

L A S V E G A S PRIDE®



come out
with pride

LAS VEGAS PRIDE PARADE & FESTIVAL
SPONSORSHIP & ADVERTISING

WWW.LASVEGASPRIDE.ORG

Partner With PRIDE!

Support the community and promote your business

As Nevada's largest and most recognized lesbian, gay, bisexual, transgender, and queer (LGBTQ) 501(c)(3) organization, Las Vegas PRIDE is pleased to invite you to become a sponsor of our LGBTQ PRIDE Celebration. Our 42nd Anniversary Celebration will include many exciting events culminating with our Night Parade in historic downtown Las Vegas and PRIDE Festival. The PRIDE Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations.

Being a sponsor with Las Vegas PRIDE provides tremendous exposure for your business to the

LGBTQ community and their allies. Each year, the PRIDE Celebration and Parade are a spectacular event for the attendee and a fantastic experience for those who assist in making it happen. Your support increases awareness for all Nevadans. Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community.

Las Vegas PRIDE looks forward to working with you as a sponsor of the PRIDE Celebration, Nevada's largest and most colorful civic event!

The PRIDE celebration provides an opportunity for you to reinforce your brand to the extremely "brand loyal" LGBTQ community in a significant media market. The PRIDE celebration is the best opportunity in Nevada for your business to reach this important consumer.

Las Vegas PRIDE is one of the few LGBTQ events in Nevada that attracts a diverse audience, comprising people aged 5 to 95, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgender, and their straight allies. Las Vegas residents and tourists from the west coast and around the world join us for the events. Las Vegas is one of the most popular tourist destinations for the LGBTQ community, and Las Vegas PRIDE presents a singular opportunity to attract viewers for this once-a-year event and gain a loyal following of returning visitors, year after year.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, regional, and national print advertising and a presence at the PRIDE Festival and Night Parade. PRIDE Sponsorships are priced to encourage participation by businesses of all sizes.

Thank you! We look forward to answering any questions regarding potential sponsorship opportunities.

Phone: (866) 930-3336
Email: sponsors@lasvegaspride.org



At PRIDE's Core

Vision:

The Vision of the Southern Nevada Association of PRIDE, Inc. is to solidify and empower the LGBTQ+ community of Southern Nevada, to work together toward a culture of diversity and acceptance in the form of an annual Las Vegas PRIDE Parade and Festival.

Mission:

Las Vegas PRIDE amplifies the voice of the LGBTQIA+ community of Southern Nevada. We uplift the community through ongoing events. We celebrate our diversity at our annual Parade and Festival. We share our stories through our magazine, website, and social media.

History:

The Las Vegas PRIDE organization was founded in 1983 as a grassroots movement

to celebrate the LGBTQ+ community in Las Vegas. The first Las Vegas PRIDE Parade was held in 1984 with approximately 1,000 attendees. The organization grew rapidly over the years, and by the 1990s, the PRIDE Parade had become one of the city's largest annual events, drawing tens of thousands of people from across the region.

Today, the Las Vegas PRIDE organization is a non-profit, all-volunteer organization dedicated to celebrating and supporting the LGBTQ+ community in Las Vegas and beyond. In addition to organizing the annual PRIDE Parade, the organization hosts a variety of events throughout the year, including the PRIDE Festival, which features live entertainment, vendors, and a diverse range of food and beverage options.

The organization also provides resources and support for LGBTQ+ individuals and allies, including youth outreach programs, educational workshops, and partnerships with local businesses and organizations. The Las Vegas PRIDE organization has become an important part of the fabric of the city, bringing together people of all ages, backgrounds, and identities to celebrate diversity and promote equality.

A vibrant night-time photograph of a Las Vegas Pride parade. The scene is filled with a dense crowd of people, many of whom are wearing rainbow-themed clothing and holding up rainbow flags. The air is thick with falling confetti in various colors. In the foreground, several individuals are visible, including a woman in a black top and a large, multi-colored feathered skirt, and another woman in a red t-shirt and a rainbow tutu. The background shows the silhouettes of city buildings under a dark sky.

LAS VEGAS PRIDE

"Las Vegas PRIDE is more than just a parade or a festival - it's a movement. It's about creating a safe and inclusive space for LGBTQ+ individuals and their allies to come together and celebrate our diversity. This organization has been at the forefront of the fight for LGBTQ+ rights in Nevada for over three decades, and their impact on our community cannot be overstated. I am proud to stand with Las Vegas PRIDE and to continue working towards a future where every person, regardless of their sexual orientation or gender identity, can live freely and authentically."

- Congresswoman Dina Titus

SUPPORTING DIVERSITY IS GOOD BUSINESS



11 MILLION

LGBT People are living in the U.S. – 88% of those are employed. (Gallup 2018)

3.72 TRILLION

Estimated spending power of LGBT consumer segment globally. (Out in the World Report, 2016)

2X

LGBT adults are early adopters who spend twice as much for brand names, new appliances, and gadgets. (Neilson, 2015)

78%

LGBT adults and their families would switch to brands that are known to be LGBT-friendly. (CMI, 2018)

79%

Have made a conscious decision to make a purchase due to a company's LGBTQ inclusive outreach, employment practices, or LGBTQ-supportive political stance. (Annual LGBTQ Community Survey 2020)

85%

Gays and Lesbians who would prefer to buy from companies that specifically market to the LGBT community.

13,600+

On an average day, more than 13,600 people visit the LasVegasPride.org website.

27,000+

More than 27,000 people actively follow Las Vegas PRIDE on Facebook.





If it's **LGBTQ+**, it's a part of our rainbow



Las Vegas PRIDE events have had a significant impact on the LGBTQ+ community in Las Vegas and beyond. By providing a space for people of all ages, identities, and backgrounds to come together and celebrate their diversity, the organization has helped to foster a sense of community and belonging among LGBTQ+ individuals and their allies.

The annual PRIDE Parade, in particular, has become a symbol of the LGBTQ+ rights movement in Nevada, drawing tens of thousands of attendees each year and featuring a diverse range of community organizations, businesses, and individuals marching in solidarity. The parade has helped to raise awareness about

the issues facing the LGBTQ+ community, including discrimination, stigma, and violence, and has provided a platform for activists to advocate for change.

Beyond the parade, Las Vegas PRIDE events have also helped to raise funds for local LGBTQ+ organizations, provide resources and support for LGBTQ+ youth and their families, and promote education and awareness about LGBTQ+ issues. By bringing together people from all walks of life to celebrate diversity and promote equality, Las Vegas PRIDE events have made a lasting impact on the LGBTQ+ community and helped to build a more inclusive and accepting society.

Las Vegas PRIDE Parade

The Las Vegas PRIDE Parade is a spectacular celebration of LGBTQ+ diversity, equality, and love. This vibrant procession takes over the streets of Las Vegas, filling them with an explosion of colors, music, and joyful energy. People from all walks of life gather to show their support, marching alongside elaborately decorated floats, dazzling performers, and exuberant participants. The parade is a powerful display of unity and acceptance, bringing together the community and its allies to create a memorable and inclusive event that embraces the spirit of pride.



