



Boise Pride Festival

Marketing Report 2019

FIVE SENSES
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Background

Founded in 1989, Boise Pride Fest is the largest Pride Festival in Idaho State, and has experienced exceptional growth and engagement over the past year.

Five Senses Reeling was honored to support Boise Pride Festival in its 30th Anniversary Celebration with a comprehensive marketing campaign, including social media, print and digital advertising, PR, content development, and management of the annual Pride Guide development and distribution.

Additionally, Five Senses Reeling curated main stage headliner bookings for the Friday and Saturday festival performances (including Betty Who, Jaimie Wilson, and Aquaria), programmed a week of theatre, nightlife, and brunch events benefiting Pride, and managed the official Pride Festival store.

Boise Pride almost didn't happen, in the critical period of programming and operations for a festival of this size and complexity. The organization lost its President and went through a handful of other personnel changes that set Pride back. Quickly regrouping, Boise Pride and Five Senses Reeling came together and completely programmed, marketed, funded, and produced a Pride Festival attracting 70,000 attendees and high profile performers in just four months. Pride organizations will typically spend ten to twelve months planning, picking up right after one Pride ends, readying for the next. Boise Pride's success was an act of passion and the culmination of great volunteers, leaders, and our two organizations' efforts.

2019 proved to be an exceptional year of festival growth and social media engagement, as well as a landmark 30th Anniversary that coincided with an unforgettable community fundraising campaign to light the Capitol in rainbows, in protest to the State government.

Included in this recap report are statistics, highlights, and impact callouts from the partnership that stands as one of Five Senses Reeling's most proud.

70,000

Boise Pride Festival 2019 was the largest Pride in Idaho State history with a total two-day estimate from Boise Police Department of nearly 70,000 attendees, up from 50,000 in 2018.

20,000

Total estimated parade attendance, according to the Boise Police Department.

19,500

Friday night attendance estimate from BPD for Jaimie Wilson, Betty Who, & fireworks finale.

47.27

In minutes, the shortest time for the Festival hitting 5,000 attendees from official opening time, according to BPD.

Social Media

Boise Pride Festival maintains a presence on Facebook, Instagram, & Twitter, with its strongest engagement on Facebook for events and news coverage, and Instagram, collecting community feedback and input in polls & questions stories.



335,105

Social Media Impressions
30 days leading up to Pride



1,500+

new followers



100% growth
in new followers



19% growth
email subscribers



20% growth
in Event RSVPs



Press

Boise Pride Festival's normal festival preview coverage was just the start of 2019 press coverage. Multiple print, television, and radio services published day-to-day updates on the developments with Lighting the Capitol petition and fundraising.



Idaho Statesman



Pride Guide

40,000+
print Pride Guides distributed by Boise Weekly leading up to Pride Weekend

86
sponsor brands represented

Original content including interviews, event previews, local representative highlights, story-telling, and design work by local artists.



PRIDE GUIDE COVER ART BY ADAM ROSENBLUND

Light the Capitol

Background

Despite several years of tradition, Idaho State Government resisted efforts to light the Capitol Building in rainbows, quoting policy changes that existed in no official record. Boise Pride Fest, wishing to continue the tradition and questioning the timing of this policy (as it seemed aimed at Pride Season specifically after many other organizations had done similar acts), pushed back. What followed was a press strategy, GoFundMe campaign, and community rallying cry resulting in an act of protest, lighting the capitol from afar. The emphasis added to the Boise Pride 30 Year Anniversary and the 50th Anniversary of the Stonewall Riots invoked modern feelings of the notion that Pride is a protest, and the LGBTQ community is here to stay and be seen. Media coverage of the moment captured the lighting of the Capitol, a fireworks display over the festival grounds, and Betty Who's main stage performance finale.



Media

Following a series of Press Releases and media outreach, the story and its updates made **33 published online stories**, and coverage with nearly every local news affiliate in Boise. The story made the **front page of the largest state-wide newspaper**, the Idaho Statesman.



\$7,755 raised of \$7,500 goal

209 donors **1.2K** shares **210** followers

GoFundMe

Results of the GoFundMe campaign, including Albertsons' contribution, for a total of **\$14,755** with Hotbox Farms' match.

Both brands received exceptional praise from the community for the support and activism.

Change.org Petition

43,000 signatures

Announcement & Petition

Boise Pride made its official announcement of what was going on with the Department of Administration just over one month out from the Pride Festival. All of Boise Pride's profiles and website went completely black, to evoke feelings of a Pride gone dark, paired with the release of a [change.org](#) petition that encouraged the Department of Administration to reconsider their actions.

