

201 North Dixie Highway, Lake Worth Beach, FL 33460

[www.CompassLGBTQ.com](http://www.CompassLGBTQ.com)



COMPASS LGBTQ+ COMMUNITY CENTER PRESENTS  
**PALM BEACH PRIDE**  
OPPORTUNITIES FOR YEAR 2025

# ABOUT US

Compass LGBTQ+ Community Center has served the LGBTQ+ community in Palm Beach County for over 35 years. We are one of the oldest continuously operating LGBTQ+ Community Centers in South Florida! Compass' mission is to engage, empower and enrich the lives of lesbian, gay, bisexual, transgender, and queer (LGBTQ+) people and those impacted by HIV and AIDS.

Each year, Compass LGBTQ+ Community Center hosts the Palm Beach Pride Pageant in February, the Palm Beach Pride Festival, and the Pride Parade at the end of March. Palm Beach County Commissioners and the City of Lake Worth Beach have formally recognized March as the city's Pride month. Palm Beach Pride is one of the biggest cultural events in Palm Beach County.

Palm Beach Pride is a two-day, family-friendly, and pet-friendly celebration on the Intracoastal at Bryant Park in Lake Worth Beach. The event showcases entertainment, various food and drink choices, local vendors, youth activities (those 18 and younger may attend for free), and numerous community organizations.

This year's celebration will begin with the Palm Beach Pride Pageant on Monday, February 3, 2025, at the Lake Worth Playhouse. Then the festival will take place at Bryant Park in Lake Worth Beach on Saturday, March 29, and Sunday, March 30 from 12-6 pm both days and the Pride Parade kicks off on Sunday, March 29 at 11 am moving through downtown Lake Worth Beach to Bryant Park.



# CELEBRATE PRIDE

## Why become a Palm Beach Pride Sponsor?

Sponsoring Palm Beach Pride is a great way to gain exposure for your company among the LGBTQ+ community and our allies. The festival and parade are wonderful experiences for attendees and those who work hard to make it all happen. We are grateful to our sponsors and partners for their support; Palm Beach Pride would not be possible without them.

## What are the benefits of becoming a Sponsor?

Palm Beach Pride is a significant opportunity to connect with the LGBTQ+ community in Palm Beach County.

- Becoming a sponsor is a highly effective way to showcase your business to a large number of individuals, including 100 vendors, 150 parade groups, and dozens of live performances.
- Compass distributes more than 5,000 postcards, 100 posters, and 6,000 Pride Directories throughout the county leading up to the event.
- Display your linkable logo to over 7,000 unique website visitors during Pride Month. In addition, e-newsletters are sent to 6,000 subscribers a month, and social media posts reach 60,000+ users.
- Gain branding recognition in the South Florida market, including local and regional publications (online and print), radio stations, and news channels.
- Join the fun and meet with your targeted audience. As part of your sponsorship, you will receive exclusive access to pre-event activities.

## How can I become a Sponsor?

We offer sponsorship opportunities at various levels for companies and organizations looking to support the LGBTQ+ community and gain exposure through on-site marketing. Our customizable sponsorship options ensure a successful partnership. Share your ideas with us, and let's make it happen!



# PALM BEACH PRIDE

## SPONSORSHIP LEVELS

If you are interested in becoming a sponsor or would like more information, please email [Events@CompassLGBTQ.com](mailto:Events@CompassLGBTQ.com)

