

40. CSD BERLIN PRIDE

 BERLIN
CHRISTOPHER
STREET DAY

2018 JULY 28

csd-berlin.de

photo by Brigitte Dummer

join us!

THE 40TH BERLIN PRIDE

- Saturday, 28th of July 2018
- one of the biggest Pride events in Europe
- the Capital's Pride
- over 400.000 participants in 2017
- massive media reach
- a strong symbol of diversity and acceptance
- an expression of the community's confidence and joie de vivre



CONTACT

Sponsoring & Marketing
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Sponsoring

BRANDING OBJECTS OR AREAS

- Stages & Screen Towers
- Bungee Station Branding
- Sports & Family Area
- Site Fences for Banners
- Team Outfits

PROMOTIONAL ACTIVITIES

- Stalls (Finale or Member's Area)
- Promo Teams, Giveaways
- Blow-ups, Flogos, Photo Booths...

SCREEN MARKETING

- Video Spots, Stills, Logos



Berlin Pride

PRINT & MEDIA MARKETING

- Social Media Campaigns
- Homepage (Banners, Links, Blog)
- Poster Display (WallDecaux)
- Flyer (ITB, Programme etc)
- Magazine (Pride Festival)
- Merchandise Branding
- Video Production
- Newsletter Presentation
- Press Releases
- Press Photo Backdrop
- Roll-ups, Displays, Banners

Prices on request

LED Screen, Trucks, Stalls, Packets

SCREEN MARKETING

- LED Screen @ Main Stage
10 seconds / 5.000 €
30 seconds / 10.000 €
plus optional:
- LED Screen @ Bungee Station
- LED Screen @ Disco Corner

TRUCK SPONSORING

Shared co-sponsoring
or exclusive truck sponsoring
(Max. advertising limit per truck is
30% of the available banners etc.)
prices from 6.000 €

SAMPLE PACKET I

- Finale: Space for stall
(3 x 3 m, promotion & sales)
- 4 promoter permits
- Homepage listing as sponsor
- Logo in programme flyer (print)
6.000 €

SAMPLE PACKET II

- incl. packet I plus
- 4 tickets for the Members' Area
 - Screen marketing
(LED screen @ main stage, 10 sec.)
10.000 €

SAMPLE PACKET III

- incl. packet I plus
- 10 tickets for the Members' Area
(can be used for a raffle or an
online competition etc.)
 - Screen marketing
(screen @ main stage, 30 sec.)
 - Logo on press photo backdrop
 - 3 x social media postings
(Facebook/Twitter & Instagram)
 - Newsletter/press info listing
 - 4 x site fences for banners (banner
print not incl., position negotiable)
18.000 €

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