HalloQueen Fest
Family Friendly Fun • Entertainment • and More

HalloQueen Fest Sponsorship Packet
2022
Kentucky’s ONLY All LGBTQIA+ PRIDE Halloween Festival.
Saturday, October 8th, 2022
American Turners Park-Louisville
3125 River Road
Louisville, Kentucky 40207
Dear Sponsor,

Thank you for joining us as we continue expanding and growing HalloQueen Fest. HalloQueen Fest Is Kentucky’s ONLY All LGBTQIA+ PRIDE Halloween Festival. HalloQueen Fest Is Drag Queen Storytime-Kentucky’s Largest Fundraiser.

HalloQueen Fest is a movement committed to promoting the commonwealth of Kentucky and our surrounding communities where kindness and diversity thrive. We believe like spokes in a shipping wheel, all of us must work together to realize progress; a single spoke in the wheel cannot do the job, but together we can steer the course of the future.

On Saturday, October 8th, 2022, at American Turners Park in Louisville, Kentucky, Drag Queen Storytime-Kentucky will host the 4th Annual HalloQueen Fest, where visitors and businesses from all over the commonwealth of Kentucky and surrounding communities will join us. Vendors of all types will showcase their products and services throughout the park; the main stonewall stage will feature an entire afternoon and evening of stellar entertainment and advocacy, while local food trucks will offer savory eats for all to enjoy. October 8th, 2022, will be a busy day that can all be made possible with your generous support.

HalloQueen Fest is a phenomenal opportunity for you to promote your business to a broad range of demographics. Our festival brings many kinds of people together to inspire hope and positively impact the community by fostering INCLUSIVE, ACCESSIBLE, AND CULTURALLY DIVERSE EDUCATIONAL PROGRAMMING. By engaging with local media, businesses, and people from all over the area, HalloQueen Fest is the perfect way to advertise your company and support this vision for our community at the same time. Drag Queen Storytime-Kentucky is a 501(c)3 non-profit organization. To realize our organization's commitment to actively forging a better future for our community, a portion of festival proceeds will be donated to organizations dedicated to advocacy for our region's youth to create a better tomorrow for the world's future.

Thank you for your time and consideration. As you will see in the following pages, we have many ways to be involved. We hope you will partner with us to continue expanding this historic event. If you have any questions or want additional information, please get in touch with us at info@dqstky.org, or visit our website at dqstky.org.

Sincerely,

Adam Miller-Founder of Drag Queen Storytime-Kentucky

Julian Adams-President of The Board of Director’s

The information on these pages is confidential and proprietary. This is solely for the use of Drag Queen Storytime-Kentucky. Would you please Email Info@dqstky.org with any questions or concerns?
Our Mission-

Drag Queen Storytime-Kentucky mission is to provide inclusive, accessible, and culturally diverse educational programming for Queer youth and families.

Festival General Information-

Date:
Saturday, October 8th, 2022

Location:
American Turners Park
3125 River Road
Louisville, Kentucky 40207

Hours:
Festival 12:00PM - 12:00AM
NEW For 2022! Parade: 6:00PM-7:00PM
HalloQueen Fest Attendance

More Than 5,000 People Attended The 2021 HalloQueen Fest at American Turners Park, Which Was an Increase Of 25% Over 2020

<table>
<thead>
<tr>
<th>ESTIMATED ATTENDANCE</th>
<th>FESTIVAL VENDORS</th>
<th>INDIVIDUAL WEBSITE VIEWS</th>
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</thead>
<tbody>
<tr>
<td>5,000+</td>
<td>100+</td>
<td>35,000+</td>
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HalloQueen Fest MARKETING

Brand Exposure: social media
The Festival Is Marketed Aggressively through major social media platforms before, during, and after. The following are examples and results of marketing on various platforms.

Social Media:
• Events and festivals are marketed using major social media outlets.
• Partner with social media companies before, during, and after the event to increase exposure.

Websites:
• Custom site created for Drag Queen Storytime-Kentucky.
• Festival Sponsors are displayed prominently throughout the site.
• Site cross marketed with media partners, increasing your brand exposure.

Online Media:
• Media Partnerships Increase news articles and coverage before, during, and after each event.
• Media partners provide exposure to over 80% of Louisville and its surrounding areas.
Brand Exposure: Digital and Print Marketing

To See Examples of Materials created for HalloQueen Fest. Please visit
https://dqstky.org/festival-sponsors

Advertising ran across local publications such as Queer Kentucky Media Outlet.

Additionally, HalloQueen Fest displayed 5,000 printed materials such as postcards
and posters in local storefronts and social media marketing.

NEW! HalloQueen Fest PARADE

The 2022 HalloQueen Fest Parade will occur on October 8\textsuperscript{th}, 2022, At the American Turners Park. We currently
have no data since this is a New Addition to HalloQueen Fest. We Estimate over 200+ participates and over 1,000
people lining the parade.
HalloQueen Fest ENTERAINMENT

HalloQueen Fest featured entertainment on the Stonewall main stage and the HalloQueen Fest Rainbow Stage.