		Red \$20,000+	Orange \$15,000+	Yellow \$10,000+	Most Popular Green \$5,000+	Blue \$2,500+	Purple \$1,500+
Event Access & Extras	Vendor Space with Tent, Table, & Chairs	20'x20'	20'x10'	20'x10'	10'x10'	10'x10'	Parade
	Festival Tickets	40	30	20	15	10	6
	Parade Entry	✓	✓	✓	✓	✓	✓
	1-Year Pride Business Alliance Membership	✓	✓	✓	✓	✓	✓
Brand Recognition	Priority Signage	✓	✓	✓	✓	✓	✓
	Entry Display	✓	✓	✓	✓	✓	✓
	Logo on Weekly Eblast	✓	✓	✓	✓		
Digital & Print Advertising	Social Media Acknowledgment	✓	✓	✓	✓	✓	✓
	Pride Directory Full Page Ad & Listing	✓	✓	✓	✓	✓	✓
	Logo on event webpage & Stage	✓	✓	✓	✓	✓	✓
Publicity	Verbal Mentions by Emcee	✓		✓	✓		
	Pre & Post Press Release Mention	✓	✓	✓			
	Radio Mention	✓	✓				
	Parade Sponsor (Includes mentions during Live Broadcast on Social Media & Local News)						✓



# **PALM BEACH PRIDE**

## UNDERWRITING OPPORTUNITITES

**If you are interested in becoming an underwriter or would like more information,  
please email [Events@CompassLGBTQ.com](mailto:Events@CompassLGBTQ.com)**

### **ONLY ONE AVAILABLE OF EACH**

- \$2,000 - Sanitation
- \$2,000 - Printing
- \$3,000 - Youth Tent
- \$5,000 - ASL Interpreters
- \$10,000 - Dining Pavilion
- \$15,000 - Parade Safety
- \$20,000 - Entertainment
- \$25,000 - Stage

#### **All Underwriting Sponsors receive the following:**

- Up to Eight (8) Tickets
- Recognition as the sponsor of the event collateral, printed and electronic
- Exclusive signage with company logo
- Verbal acknowledgment by the Event Emcee
- Full-page sponsor in Pride Directory



# PALM BEACH PRIDE PAGEANT



## HISTORY

Drag and performance art has long been a cornerstone of the LGBTQ+ community. Not only has it given the community the ability to express itself in safe environments, but it has been a driving force in the growing acceptance of the LGBTQ+ community.

In this spirit, Compass LGBTQ+ Community Center is proud to present the Palm Beach Pride Pageant. Join us at the Lake Worth Playhouse to see South Florida's best performers take to the stage to offer a night of absolute glamour!

## PAGEANT HOSTS

Hosted by the Queen of the Palm Beaches, Velvet Lenore and the First Lady of the Palm Beaches, Melissa St John, this will not be a night to miss!

## PALM BEACH PRIDE PAGEANT

- When: Monday, February 3, 2025 at 7:00 pm
- Where: The Lake Worth Playhouse, 713 Lake Ave, Lake Worth Beach, FL 33460
- Tickets: General Admission \$20  
Purchase tickets at [www.CompassLGBTQ.com/Palm](http://www.CompassLGBTQ.com/Palm)
- Categories: Evening Gown, Q&A, Talent

## How can I become a contestant?

- For contestant qualifications and application details, visit [www.CompassLGBTQ.com/PalmBeachPridePageant](http://www.CompassLGBTQ.com/PalmBeachPridePageant).
- \$75 entry fee; Price increases on January 6, 2025, to \$100
- The application will close once the first five (5) contestants in each title have applied.



# SPONSORSHIP OPPORTUNITIES

Align your brand with diversity and inclusivity while gaining exposure to 200+ engaged attendees at the Palm Beach Pride Pageant hosted at Lake Worth Beach Playhouse.

	\$1,000	\$500	\$250
Advertisement in Event Program	Back Cover	Full Page	Half Page
Orchestra Seat Tickets	4	2	2
Social Media Acknowledgment	✓	✓	✓
Logo on event webpage	✓	✓	✓
Verbal Mention by Emcee	✓	✓	✓

If you are interested in becoming a sponsor or would like more information, please email [Events@CompassLGBTQ.com](mailto:Events@CompassLGBTQ.com)



# SPONSOR THE PAGEANT



## VENDORS

Individuals, businesses, non-profit organizations, and civic organizations that share the same values as Compass LGBTQ+ Community Center/Palm Beach Pride are welcome to apply for vendor spaces.