Las Vegas PRIDE Festival

The Las Vegas PRIDE Festival is an annual extravaganza that embraces the spirit of LGBTQ+ pride, love, and acceptance. This energetic event is a lively hub of celebration and inclusivity. The festival features a diverse range of activities, including live performances, music, art exhibits, vendor booths, and delicious food options. Attendees immerse themselves in a joyous atmosphere, connecting with like-minded individuals, supporting local businesses, and participating in engaging workshops and discussions. The Las Vegas PRIDE Festival is a momentous gathering that fosters unity and celebrates the diverse tapestry of the LGBTQ+ community.



Las Vegas PRIDE Magazine

The Las Vegas PRIDE Magazine is a vibrant publication that captures the essence of LGBTQ+ pride in the city of Las Vegas. This glossy magazine showcases captivating stories, interviews, and features highlighting the diverse experiences and achievements of the community. With colorful layouts, striking visuals, and compelling content, it serves as a platform for sharing important narratives, promoting inclusivity, and celebrating LGBTQ+ culture and advocacy.



Las Vegas PRIDE Family Bingo

Las Vegas PRIDE Family Bingo is a lively and inclusive event that celebrates diversity and LGBTQ+ pride in the vibrant city of Las Vegas. It brings together families, friends, and allies for an exciting evening filled with bingo games, entertainment, and community bonding. Participants of all ages can enjoy a fun-filled experience, engaging in friendly competition while supporting a worthy cause. Las Vegas PRIDE Family Bingo embraces the values of love, acceptance, and unity, creating a memorable celebration that fosters a sense of belonging and togetherness.



Las Vegas PRIDE Elevate Pool Party

The Elevate Pool Party, is a thrilling celebration of LGBTQ+ pride in Las Vegas! Held every Saturday throughout the summer months in Las Vegas, this event is a must-attend for locals and tourists alike. Dive into a world of summer fun, with cabanas, daybeds, and delicious food and drinks served by friendly staff. Our inclusive atmosphere welcomes everyone, and their fabulous friends who embrace the spirit of unity. With PRIDE DJs, surprise guests, and exciting pop-ups, each visit promises something extraordinary. Don't miss out on the ultimate LGBTQ+ pool party on The Strip.



Las Vegas PRIDE Family Skate Night

Las Vegas PRIDE Family Skate Night is a delightful event that combines the joys of skating and LGBTQ+ pride. Families, friends, and community members come together to enjoy an evening of fun on wheels. The atmosphere is filled with laughter and excitement as participants of all ages glide across the rink, showcasing their skating skills and embracing their unique identities. This inclusive gathering creates a safe and welcoming space for everyone, promoting unity and acceptance while fostering a sense of belonging within the LGBTQ+ community.



Las Vegas PRIDE OUTside Hikes

Las Vegas PRIDE Outside Hikes offer a unique opportunity for LGBTQ+ individuals and allies to connect with nature while celebrating pride. These excursions take participants on hikes through the picturesque landscapes surrounding Las Vegas. With knowledgeable guides leading the way, hikers can explore scenic trails, breathe in fresh air, and revel in the beauty of the natural world. The hikes provide a space for meaningful connections, personal growth, and community bonding, fostering a sense of pride in both one's identity and the great outdoors.



Las Vegas PRIDE Royalty

Las Vegas PRIDE Royalty play a significant role in the LGBTQ+ community, representing the spirit of pride, unity, and advocacy. These dedicated individuals, chosen through a selection process, serve as ambassadors and role models. They attend various events, fundraisers, and community gatherings, using their platform to raise awareness, promote inclusivity, and support important causes. Las Vegas PRIDE Royalty embody the values of leadership, compassion, and empowerment, inspiring others and fostering a sense of pride and belonging within the community they represent.

PROUD & Kinky

As Las Vegas PRIDE continues to grow with the support of our community, we undertake new initiatives that engage and help to unify the LGBTQ+ community of Southern Nevada and beyond. In 2022 we launched one of these initiatives, PROUD & Kinky, where we have the opportunity explore topics that are centered on adult-themed subjects. The Mission of PROUD & Kinky is to connect and serve the queer kink community by fostering sex positivity and embracing the alternative lifestyles of LGBTQIA2S+ individuals, through our magazine, events, education and activism.





Our Community Finds Us Online!

Las Vegas PRIDE has established a dynamic and engaging online presence, reaching a broad audience and promoting LGBTQ+ pride, advocacy, and community involvement. Our website serves as a central hub of information, featuring event listings, news updates, and resources for the community. It provides a platform for individuals to learn about upcoming events, register for participation, and get involved in various initiatives.

Additionally, Las Vegas PRIDE maintains active social media accounts across popular platforms such as Facebook and Instagram. We leverage these platforms to share inspiring stories, amplify LGBTQ+ voices, and raise awareness about important issues. Social media allows for real-time engagement with followers, encouraging dialogue and fostering a sense of community among diverse individuals.

Las Vegas PRIDE also utilizes our online presence to live-stream or share recorded content from events, including parades, performances, and panel discussions. This enables people worldwide to participate

virtually, regardless of their geographical location, fostering a sense of inclusivity and expanding the reach of the pride celebrations.

We embrace the power of digital media by producing and sharing video content such as interviews, educational videos, and highlights from past events. These videos provide an immersive experience, allowing individuals to witness the energy and enthusiasm of the pride celebrations even from afar.

In addition to our website and social media platforms, Las Vegas PRIDE utilizes other online tools, such as email newsletters, to inform the community about upcoming events, volunteer opportunities, and important updates.

Overall, Las Vegas PRIDE's online presence is a powerful tool to connect, educate, and inspire individuals, creating a virtual space embodying the spirit of LGBTQ+ pride, acceptance, and community engagement.



LasVegasPRIDE.org

13,600+ Average Daily Visits

4,970,000+ Yearly Visits

10,703,000+ Pages Visited

Las Vegas PRIDE Magazine

6 Issues Annually

Las Vegas PRIDE Newsletter

7,291+ Local Subscribers

(30.3% Open Rate)

9,470+ Out of Town Subscribers

(16.8% Open Rate)

Facebook

Page Followers 27,600+

Monthly Visits 77,104+

Instagram

Followers 10,141+

Monthly Visits 38,100+



Diverse Demographics



Las Vegas PRIDE's demographics reflect the diverse and inclusive nature of the LGBTQ+ community. As an event that celebrates pride and promotes inclusivity, Las Vegas PRIDE attracts attendees from various backgrounds, age groups, and identities.

Las Vegas PRIDE draws a wide range of age groups. We welcome individuals who are coming of age and exploring their identities, as well as members of the LGBTQ+ community who may have been actively involved in advocacy and pride celebrations for many years. Our events provide a space for intergenerational connections and the exchange of support, experiences, and knowledge.