With an original goal of 5,000 signatures, the petition neared 43,000 by the end of the campaign.



The screenshot shows the Change.org website interface. At the top, the 'change.org' logo is on the left, and navigation links for 'Start a petition', 'My petitions', 'Browse', and 'Membership' are on the right. The main heading is 'Boise Pride Won't Go Dark'. Below the heading, it states '42,930 have signed. Let's get to 50,000!' with a progress bar that is approximately 86% full. A photograph of the Idaho State Capitol building at night, illuminated with rainbow lights, is displayed below the text. At the bottom of the screenshot, there is a small icon of the state of Idaho and the text: 'Boise Pride started this petition to Idaho Department of Administration'.



Star Warren · 6 months ago

This will be my first year going to pride, and the lights were one of the most exciting things for me. I hope that said officials will give in.



Macy Shane · 6 months ago

I'm signing this because my eyes filled with tears the first time I saw the capital was lit up for Pride, and every LGBTQ+ person and youth deserve to feel represented and seen in their place of living.

Sponsor Value

Based on sponsorship level, each brand was represented in digital and physical presences leading up to and during the festival. Working with brands directly, many had unique content shared to BPF's platforms in thank-you posts. Many had remarkable feedback, with users commenting their intent to frequent those businesses in the future for their support.

One stand-out example is Albertsons, the grocery chain with over 2,000 locations, headquartered in Boise, ID.



Albertsons responded strongly to the Light the Capitol fundraiser.


As regular supporters of Boise Pride Fest, the organization had already committed to a sponsorship level including a full-page feature in the official Pride Guide, and placement on festival grounds. Doubling down, Albertsons contributed over \$2,000 to finish out the fundraising goal. Reaching the goal thereby triggered Hotbox Farms' matching contribution.

Albertsons publicly acknowledged the donation, citing their support of the community, and the comments began pouring in.



pr1nce_h0t_b0d REASONS WHY I SHOP THERE



nate102085 Makes me even happier I work for Albertson's!!!




itainteasybeinsleazy we shop at Albertson's ONLY

Seeing the success and growth of Boise Pride, the sponsor callouts and strategic placements, and the public response to these brands warranted many of them to return for 2020, committing even higher dollar amounts to Boise Pride, and committing earlier than ever before. Brands with limited or no connection to Boise Pride expressed interest in 2020 before the festival was even over, demonstrating just how attractive Boise Pride's visibility is and continues to be.

Engaging Content

Boise Pride Festival is 🥰 feeling inspired in Boise, Idaho. February 22 · 🌐
We're not crying, you're crying! Ok, we're all happy crying. ❤️🧡💛💚💙💜



THESTIR.CAFEMOM.COM

Moms Offer Free Hugs at Pride Parade for Kids Whose Parents Rejected Them

14,433

People Reached

43,980

Engagements

👍👎🥰 You and 752 others

Local & National

Before, during, and after Pride season, Boise Pride Festival's platforms shared both national news and updates and local awareness pieces. BPF is increasingly a beacon of LGBTQ news and community updates, with a strong reaction to both.



Boise Pride Festival

June 14 · 🌐

Thank you to the [#Boise](#) community, [Albertsons](#), and [Hotbox Farms](#) for making this possible. 🧡🌈 Show your colors, Boise.



