

# PRIDE 2019



## Queens Pride

SUNDAY JUNE 2, 2019

[WWW.QUEENSPRIDE.ORG](http://WWW.QUEENSPRIDE.ORG)



## **PARTNER WITH QUEENS PRIDE**

### **SUPPORT THE COMMUNITY & PROMOTE YOUR BUSINESS**

Queens Pride is the second largest and most recognized Lesbian, Gay, Bisexual, and Transgender (LGBT) organization. Queens Pride is pleased to invite you to become a sponsor of our 27th LGBT PRIDE Celebration. PRIDE Events will be held June 1-30 2019. Our 27th Anniversary Celebration will consist of our Parade March and Festival on Sunday, June 2, 2019. The PRIDE Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations.

### **BUILD CUSTOMER AWARENESS & LOYALTY**

Being a sponsor with Queens Pride provides a tremendous amount of exposure for your business to the LGBT community and their allies. Each year, the PRIDE Celebration and Parade are not only a spectacular event for the attendee, but an amazing experience for those who assist in making it happen. Your support increases awareness for all New Yorkers. Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community.

Queens Pride looks forward to working with you as a sponsor of the PRIDE Celebration, New York second largest and most colorful civic event!





The PRIDE celebration provides an opportunity for you to reinforce your brand in a significant media market, to the extremely “brand loyal” LGBT community. The PRIDE celebration is the best opportunity in Queens for your business to reach this important consumer.

Queens Pride attracts a very diverse audience, comprising people aged 5 to 95, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. New York residents as well as tourists from around the world join us for this events.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, regional, and national print advertising as well as a presence at the PRIDE Parade and Festival. Sponsorships are priced to encourage participation by businesses of all sizes.

THANK YOU!

We look forward to answering any of the questions you may have regarding potential sponsorship opportunities.

#### PARADE & FESTIVAL CHAIRS

Tina Arniotis  
(347) 869-2601

Mo George  
(718) 612-0922

Email

[parade@queenspride.org](mailto:parade@queenspride.org)





## PRESENTING EVENT SPONSOR

**\$50,000**

- Presenting sponsor recognition added to **Queens Pride** logo for the duration of the agreement.
- Logo placement on street pole banner for 30 days.
- Logo placement on Queens Pride volunteer shirt.
- National/regional/local magazine ads\* not previously purchased.
- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Listed as Presenting Sponsor in all press releases and logo placement on sponsor banner placed on Festival main event stage.
- One 10' x 10' booth (adjacent or separated, non-transferable, no exceptions, prime location) at the Festival (includes one table, two chairs).
- Parade band float with vehicle driver.
- Hourly acknowledgment of your sponsorship by main stage hosts
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



*\*Please Note: Only sponsor commitments made and paid in full by **April 1, 2019** carry guaranteed inclusion in advertising — per sponsor benefits.*





## PLATINUM SPONSOR

**\$25,000**

- Presenting sponsor recognition added to Queens Pride logo for the duration of the agreement.
- Logo placement on Queens Pride volunteer shirt.
- National/regional/local magazine ads\* not previously purchased.
- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Listed as Sponsor in all press releases and logo placement on sponsor banner placed on Festival main event stage.
- One 10' x 10' booth (adjacent or separated, non-transferable, no exceptions, prime location) at the Festival (includes one table, two chairs).
- Parade band float with vehicle driver.
- Hourly acknowledgment of your sponsorship by main stage hosts
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



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## DIAMOND SPONSOR

**\$15,000**

- Logo placement on Queens Pride volunteer shirt.
- National/regional/local magazine ads\* not previously purchased.
- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Listed as Sponsor and logo placement on [www.queenspride.org](http://www.queenspride.org), social media posts and digital communications.
- One 10' x 10' booth (adjacent or separated, non-transferable, no exceptions, prime location) at the Festival (includes one table, two chairs).
- Parade bond float with vehicle driver.
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