- Vendors must agree to our Code of Conduct. The Palm Beach Pride Committee has the right to deny any vendor application for any reason.
- Vendor spaces are assigned by the Palm Beach Pride Committee upon approval of the application and as space permits on a first-come, first-serve basis.
- Vendors will be assigned a predetermined space, and notified upon arrival. Due to the nature of having the event in a park (with trees and other obstructions) and with tents that are installed the day prior, vendor spaces are not finalized until onsite. Booth space dimensions are 10 feet wide by 10 feet deep. All display elements need to be within the booth space.
- All Vendors shall provide all booth materials. Items and displays may utilize tables, tents, carts, or other similar structures.
- Internet access is not provided. Water and electricity access are extremely limited.

## VENDOR TYPES

We've had a wide variety of vendors from face painters to home renovation experts.

### Retail Booths

Vendors at these booths offer a diverse range of goods, from authentic and homemade items like pottery, paintings, jewelry, and prints to merchandise such as clothing, bumper stickers, pre-packaged foods, and more.

### Non-Profit and Government Booths

Charitable, educational, governmental, religious, social, and support organizations promoting their programs and services.

### Food Vendors

Vendors at this booth offer a wide variety of food products.

## VENDOR BOOTH FEES

Early bird through August 15, 2024 - December 31, 2024

- Food Vendor: \$700.00
- Retail Vendor: \$500.00
- Not-for-Profit 501(c) Organization Vendor: \$400.00

Regular pricing January 1, 2024 - February 28, 2025

- Food Vendor: \$750.00
- Retail Vendor: \$550.00
- Not-for-Profit 501(c) Organization Vendor: \$450.00





## PARADE

- The Palm Beach Pride Parade is on Sunday, March 29, 2025, starting at 11:00 am.
- Parade Check-in starts at 8:30 am. All participants must be in place by 10:30 am.
- Parade participants will be assigned placement on the morning of the parade.
- The Parade Committee reserves the right to revise unit placement during the parade line-up on Parade Day.
- **Parade Applications will close on March 15, 2025**

## PARADE ENTRY FEES

Local Non-Profit Organizations	July 1 - Dec 31	Dec 31 - Feb 28	After Mar 1
Walking up to 100 People	\$100	\$175	\$300
Walking up to 100 People + 1 Car/Truck	\$200	\$275	\$400
Walking up to 100 People + 1 Bus/Float	\$250	\$325	\$450

National Non-Profit Organizations	July 1 - Dec 31	Dec 31 - Feb 28	After Mar 1
Walking up to 100 People	\$100	\$175	\$300
Walking up to 100 People + 1 Car/Truck	\$200	\$275	\$400
Walking up to 100 People + 1 Bus/Float	\$250	\$325	\$450

Local Small Business	July 1 - Dec 31	Dec 31 - Feb 28	After Mar 1
Walking up to 100 People	\$200	\$275	\$400
Walking up to 100 People + 1 Car/Truck	\$300	\$375	\$500
Walking up to 100 People + 1 Bus/Float	\$350	\$425	\$550

National or Chain Companies	July 1 - Dec 31	Dec 31 - Feb 28	After Mar 1
Walking up to 100 People	\$300	\$375	\$500
Walking up to 100 People + 1 Car/Truck	\$400	\$475	\$600
Walking up to 100 People + 1 Bus/Float	\$450	\$525	\$650

## SPONSOR THE PRIDE PARADE

Become a Pride Parade sponsor and enjoy perks like free admission tickets, Parade entry, a year of Pride Business Alliance Membership, priority signage, and extensive recognition on all platforms including the Live Broadcast

If you are interested in becoming a sponsor or would like more information, please email [Events@CompassLGBTQ.com](mailto:Events@CompassLGBTQ.com)



# PRIDE DIRECTORY

## PRIDE DIRECTORY

Explore the ultimate guide for LGBTQ+ owned and allied businesses in Palm Beach County with the Compass Pride Directory. This comprehensive, 112-128 page, full-color guide features an extensive section highlighting Compass' top-notch services, a directory of Pride Business Alliance members, and an array of event and organization ads. You can easily access the digital guide on Compass' website and can obtain printed guides in person all year round. Additionally, 5,000 copies of the printed Pride Directory are distributed to partner organizations, municipalities, and chambers throughout South Florida. This directory is your go-to resource for all things LGBTQ+ in Palm Beach County.

