



# The Big Gay Pride Market Summer 2024

Sponsorship Information

# About The Big Gay Market

Hi everyone! We're Ollie and Ashley and we're the co-owners of The Big Gay Market! We're both Madison-based artists with years of event planning and small business experience. Ollie recently graduated with their Master's degree in Gender Studies where they also took courses on market research, arts administration, and business start-ups. Ashley has extensive experience planning and executing large-scale public events and has been vending with her art business, Shawpawprints Watercolor, at various events throughout the region, including the PBS Wisconsin Garden Expo, Twin Cities Comic Con, and GameHole Con.

We started The Big Gay Market to create an inclusive and fun space for LGBTQ+ businesses to connect with the community. After three successful markets, we have found that we can't keep up with the community demand for the markets at our current location. Our vendor waitlist for each market has been in the triple digits and audience attendance continues to grow. Conducting participant surveys has revealed that our audience wants the market to be held in a bigger space with more vendors. After extensive research, we have determined that the Alliant Energy Center would be the perfect fit for our growing market to launch our Big Gay Pride Market, Summer 2024.

We aim to keep costs LOW for attendees and vendors to allow for a more equitable market space and event. With our future sponsors' help, we can offer free public admission and low-cost vendor fees.



We're aiming for The Big Gay Pride Market to become the  
**LARGEST YEARLY PRIDE EVENT IN MADISON**

## Where You Come In!

With the help of our sponsors, we will be able to offer affordable vendor fees and no cost event admission for the public. This will keep more money in the pockets of our artists and small business owners!

Sponsoring the market will provide your business with the valuable advertising to a large demographic of individuals across the region. In addition, it will show your business' support for the LGBTQ+ community and our local artists.

### **Gold 'Glam' Package (\$3,000) includes:**

- The sponsor will be featured on all Drag Show advertisements and will be recognized as a sponsor of the Drag Show
- All benefits included in Silver package

### **Silver 'Slay' Package (\$1,000) includes:**

- An opportunity to address attendees via a 45-minute scheduled speaker session/lecture/Q&A
- A guaranteed two-day 10x10 exhibition stand
- All benefits included in Bronze package

### **Bronze 'Bestie' Package (\$500) includes:**

- A logo printed on event materials and select digital event materials
- A social media shout-out post with up to 3 sponsor photos and a 3-5 sentence sponsor bio

### **Sponsor an Artist (\$300) that includes:**

- Providing a low-income/marginalized vendor with a FREE booth!
- Artist sponsors will be recognized on our social media and in our official summer market guide

## What's Next?

Interested in becoming a sponsor? Have questions or want to talk with us? Please visit the link below to complete an interest form!



[www.thebiggaymarketllc.com/sponsors](http://www.thebiggaymarketllc.com/sponsors)

Our Big Gay Pride Market 2024 is **June 15th AND 16th** at the **Alliant Energy Center!** Keep up with the most current details on our website.

We so hope that you will consider sponsoring the market and supporting our diverse community. Please feel free to reach out to us at the contact information below! We're happy to schedule a time to set up a call or a meeting at our office on the West side of Madison.

Best,  
Ollie and Ashley with The Big Gay Market

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