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**GOLD  
SPONSOR**

**\$10,000**

- Logo placement on Queens Pride volunteer shirt.
- National/regional/local magazine ads\* not previously purchased.
- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Listed as Sponsor and logo placement on [www.queenspride.org](http://www.queenspride.org), social media posts and digital communications.
- One 10' x 10' booth (adjacent or separated, non-transferable, no exceptions, prime location) at the Festival (includes one table, two chairs).
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



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## SILVER SPONSOR

**\$5,000**

- Logo placement on Queens Pride volunteer shirt.
- National/regional/local magazine ads\* not previously purchased.
- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Listed as Sponsor and logo placement on [www.queenspride.org](http://www.queenspride.org), social media posts and digital communications.
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



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## BRONZE SPONSOR

**\$3,500**

- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Listed as Sponsor and logo placement on [www.queenspride.org](http://www.queenspride.org), social media posts and digital communications.
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



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## SUPPORTER SPONSOR

**\$2,500**

- Posters/banners, e-mail blasts, Queens Pride iOS & Android App, and Queens Pride website.
- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



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**FRIENDS & ALLIES**

**\$2,000 or LESS**

- Advertisement placement on [www.queenspride.org](http://www.queenspride.org) and dedicated social media posts per month. (Sponsor is responsible for all marketing material.)
- Your event listed in our Queens Pride Mobile app



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**SPONSOR A PERFORMER**

**\$3,000**

Throughout the Queens Pride festival, various artists perform and represent a variety of genres within entertainment and music. Join in on the entertainment and brand the stage with your business.







## CATEGORY FOR IN-KIND & A LA CARTE SPONSORSHIPS

### HOST HOTEL - \$1,000

- Sponsor commitment must be confirmed by April 1, 2018.
- Sponsor to provide a discounted room rate for PRIDE attendees wishing to book hotel stays.
- Sponsor to provide up to 2 regular hotel room nights for Queens Pride use during PRIDE. (Exact dates of check-in/check-out to be determined at a later date, pending room availability)
- Sponsor will gain recognition as the host hotel of Queens Pride and be mentioned as such in all out-of-state marketing.
- Non-exclusive Sponsorship

### WATER BOTTLE SPONSOR

- 1,000 16oz water bottles labeled with sponsor's advertisement and PRIDE logo.

### PARADE SPONSOR - \$10,000

- Sponsorship is applied towards the cost of producing the Annual Pride Parade.
- Sponsor gains presenting rights of the Annual Pride Parade.

### FESTIVAL SPONSOR - \$20,000

- Sponsorship is applied towards the cost of producing the Annual Pride Festival.
- Sponsor gains presenting rights of the Annual Pride Festival.

### FOOD SPONSOR - \$3,000

- Ten hot trays of food
- Four cold trays of sandwiches
- Two cases each of Coca-cola, Sprite, Diet Coke, Club soda

### TRUCK RENTALS

- Provide two 10ft rental truck free of charge for official Queens Pride use on June 2nd (morning pickup) to June 3rd (afternoon drop-off).
- Provide one cargo van on June 2nd (morning pickup) to June 3rd (afternoon drop-off).







## DEADLINES

### 2019 SPONSORSHIP DUE DATES

Completed Sponsorship Agreement and complete Sponsorship payment must be postmarked no later than April 1, 2019\*.

Please make checks payable to Queens Pride.

Mail to:  
PO Box 720464,  
Jackson Heights, NY 11372

(You will be notified upon receipt of your Sponsorship)

Logos should be sent to [parade@queenspride.org](mailto:parade@queenspride.org) as soon as possible, but no later than April 1, 2019.

Photos and artwork for digital and print publications should be sent in 300dpi JPG or PDF format to [parade@queenspride.org](mailto:parade@queenspride.org) as soon as possible, but no later than April 1, 2019.

Queens Pride Parade/Festival Application(s) should be completed and submitted by May 1, 2019.

Digital media specs - Include a link to your promotion

Twitter: 1024 x 512 px

Facebook: 1200 x 630 px

Instagram: 1080 x 1080 px

E-blast: 250 x 250 px



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