Las Vegas, as a cosmopolitan city, also attracts a diverse population from different ethnic and cultural backgrounds. As a result, Las Vegas PRIDE sees attendees from various ethnicities and nationalities, creating a rich tapestry of identities and experiences. Las Vegas PRIDE is inclusive of different gender identities and sexual orientations. We welcome individuals who identify as lesbian, gay, bisexual,

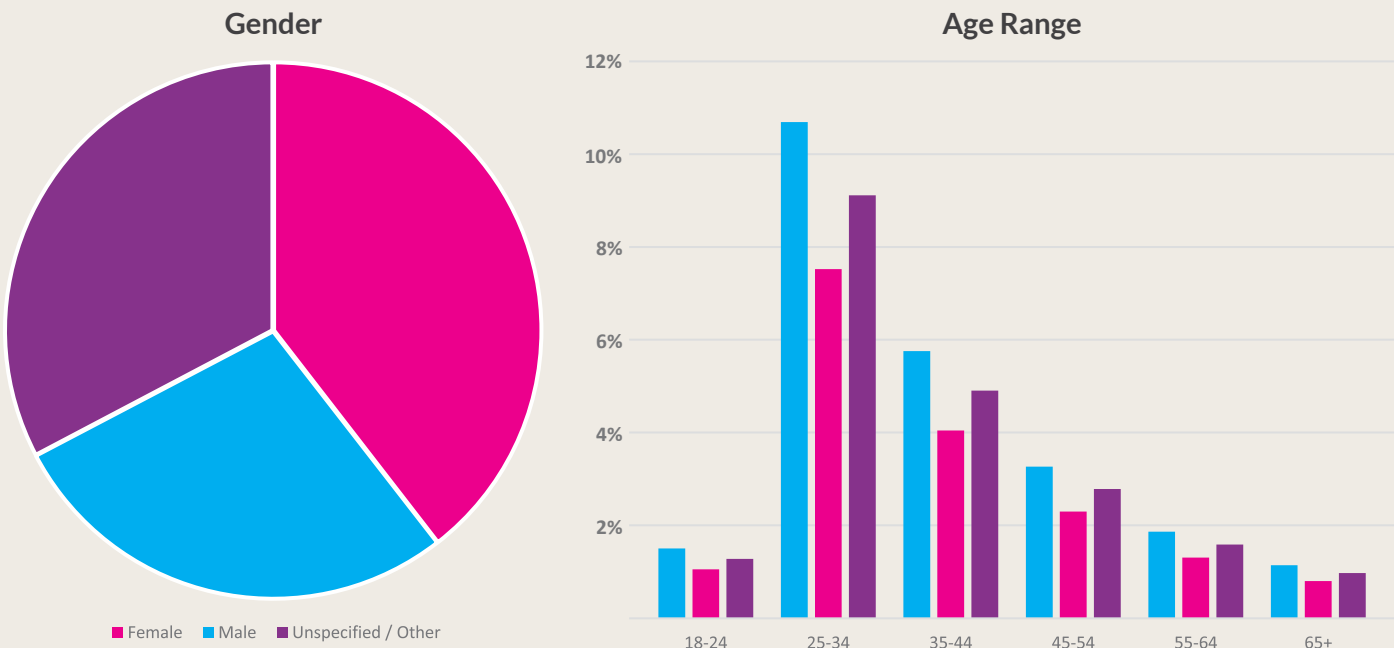
transgender, queer, questioning, intersex, asexual, and more. This inclusive approach ensures that all members of the LGBTQ+ community and their allies feel welcome and represented.

Las Vegas PRIDE also attracts a diverse range of families. We embrace families with same-sex parents, LGBTQ+ individuals who have children, and supportive allies who attend with their loved ones. The presence of families further highlights the importance of acceptance, love, and support within the LGBTQ+ community.

It's important to note that specific demographic data for Las Vegas PRIDE attendees may not be readily available, as this information is generally not collected or disclosed in an identifiable manner for privacy reasons. However, based on the inclusive and welcoming nature of our events, it is evident that Las Vegas PRIDE aims to create an environment that embraces individuals from all walks of life, fostering a sense of unity, acceptance, and celebration of diversity.

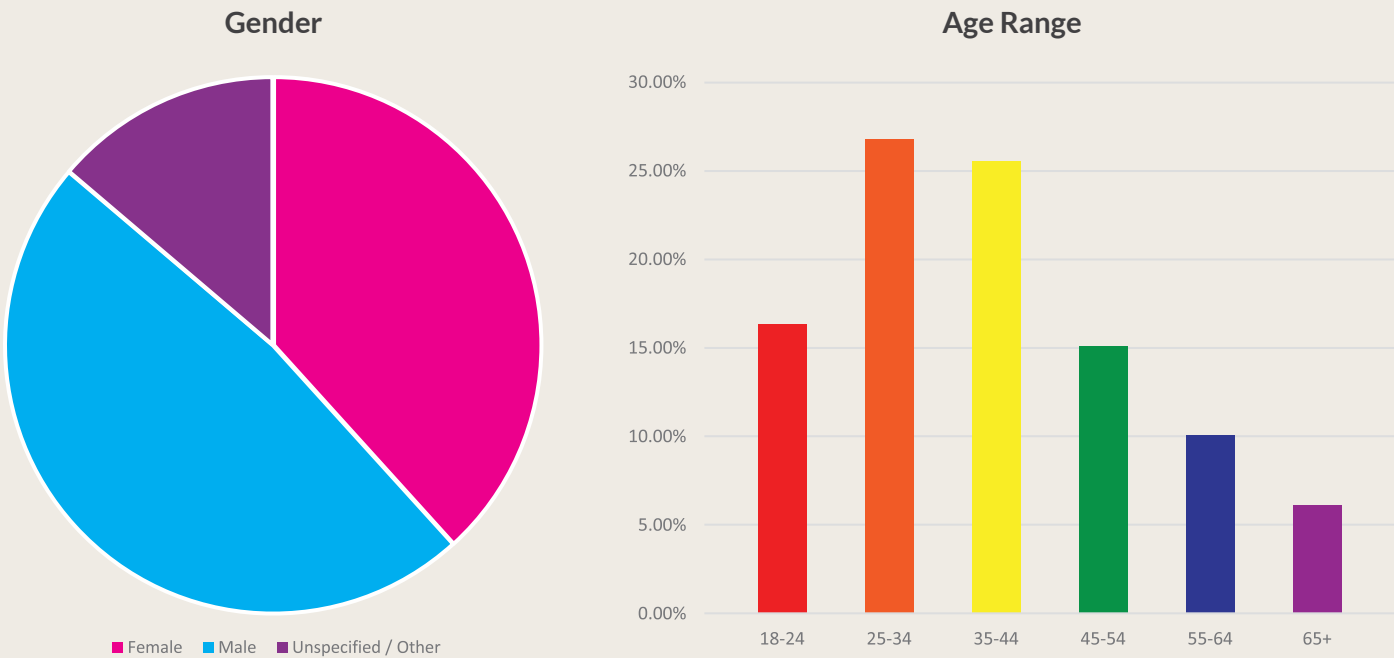
Las Vegas PRIDE Email Subscribers

12,900+ Total Subscribers as of June 2023 (Separate lists maintained for Locals and Visitors)



