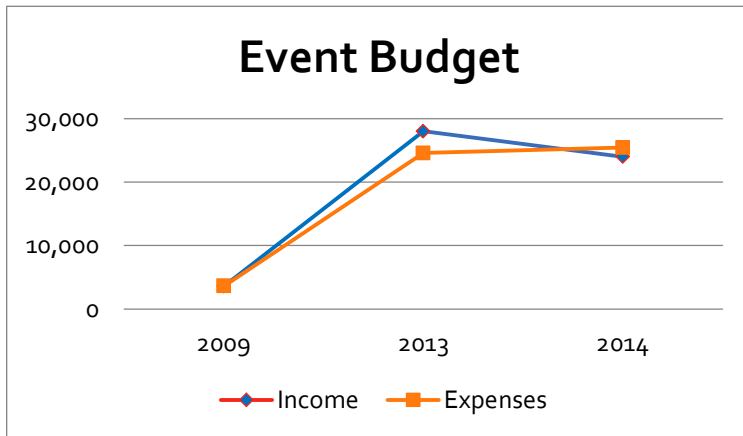
- 43 N. Broadway Businesses
- 35 Non-profits
- 26 Seattle Businesses
- 26 Broadway Food 8 Capitol Hill
- 6 National business es
- 4 Non-local food

The Capitol Hill Pride Festival is proud to register more local businesses and non-profits than any other Pride festival in the Northwest.

Visitor attendance in 2014 was estimated by SPD at 25,000 throughout the day.

# Capitol Hill Pride Festival

## Budget



### Capitol Hill Pride Festivals Income and Expenses

The Northwest Museum of Legends and Lore, the fiscal agent of the first annual Capitol Hill Pride Festival is proud to post the budgets for the 2009 - 2013 festival as the stewards, hosts and organizers of one of Capitol Hill's largest event and the Northwest's largest Pride street festival. A 501(c)3 non-profit, the museum supports the community, cultural arts and the humanities.

Projected expenses for basic permitting and structural set up of festival - \$27,000 – 35,000.



## Community Involvement

Official Bank Sponsor of the 2013 and 2014 Capitol Hill Pride Festival





# Development 2015

## Community Development

Three new features are planned for the Capitol Hill Pride Festival March & Rally

- March & Rally – To recognize the history of Pride Weekend held on the anniversary of Stonewall and LGBT leaders in the community
- Talent Show – To provide a platform for entertainers and develop the cultural art of drag.
- Walk of Lights – To engage persons, businesses and the community in a visual display of supportive color.

Member



Recipients in 2010 of small neighborhood grant







# Advertisement

## Community Support

The Capitol Hill Pride Festival puts out Capitol Hill Pride Festival Guide which not only advertises the event but includes a map and schedule for the local festival and promotes other local events and businesses.



The Capitol Hill Pride Festival Guide allows attendees to plan their visit and to keep as a souvenir.

The guide is distributed in early June for Pride month both locally and in outlying areas. The deadline for submitting to the Pride Guide is May 15<sup>th</sup>.



# Sponsorship

## Community Support

### SPONSORSHIP LEVELS

**Guardian:** \$100-\$999

Mention on website and programs at this level

**Angel:** \$1,000 - \$2,499

Booth, 10 x 10 space \* Mention and Logo on website and programs at this level\* Reciprocal link provided to corporate home page on website. \* Ad, deadline May 1, 2015

**Diva:** \$2,500 - \$4,999

2- Booths, 10 x 10 space\* Mention and Logo on website and programs at this level\* Reciprocal link provided to corporate home page on website. \* Mention and Logo on Program, all ads, deadline May 1, 2015.

**Divine:** \$5,000-\$7,499

3-Booths, 10 x 10 space \* Mention and Logo on website and programs at this level\* Reciprocal link provided to corporate home page on website. \* Mention and Logo on any Programs, all printed material, stage speaker, radio/TV media, deadline May 1, 2015

**Divine Angel:** \$7,500 - \$9,999

4-Booths, 10 x 10 space \* Mention and Logo on website and programs at this level\* Reciprocal link provided to corporate home page on website. \* Major Ad space on Official Festival Program, all printed material, stage speaker, radio/TV media, deadline May 1, 2015\* Stage Presentation.

**Divine Diva:** \$10,000 or more

4-Booths near Main stage, 10 x 10 space \* Mention and Logo on website and programs at this level\* Reciprocal link provided to corporate home page on website. \* Main Ad space on Official Festival Program, all printed material, stage speaker, radio/TV media, deadline May 1, 2015\* Stage Presentation and Stage presence.