2021 Headliners from VH1 RuPaul’s Drag Race Season 10 Dusty Ray Bottoms, Diana Rae, Chyna Verse, and Stevie Dicks.
Since October 2019, more than 100+ entertainers have performed at HalloQueen Fest.
HalloQueen Fest 2021 had a total of 95+ Entertainers throughout the festival.
MONSTER MIDWAY

From face painting and carnival games to art projects and, best of all, a Drag Queen Storytime. The Monster Midway provides fun for everyone of all ages. On average more than 3,000 people visit the monster midway to participate in the Monster activities.

Photo Taken HalloQueen Fest 2021 Location Monster Midway Rest Area

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HalloQueen Fest VIP EXPERIENCE

HalloQueen Fest V.I.P. experience provides ticket holders delicious food, drinks, private bar, climate-controlled lounge, private Restrooms, artist meet and greets, V.I.P. Stage access, and much more.
## SPONSORSHIP BREAKDOWN

### Presenting Sponsor — $8,000

- Name in the title of the festival
- Logo on Festival Print Media
- Logo on Festival Main Stage
- Logo/Link on website
- The press release announcing sponsorship
- Social media spotlight
- Festival logo rights (1YR)
- Priority parade placement
- Premium 10X30 Booth with premium location
- Verbal recognition
- Two main stage promotions
- 4 V.I.P. parking spaces
- 20 V.I.P. Passes

### Main Stage Sponsor — $5,000

- Presenting stage sponsor
- Logo on festival print media
- Logo/Link on website
- Social Media Spotlight
- Festival logo rights (1YR)
- Priority parade placement
- Premium 10X20 Booth with premium location
- 8 Announcer Mentions
- Two main stage promotions
- 2 V.I.P. parking space
- 15 V.I.P. Passes
Parade Sponsor - $3,000
- Name in the title of the parade
- Logo on parade lead banner
- Logo on festival print media
- Logo/Link on website
- 7 Announcer Mentions
- 2 main stage promotions
- Festival logo rights (1YR)
- 1 V.I.P. Parking Space
- 10 V.I.P. Passes

Rainbow Stage Sponsor — $4,000
- Presenting stage sponsor
- Logo on festival print media
- Logo/Link on website
- Social Media Spotlight
- Festival logo rights (1YR)
- Priority parade placement
  - Premium 10X20 Booth with premium location
    - 4 Announcer Mentions
    - Two main stage promotions
  - 2 V.I.P. parking space • 12 V.I.P. Passes

Major Sponsor — $1,000-2,000
- Logo on Festival Print Media • Festival Logo rights (1YR)
  - Logo/Link on website
  - Social media spotlight
    - 4 V.I.P. Passes
  - Premium 10X20 Booth with premium location

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**Supporting Sponsor — $500**

- Festival logo rights (1YR) • Logo/Link on Website
- Social media spotlight
- Premium 10X20 Booth with premium location
- 2 V.I.P. Passes

**Personal Contributing — $200**

- Festival Logo Rights
- Logo/Link on website • Social Media Spotlight
- 1VIP Pass

**Sponsorship 2022 F.A.Q.**

**Name in the title of Festival** – Your company is featured in the festival title, "Welcome to HalloQueen Fest Proudly presented by Your Company!"

**Logo on festival print media** – Your logo is featured on festival flyers, posters, and other print marketing materials.

**Logo on parade lead banner** – Your logo is featured on the official Banner leading the HalloQueen Fest parade.

**Name in parade title** – Your company is featured in parade title, “HalloQueen Fest parade proudly Presented by Your Company Name."
**Logo on Main Stage** – Your logo appears on festival prominent stage signage

**Presenting Stage Sponsor** – Your logo is a central figure on festival prominent stage signage, and your company is featured in stage title, “Stonewall Main Stage Proudly Presented by Your Company Name.”

**Link & logo on the website** — your name and logo are featured on the dqstky.org Custom website based on your sponsorship level.

**The press release announcing sponsorship** – press release sent to media outlets showcasing your support of the festival

**Social media spotlight** – HalloQueen Fest will showcase your sponsorship on the official Drag Queen Storytime Kentucky via Facebook, Twitter, Instagram, and Tik-Tok with a link to your website or social media page thanking you for your support.

**Festival logo rights (1YR)** – Right to use HalloQueen Fest logo for one year in your promotional materials

**Priority parade placement** — your company gets priority parade placement in our festival parade for max visibility.
**Premium Booth with Premium Location**— Your company, receives complimentary vendor booth(s) in a prime location with Power supplies.

**Announcer mentions** — your company is mentioned as a sponsor by an announcer the main festival stage(s)

**Mainstage promotions** – You are invited on-stage to speak to the audience from the main festival stage

**V.I.P. Parking Space** – HalloQueen Fest reserves special V.I.P. parking for you at the festival.