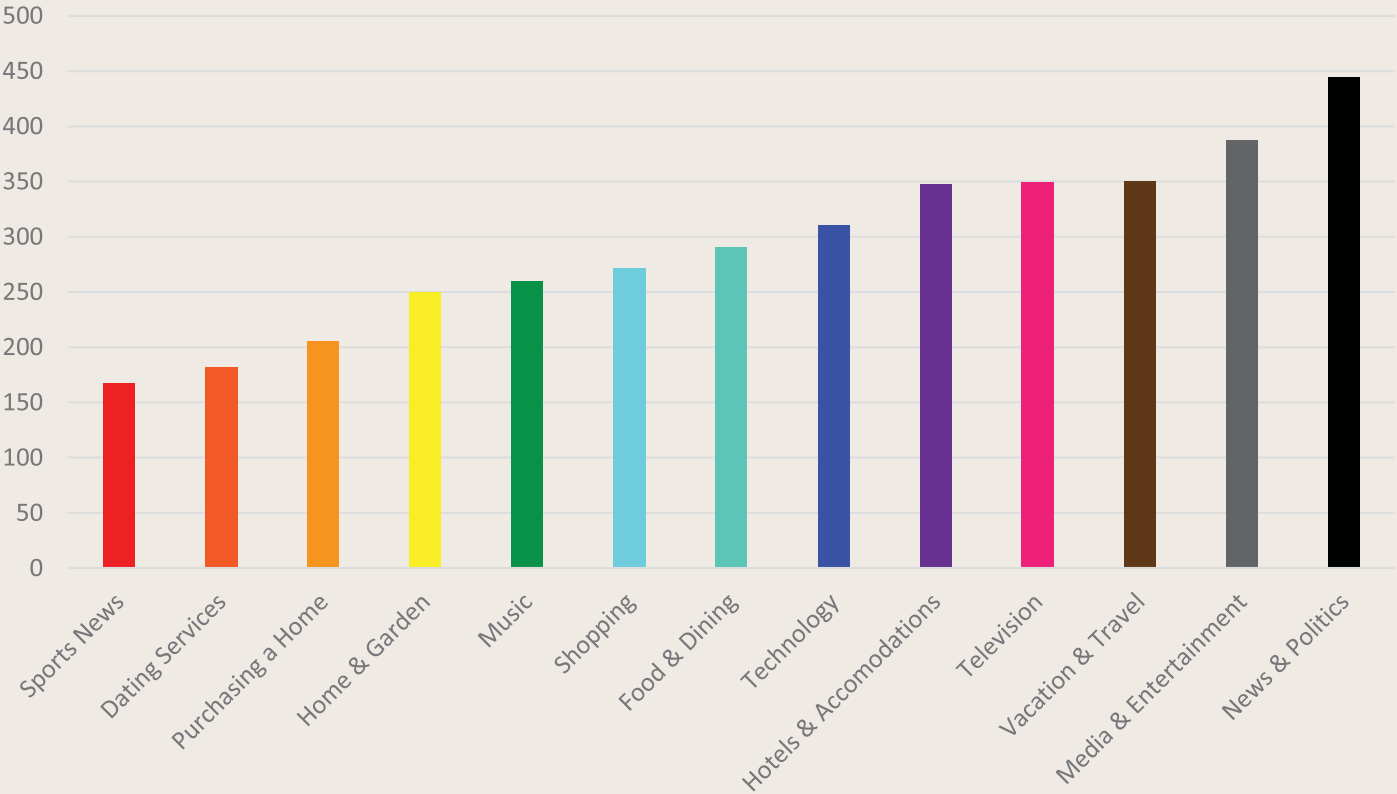
Las Vegas PRIDE Website Visitors

13,600+ Daily visitors as of February 2025



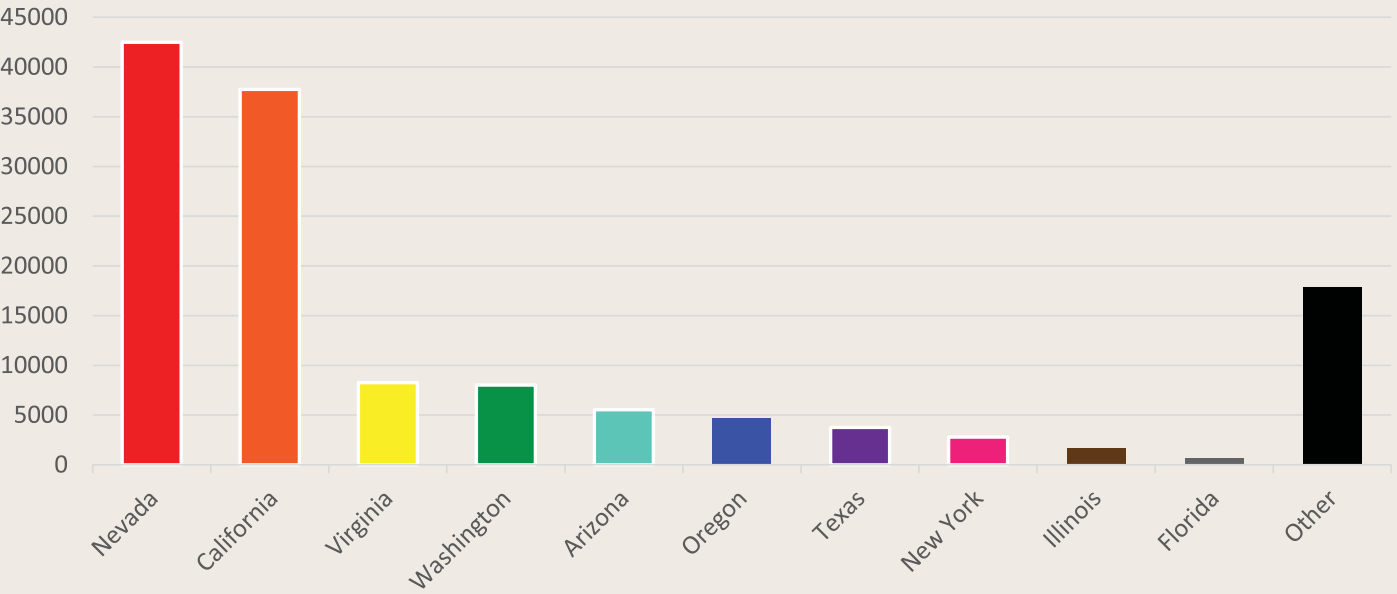
Las Vegas PRIDE Website Visitor Interests

