

 “Utah Pride unites, empowers and celebrates Utah’s diverse LGBTQ+ community by providing a safe and welcoming space for education, partnerships, services and events which advance our collective health, wellness and success.”

**Our Vision:**

“A thriving LGBTQ+ community in Utah.”

**Our Objectives:**



**HEALTH**

Encourage and promote the physical, emotional, and mental health & wellness of the LGBTQ+ community through programs which support and nurture the mind, body and soul.



**EDUCATION**

Provide educational opportunities for members of the LGBTQ+ and allied communities in an effort to promote a greater understanding of topics unique to Utah’s LGBTQ+ community.



**UNITY**

Unite and empower members of the LGBTQ+ and allied communities through meaningful programs and celebratory events.



**PARTNERS**

Partner with community organizations to deliver and promote programs and resources beneficial to the LGBTQ+ community.

**SPACE**

Provide the LGBTQ+ community with a safe space (The Center) full of tangible resources meant to help the community thrive.

A program of The Utah Pride Center, The Utah Pride Festival is a community event which features a broad spectrum of activities and entertainment. The 44th Utah Pride Festival will be held June 1st & 2nd, 2019 at Washington Square in downtown Salt Lake City. Pride 2019 is excited to offer additional celebratory events, diverse food and booth vendors, venue upgrades and excellent entertainment options!

**History of the Utah Pride Festival**

From its humble beginnings in 1974 as an informal gathering in the park, the Utah Pride Festival has come a long way. It is now a major Salt Lake City event that grows bolder and brighter every year. The Festival empowers the LGBTQ+ community of Salt Lake, as well as the state of Utah as a whole, to come together and celebrate. The Festival is now attended by more than 50,000 people and continues to grow each year. In 2018, the Pride Parade attracted 50,000 spectators. A broad spectrum of people can be found at all these events, including members of the LGBTQ+ community, their family members and allies.

**Benefits of Participation**:

* Advertise our programs to a community that is known to be loyal to providers that offer LGBTQ+ friendly and affirmative services.
* 4.7% of Salt Lake City’s population identify as LGBTQ+ and 3.7% of Utah’s population identify as LGBTQ+. These numbers are grossly underestimated due to underreporting. But this means about 82,000 individuals in the state of Utah are actively looking for programs and services that serve their community[[1]](#endnote-1).
* This is the first year that the University of Utah is coordinating a large presence at this event (both the festival and parade). This means we will have other U of U departments there to help raise our brand presence.
* Continuing Education has LGBTQ+ identified employees and allies, as a community driven organization we have the opportunity to show our support to all the diverse communities we serve and employ.
* The University of Utah marketing department has already done the heavy lifting in regards to the application process and payment

**Ask**:

* 2 rotating employees to staff the booth Saturday from 1pm-11pm and Sunday 11am-7pm, this can be done in 2 hour or longer shifts, which would add up to 9 total shifts.
* Encourage any employees and family members who are able, to walk in the parade with the rest of the University of Utah departments. The parade is on Sunday at 10am.
* A donation of $650 to help cover the cost of a booth.

Please notify me by **Monday, April 29th**. I am working directly with the marketing department coordinating these efforts.

Thank you for considering this opportunity for our organization.

Ariel Malan

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1. <http://www.lgbtmap.org/equality_maps/profile_state/UT> [↑](#endnote-ref-1)