21,450

People Reached

3,680

Engagements

Boost Post

👍👎🥰 1.1K

19 Comments 185 Shares

Events

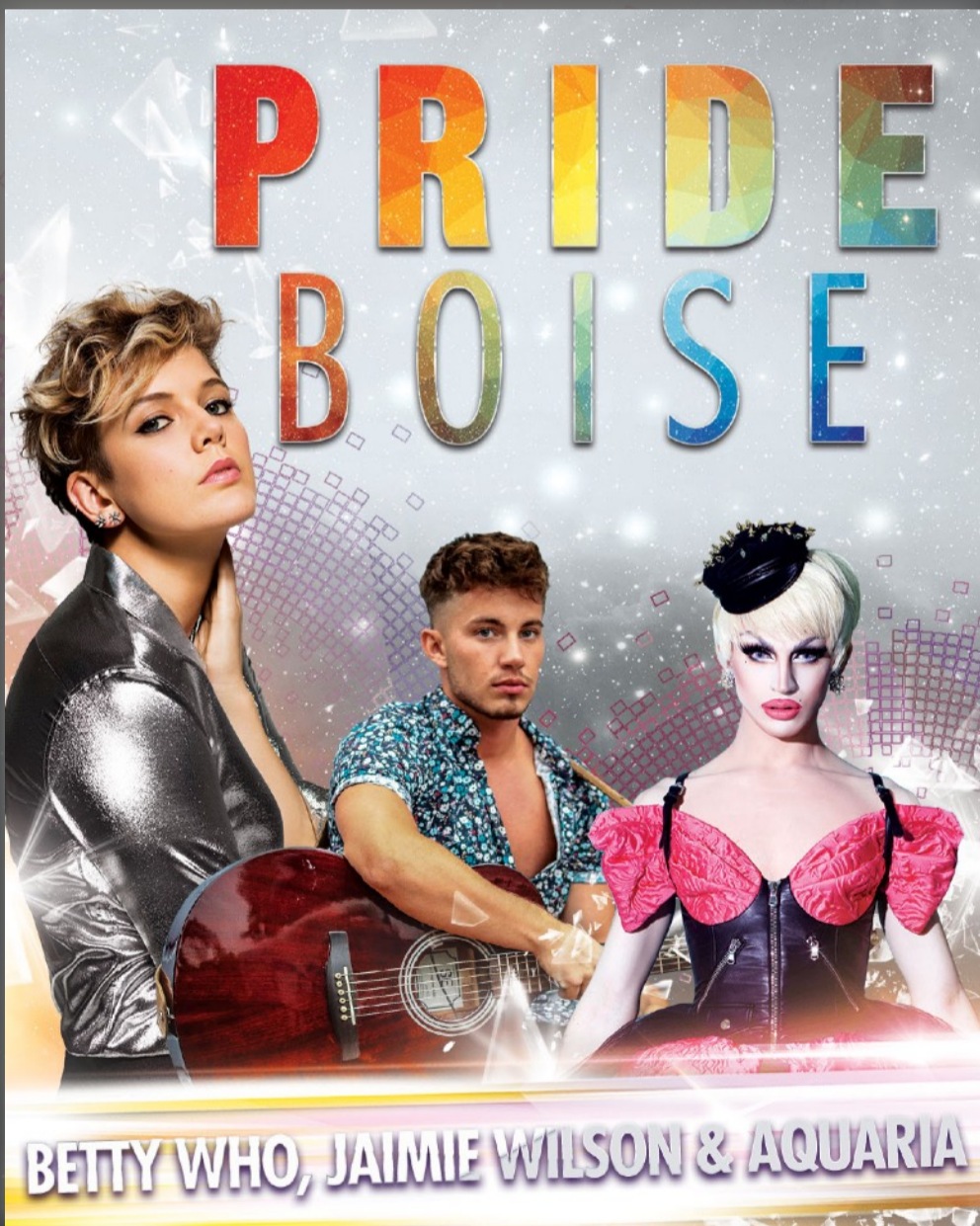
Five Senses Reeling produced multiple events leading up to Pride weekend, including an LGBTQ Stand-Up event, a theater parody show with well-known drag talent, and a Svedka Pride Lounge party, all benefitting the organization with ticket sales proceeds.



Check out our branded recap video with Svedka, featuring winner of RuPaul's Drag Race S10, Aquaria, and designer and model, Matthew Camp. [youtube.com/watch?v=pleWUbwu12w](https://www.youtube.com/watch?v=pleWUbwu12w)

Event Management & Logistics

Five Senses Reeling supported Boise Pride Festival in the following areas:



Merchandise design, strategy, fulfillment, and sales.

Photo and Video team management including eight photographers and videographers capturing and organizing content.

Talent booking across multiple Pride events and the Festival Main Stage, including a diverse lineup of transgender, POC, queer and allied entertainers.

Travel, transportation, and hospitality for talent.

Determining and working within Boise Pride's entertainment budget.

Securing and organizing the official hotel of Pride, talent, and the central gathering point for the week of festivities.

2020

Boise Pride Festival continues to be a client of Five Senses Reeling. We are excited to continue the momentum into 2020 with a comprehensive marketing strategy, talent curation, event programming, and festival logistics.

Keep up with Boise Pride Festival:



/boisepridefest



@boisepride



@boisepride

Like what you see?

Let's talk about your marketing and event production needs. Visit fivesensesreeling.com for more information, and send us a message: info@fivesensesreeling.com.

FIVE SENSES
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