1,100 Polled in June 2023



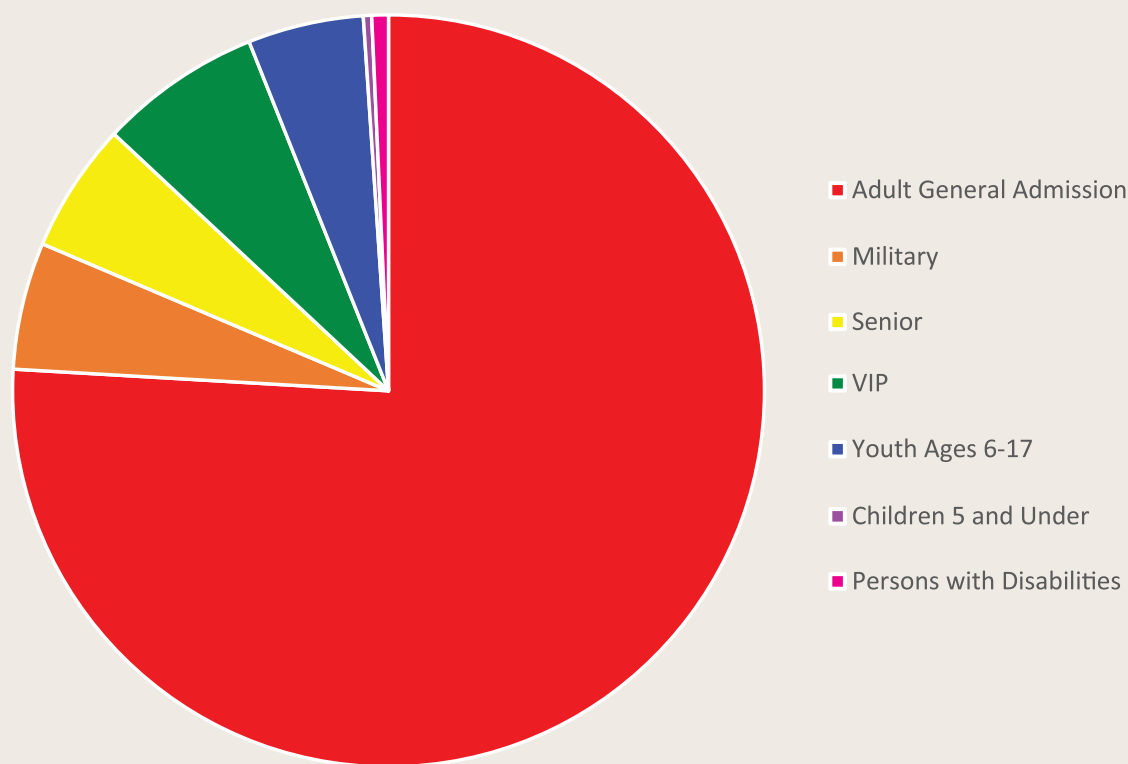
Las Vegas PRIDE Website US Visitor Location

Of 154,442 Unique United States of America Users Measured



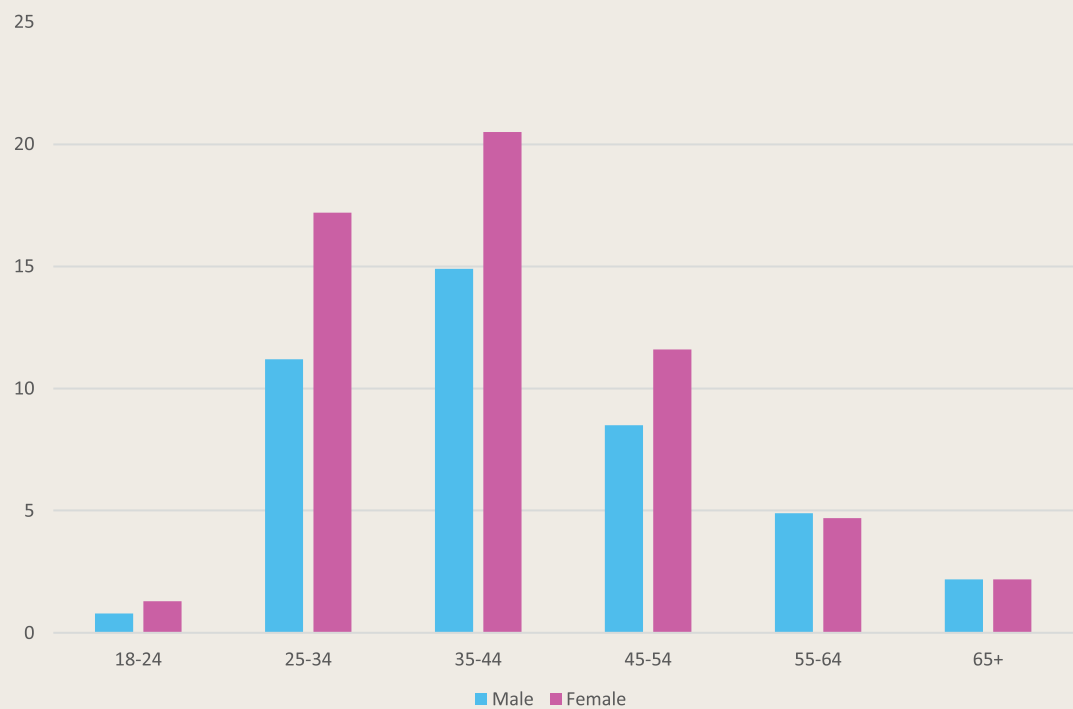
Las Vegas PRIDE Festival Attendees

Percentages based upon 2022 Festival attendance



Las Vegas PRIDE Facebook Fans

Percentages based upon June 2023 reporting





GET INVOLVED

ANNUAL SPONSORSHIPS

The annual Las Vegas PRIDE sponsorship program is tax deductible and provides you with exposure and benefits across all Las Vegas PRIDE events and programs from your time of enrollment through the end of the calendar year. This program funds the PRIDE General Fund and produces all events and programs, including: Las Vegas PRIDE Parade, Las Vegas PRIDE Festival, Las Vegas PRIDE BINGO programs, Las Vegas PRIDE Magazine, and other projects undertaken by the Board.

As an annual sponsor, your donation will have a valuable and visible impact on the local community. All annual sponsorship levels share the following benefits for the calendar year from the time of activation:

Logo placement reflective of sponsor level and inclusion in level appropriate sponsor slides on LasVegasPRIDE.org.

Sponsor logo recognition in subsequent event marketing (where applicable) for the Las Vegas PRIDE Parade and Festival.

Sponsorship acknowledgement from Las Vegas PRIDE Festival Main Stage throughout the event.

Presenting Sponsors

\$35,000+ (Cash)

- Customized, exclusive benefits limited to one cash sponsor.
- Presenting Sponsor recognition for Las Vegas PRIDE.
- Presenting sponsor recognition added to Las Vegas PRIDE logo for the duration of the agreement.
- Logo placement on applicable national/regional/local magazine advertisements, posters/banners, e-mail newsletters. (Sponsor to provide all artwork / logos)
- Inclusion in Las Vegas PRIDE Magazine's sponsor "Thank You" page.
- Logo placement on sponsor page reflective of sponsor level and title slide on LasVegasPRIDE.org home page.
- Opportunity to select your placement in the Las Vegas PRIDE Parade (requires additional purchase of parade entry).
- Opportunity to select your placement in the Las Vegas PRIDE Festival (requires additional purchase of festival booth).
- Presenting rights for the Las Vegas PRIDE Festival.