### Pride Directory Fees

Full-page advertisement fee: \$800.00

### Advertisement Deadline

April 15, 2025

## InterPride

Compass' Palm Beach Pride is proud to represent Palm Beach County as a member of InterPride, the global association of over 400 Pride organizations from more than 70 countries.



## INSTRUCTIONS FOR SUBMITTING ADS

- Set up your file as 5.75" width x 8.75 height with a bleed of .125"
- If you are not using a standard design program and cannot set up a bleed, ensure your file is 6" width x 9" height
- Keep all content within 5.25" width x 8.25" height
- When saving or exporting your file, do NOT add trim marks, registration marks, color bars, or page information
- Graphic design services are available for an additional fee of \$50.

### Acceptable Formats

PDF or high-resolution 300dpi JPEG

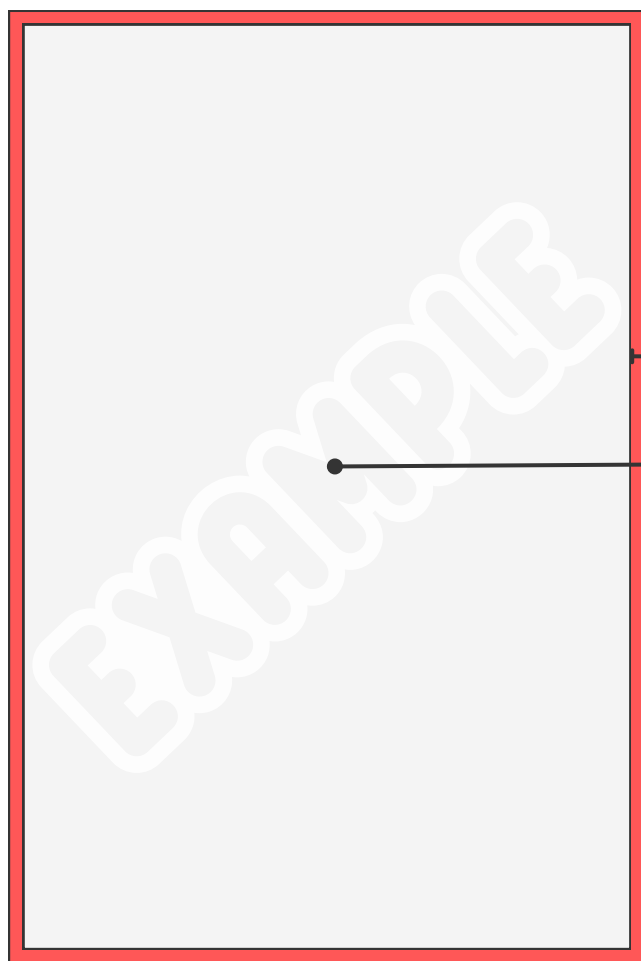
### Color

CMYK

For more information email [Events@CompassLGBTQ.com](mailto:Events@CompassLGBTQ.com)

## ADVERTISEMENT DEADLINE

April 15, 2025



**Total File Size**  
6" width x 9" height

**Pride Guide Dimensions**  
5.75" width x 8.75" height  
This is where pages are cut.

**Live Area**  
5.25" width x 8.25" height  
Keep all content within this box.

# THANK YOU



**COMPASS**  
COMMUNITY CENTER

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(561) 533-9699