Red Sponsors

\$20,000+

- Presenting rights for the Las Vegas PRIDE Parade. (Available to first Red Level sponsor only. Subsequent sponsors will be offered additional available options.)
- Opportunity to specify general placement preference (front, middle, back) for optional advertising upgrades in the Las Vegas PRIDE Magazine.
- Opportunity to specify general placement preference in the Las Vegas PRIDE Parade (requires additional purchase of parade entry).
- Opportunity to specify general placement preference in the Las Vegas PRIDE Festival (requires additional purchase of festival booth).
- Premium reserved table at Las Vegas PRIDE BINGO events (by request).

Orange Sponsors

\$15,000+

- Presenting rights for the Las Vegas PRIDE Festival Main Stage. (Available to first Orange Level sponsor only. Subsequent sponsors will be offered additional available options.)
- Opportunity to select your placement (front, middle, back) in the Las Vegas PRIDE Parade (requires additional purchase of parade entry).
- Opportunity to select your general placement in the Las Vegas PRIDE Festival (requires additional purchase of festival booth).
- Premium reserved table at Las Vegas PRIDE BINGO events (by request).

Yellow Sponsors

\$10,000+

- Presenting rights for the Las Vegas PRIDE Festival Food Court. (Available to first Yellow Level sponsor only. Subsequent sponsors will be offered additional available options.)
- Opportunity to specify general placement preference (front, middle, back) for optional advertising upgrades in the Las Vegas PRIDE Magazine.
- Opportunity to specify general placement preference in the Las Vegas PRIDE Parade (requires additional purchase of parade entry).
- Opportunity to specify general placement preference in the Las Vegas PRIDE Festival (requires additional purchase of festival booth).
- Premium reserved table at Las Vegas PRIDE BINGO events (by request).

Green Sponsors

\$8,000+

- Presenting rights for the Las Vegas PRIDE Festival PRIDE Pets Area. (Available to first Green Level sponsor only. Subsequent sponsors will be offered additional available options.)



ADVERTISE WITH US

Annual Advertising Partnerships

By bundling advertising options, your business can reach the local LGBTQ+ community on an ongoing basis and access a variety of digital and print media, in-person events, and the Las Vegas PRIDE Parade and Festival. The following advertising packages are not tax-deductible.

Blue Advertising Package

\$4,000 (\$5,100 Value)

- PRIDE FESTIVAL – One 10' x 10' booth at the Las Vegas PRIDE Festival (includes canopy, one table and two chairs). (\$800 value)
- PRIDE PARADE – One premium Las Vegas PRIDE Parade entry. (\$700 value)
- LAS VEGAS PRIDE MAGAZINE – One full-page advertisement in six future editions of Las Vegas PRIDE Magazine. (\$3,600 value)
- ADDITIONAL BENEFITS – Logo placement reflective of advertising partner level within Las Vegas PRIDE magazine, programs, and website.

Violet Advertising Package

\$2,000 (\$2,700 Value)

- PRIDE FESTIVAL – One 10' x 10' booth at the Las Vegas PRIDE Festival (includes canopy, one table and two chairs). (\$800 value)
- PRIDE PARADE – One premium Las Vegas PRIDE Parade entry. (\$700 value)
- LAS VEGAS PRIDE MAGAZINE – One full-page advertisement in two future editions of Las Vegas PRIDE Magazine. (\$1,200 value)
- ADDITIONAL BENEFITS – Logo placement reflective of advertising partner level within Las Vegas PRIDE magazine, programs, and website.

L A S V E G A S
PRIDE
MAGAZINE
®

**YOUR NONPROFIT
COMMUNITY RESOURCE**

Flip through our latest issue or browse
past issues on your favorite device.

LasVegasPRIDE.org/magazine

A QR code is located in the bottom left corner of the advertisement.

The background of the advertisement is a collage of various Las Vegas PRIDE Magazine covers, showing different themes and models.

L A S V E G A S PRIDE MAGAZINE

More than 50,000 people are expected to participate in Las Vegas PRIDE events this year. Capture your share of the market! Secure your spot now in the Official source of information for Las Vegas PRIDE & the LGBT community.

Publication Schedule - February, April, June, August, September, and December.

- The bi-monthly publication is an opportunity for you to reach a highly sought after market and reinforce your support of the LGBT community.
- It's a full size, full color magazine including editorial content.
- The magazine includes details for all Official PRIDE events as well as other LGBT community events.
- An added benefit to advertisers is the publication's longevity. Readers of the magazine often consider it a keepsake or memento and save them for extended periods of time.

OFFICIAL MAGAZINE ADVERTISING RATES

SAVE BIG: PURCHASE ADVERTISING FOR A FULL YEAR!

Ask about our added value promotion when you lock in any ad placement for 6 consecutive issues and prepay your contract at signing.

Full Page Non-bleed: 7.375"x 9"; Bleed: 8.75"x 10.875"; Live Area 7.375"x 9"; Trim Size 8.25"x 10.375"

	Annual Contract Pricing (Full-Year) (6 Issues Total)	Standard Pricing (Monthly/Single)
Back Cover	\$6,000	\$1,200
Inside Front Cover	\$4,800	\$900
Inside Back Cover	\$4,800	\$900
Full Page	\$3,000	\$600
Half Page		
Half Page	\$1,800	\$400
Quarter Page		
Quarter Page	\$750	N/A

Deadlines

The deadline to order program advertising is one month prior to the issue date. The full price of the ad must be paid in full upon order. **Artwork must be submitted no later than four weeks prior to the street date. Monthly advertisers, please note Las Vegas PRIDE Magazine will repeat current asset/ad if a new asset is not submitted by deadline dates.**

Ad Submission Specifications

The Las Vegas PRIDE Magazine is entirely full color and all pages are printed on a coated (glossy) stock.

Ad Design is not included in the ad placement price. Advertisers are responsible for submitting acceptable artwork as specified below. Graphic design services are available by separate arrangement or referral to local graphic designers.

Preferred submission is high resolution PDF, Photoshop tif, eps, or jpeg. Eps files require type conversion to paths. No gif or Microsoft Word/Publisher files can be accepted. Ads may be submitted on CD or via email to art@lasvegaspride.org.

4-Color Black Type: Because of printer requirements all black ink type must be 100% black; no 4-color black type.

Resolution minimum 300 dpi

Color Submission files to be converted to CMYK.

Submission or Questions: Brady McGill; 4001 S. Decatur Blvd. #37-540; Las Vegas, NV 89103-5800; Voice (866) 930-3336; Email: magazine@lasvegaspride.org

Full Page

Non-Bleed 7.375" x 9"

Bleed 8.75" x 10.875"

Trim 8.25" x 10.375"

Live Area 7.375" x 9"

Half Page

7.375" x 4.5"

Half Page

Vertical

3.597" x 9.2"

Quarter Page

3.597" x 4.5"

Branded Merchandise



Las Vegas PRIDE offers branded merchandise and licensing opportunities for partner products. Offering branded merchandise can lead to increased sales and revenue, as consumers are more likely to purchase products associated with a brand they know and love.

Please get in touch with us if you want more information about branded merchandise opportunities or want to collaborate with us on an upcoming project.

Sample Wholesale Pricing

Listed below is sample, per-item pricing for bulk orders of Las Vegas PRIDE’s Red & Wild themed apparel. Pricing may vary and totals do not include shipping.

T-Shirts	100	250	500	1,000
(S-XL)	\$10.32	\$9.95	\$9.62	\$9.31
(XXL)	\$11.92	\$11.55	\$11.22	\$10.91
(XXXL)	\$13.14	\$12.77	\$12.44	\$12.13
Tanks	100	250	500	1,000
(S-XL)	\$11.43	\$11.06	\$10.73	\$10.42
(XXL)	\$13.15	\$12.78	\$12.45	\$12.14
(XXXL)	\$12.25	\$13.88	\$13.55	\$13.24
Hoodies	100	250	500	1,000
(S-XL)	\$19.67	\$19.30	\$18.97	\$18.66
(XXL)	\$21.82	\$21.45	\$21.12	\$20.81
(XXXL)	\$23.59	\$23.22	\$22.89	\$22.58



Thank You!
2024 PRIDE SPONSORS

LAS VEGAS PRIDE 2024 PRESENTING SPONSORS:



FREQUENCY BONUS

Advertisement insertions are available in both single-issue and annual (6 issues) commitments. Annual commitments receive priority placement and the lowest available rates for an entire year (6 issues). Advertisers who elect to prepay for an entire year are eligible for the value add ons listed below. Full-Page advertisers who prepay for an entire year are also eligible for one free 10'x10' booth space at the Las Vegas PRIDE Festival. (Online Registration Required)

Back Cover - \$6,000

- 3 Full-Page Articles (Max of 1 per Issue)**
- 1 Advertisement on LasVegasPRIDE.org* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- 3 Monthly Facebook Posts to LasVegasPRIDE Facebook Fanpage.*
- 1 Las Vegas PRIDE Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

Inside Cover - \$4,800

- 3 Full-Page Articles (Max of 1 per Issue)**
- 1 Advertisement on LasVegasPRIDE.org* (Displayed for one month of your choice.)
- 3 Monthly Facebook Posts to LasVegasPRIDE Facebook Fanpage.*
- 1 Las Vegas PRIDE Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

Full Page - \$3,000

- 3 Full-Page Articles** (Max of 1 page per issue)
- 1 Advertisement on LasVegasPRIDE.org* (Displayed for one month of your choice.)
- 3 Monthly Facebook Posts to LasVegasPRIDE Facebook Fanpage.*
- 1 Las Vegas PRIDE Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

Half Page - \$1,500

- 3 Full-Page Articles** (Max of 1 page per issue)

- 1 Advertisement on LasVegasPRIDE.org*
- (Displayed for one month of your choice.)
- 1 Monthly Facebook Post to LasVegasPRIDE Facebook Fanpage.*
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

Quarter Page - \$750

- 1 Full-Page Article**
- 1 Advertisement on LasVegasPRIDE.org*
- (Displayed for one month of your choice.)
- 1 Monthly Facebook Post to LasVegasPRIDE Facebook Fanpage.*
- Listing on Las Vegas PRIDE Mobile Apps & LasVegasPRIDE.org as a Community Partner

** Artwork must be provided by advertiser.*

*** Publisher retains all rights / Placement subject to availability*

ISSUE DEADLINES & TOPICS

Issue 56 (Spring/Adventure)

- Reservations by January 31, 2025
- Artwork by February 7, 2025
- Street Date: March 7, 2025

Issue 57 (PRIDE Month/Sports)

- Reservations by March 21, 2025
- Artwork by April 18, 2025
- Street Date: May 2, 2025

Issue 58 (Arts & Entertainment)

- Reservations by May 30, 2025
- Artwork by June 13, 2025
- Street Date: July 4, 2025

Issue 59 (Las Vegas PRIDE Celebration)

- Reservations by July 31, 2025
- Artwork by August 15, 2025
- Street Date: September 5, 2025

ISSUE 60 (Winter/Holidays)

- Reservations by September 26, 2025
- Artwork by October 17, 2025
- Street Date: November 7, 2025

Issue 61 (Wellness/New Year)

- Reservations by November 21, 2025
- Artwork by December 5, 2025
- Street Date: January 9, 2026



MAGAZINE / EVENTS / RESOURCES

CHECK US OUT AT PROUDANDKINKY.COM



ADVERTISE WITH US

Annual PROUD & Kinky Advertising Partnerships

By bundling advertising options, your business can reach the local LGBTQ2IA+ community on an ongoing basis and access a variety of digital and print media, in-person events, and the Las Vegas PRIDE Parade and Festival, PROUD & Kinky Adult area, PROUD & Kinky Events; www.PROUDandKinky.com, and the PROUD & Kinky Magazine!

Logo placement reflective of sponsor level and inclusion in level appropriate sponsor slides on PROUDandKinky.com.

Sponsor logo recognition in subsequent event marketing (where applicable) for PROUD & Kinky areas and events.

Sponsorship acknowledgement from PROUD & Kinky Stage during the Las Vegas PRIDE Festival.

Presenting Advertiser

\$30,000+ (CASH, Non Tax-Deductable)

- Parade - Two 20'x20' spaces at Las Vegas PRIDE Parade (may not vend CBD/Cannabis products)
- Festival - Naming rights of the PROUD & Kinky Festival Area; 20'x20' space at Las Vegas PRIDE Festival - PROUD & Kinky Adult Area)
- Events - 20'x20' space at Quarterly PROUD & Kinky events (two pool parties, PROUD & Kinky BINGO, and PROUD & Kinky Party)
- PROUD & Kinky Magazine - Back cover advertisement on two PROUD & Kinky Magazines; two full-page advertisements in the PROUD & Kinky Magazine (two issues annually)

Leather Advertiser

\$20,000+ (Non Tax-Deductable)

- Parade - 20'x20' space at Las Vegas PRIDE Parade (may not vend CBD/Cannabis products)
- Festival - 20'x20' space at Las Vegas PRIDE Festival - PROUD & Kinky Adult Area
- Events - Naming rights of the PROUD & Kinky events; 20'x20' space at Quarterly PROUD & Kinky events (two pool parties, PROUD & Kinky BINGO, and PROUD & Kinky Party)
- PROUD & Kinky Magazine - Two full-page advertisements in the PROUD & Kinky Magazine (two issues annually)

Green Advertiser

\$10,000+ (Non Tax-Deductable)

- Parade - 20'x20' space at Las Vegas PRIDE Parade (may not vend CBD/Cannabis products)
- Festival - 20'x20' space at Las Vegas PRIDE Festival - PROUD & Kinky Adult Area
- Events - 20'x20' space at Quarterly PROUD & Kinky events (two pool parties, PROUD & Kinky BINGO, and PROUD & Kinky Party)
- PROUD & Kinky Magazine - Two full-page advertisements in the PROUD & Kinky Magazine (two issues annually)

PROUD & Kinky

PROUDandKinky.com

(Site founded in August 2022)

2,400+ Average Daily Visits

738,300+ Approx. Yearly Visits

1,736,900+ Pages Visited

PROUD & Kinky Magazine

2 Issues Annually



Whips Advertising Package

\$4,000 (\$4,400 Value)

- PRIDE FESTIVAL – One 10' x 10' booth in the PROUD & Kinky area of the Las Vegas PRIDE Festival (includes canopy, one table and two chairs). (\$1,000 value)
- PRIDE PARADE – One Las Vegas PRIDE Parade entry. (\$1,000 value)
- PROUD & Kinky MAGAZINE – Two full-page advertisements in two future editions of PROUD & Kinky Magazine. (\$2,400 value)
- ADDITIONAL BENEFITS – Logo placement reflective of partner level within PROUD & Kinky magazine, programs, and website.

Chains Advertising Package

\$2,000 (\$2,600 Value)

- PRIDE FESTIVAL – One 10' x 10' booth in the PROUD & Kinky area of the Las Vegas PRIDE Festival (includes canopy, one table and two chairs). (\$1,000 value)
- PRIDE PARADE – One Las Vegas PRIDE Parade entry. (\$1,000 value)
- PROUD & Kinky MAGAZINE – One full-page advertisement in one future edition of PROUD & Kinky Magazine Magazine. (\$600 value)
- ADDITIONAL BENEFITS – Logo placement reflective of partner level within PROUD & Kinky magazine, programs, and website.



MAGAZINE / EVENTS / RESOURCES
CHECK US OUT AT PROUDANDKINKY.COM



A significant number of the adults expected to participate in Las Vegas PRIDE events this year also participate in PROUD & Kinky events and festival spaces. Capture your share of the market! Secure your spot now in the official source of information for the Las Vegas LGBTQ+ Kink community.

Publication Schedule - January & September.

- The bi-annual publication is an opportunity for you to reach a highly sought after market and reinforce your support of the LGBT community.
- It's a full-size, full-color magazine including editorial content.
- The magazine includes details for all Official PROUD & Kinky events as well as PRIDE and other LGBT community events.
- An added benefit to advertisers is the publication's longevity. Readers of the magazine often consider it a keepsake or memento and save them for extended periods of time.

OFFICIAL MAGAZINE ADVERTISING RATES

SAVE BIG: PURCHASE ADVERTISING FOR A FULL YEAR!

Ask about our added value promotion when you lock in any ad placement for 2 consecutive issues and prepay your contract at signing.

Full Page Non-bleed: 7.375"x 9"; Bleed: 8.75"x 10.875"; Live Area 7.375"x 9"; Trim Size 8.25"x 10.375"

	Annual Contract Pricing (Full-Year) (2 Issues Total)	Standard Pricing (Monthly/Single)
Back Cover	\$2,400	\$1,200
Inside Front Cover	\$1,800	\$900
Inside Back Cover	\$1,800	\$900
Full Page	\$1,200	\$600
Half Page		
Half Page	\$800	\$400
Quarter Page		
Quarter Page	\$750	N/A

Deadlines

The deadline to order program advertising is one month prior to the issue date. The full price of the ad must be paid in full upon order. **Artwork must be submitted no later than four weeks prior to the street date. Annual advertisers, please note PROUD & Kinky Magazine will repeat current asset/ad if a new asset is not submitted by deadline dates.**

Ad Submission Specifications

The PROUD & Kinky Magazine is entirely full color and all pages are printed on a coated (glossy) stock.

Ad Design is not included in the ad placement price. Advertisers are responsible for submitting acceptable artwork as specified below. Graphic design services are available by separate arrangement or referral to local graphic designers.

Preferred submission is high-resolution PDF, Photoshop tif, eps, or jpeg. Eps files require type conversion to paths. No gif or Microsoft Word/Publisher files can be accepted. Ads may be submitted on CD or via email to art@lasvegaspride.org.

4-Color Black Type: Because of printer requirements all black ink type must be 100% black; no 4-color black type.

Resolution minimum 300 dpi

Color Submission files to be converted to CMYK.

Submission or Questions: Brady McGill; 4001 S. Decatur Blvd. #37-540; Las Vegas, NV 89103-5800; Voice (866) 930-3336; Email: magazine@lasvegaspride.org

Full Page

Non-Bleed 7.375" x 9"

Bleed 8.75" x 10.875"

Trim 8.25" x 10.375"

Live Area 7.375" x 9"

Half Page

7.375" x 4.5"

Half Page

Vertical

3.597" x 9.2"

Quarter Page

3.597" x 4.5"

FREQUENCY BONUS

Advertisement insertions are available in both single-issue and annual (2 issues) commitments. Annual commitments receive priority placement and the lowest available rates for an entire year (2 issues). Advertisers who elect to prepay for an entire year are eligible for the value add ons listed below. Full-Page advertisers who prepay for an entire year are also eligible for one free 10'x10' booth space in the PROUD & Kinky area of the Las Vegas PRIDE Festival. (Online Registration Required)

Back Cover - \$2,400

- 2 Full-Page Articles (Max of 1 per Issue)**
- 1 Advertisement on PROUDandKinky.com* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)
- 3 Monthly Posts to PROUD & Kinky Social Media.*
- 1 PROUD & Kinky Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)

Inside Cover - \$1,800

- 2 Full-Page Articles (Max of 1 per Issue)**
- 1 Advertisement on PROUDandKinky.com* (Displayed for one month of your choice.)
- 3 Monthly Posts to PROUD & Kinky Social Media.*
- 1 PROUD & Kinky Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)

Full Page - \$1,200

- 2 Full-Page Articles (Max of 1 per Issue)**
- 1 Advertisement on PROUDandKinky.com* (Displayed for one month of your choice.)
- 3 Monthly Posts to PROUD & Kinky Social Media.*
- 1 PROUD & Kinky Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)

Half Page - \$800

- 2 Full-Page Articles (Max of 1 per Issue)**
- 1 Advertisement on PROUDandKinky.com* (Displayed for one month of your choice.)
- 1 Monthly Post to PROUD & Kinky Social Media.*
- 1 PROUD & Kinky Email Newsletter Ad Placement* (Displayed for the duration or your

commitment. / Artwork may be changed once per month.)

Quarter Page - \$750

- 1 Full-Page Article**
- 1 Advertisement on PROUDandKinky.com* (Displayed for one month of your choice.)
- 1 Monthly Post to PROUD & Kinky Social Media.*
- 1 PROUD & Kinky Email Newsletter Ad Placement* (Displayed for the duration or your commitment. / Artwork may be changed once per month.)

* Artwork must be provided by advertiser.

** Publisher retains all rights / Placement subject to availability

ISSUE DEADLINES & TOPICS

PROUD & Kinky - Issue 7

Reservations by June 27, 2025

- Artwork by July 18, 2025
- Street Date: August 8, 2025

PROUD & Kinky - Issue 8

Reservations by December 5, 2025

- Artwork by January 9, 2025
- Street Date: February 6, 2025





L A S V E G A S PRIDE®

SUPPORT THE LGBTQ+
COMMUNITY & PROMOTE
YOUR BUSINESS

Thank you! We look forward to
speaking with you regarding our
sponsorship and advertising
opportunities.

sponsors@lasvegaspride.org
(866) 930-3336

