

Rhode Island Pride is looking for an updated sponsorship package design – included in the shared information is our sponsorship packaged used in 2017, 2018, and 2019.

The mission of Rhode Island Pride is to create opportunities for integrating and promoting visibility for the lesbian, gay, bisexual and transgender community; promoting equal rights and diversity through public education and the arts; provide safe opportunities and venues for people to come out with the ability to express and celebrate their sexual identities.

Sponsorship packet design details:

Final file type: .pdf and/or .ai/.eps

Orientation: Preferably landscape but not opposed to a portrait design.

Page count: estimated 6 with current content (not opposed to 8 pages)

Size: 8.5"x11"

Full bleed

Images:

Images for this design are shared in a folder "images for use in sponsorship packet" – please feel free to choose them as you see fit and we can make any notes after the first draft.

Creative Reference:

Additionally, provided are a few sponsorship packages that we like and feel that you might be able to take inspiration from – these are in a folder named "sponsorship packets we like"

Please feel free to contact me if you have any questions or difficulty accessing all the information provided in the shared folder.

Will Tregaskis

will.tregaskis@prideri.com

COVERPAGE

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INTRO/LETTER PAGE

Dear Rhode Island Pride Supporter,

Thank you for taking the time to review our sponsorship package and for considering to support Rhode Island Pride and our 44th Annual Rhode Island PrideFest and Illuminated Night Parade on Saturday, June 20, 2020.

Rhode Island Pride brings together the greater LGBTQIA+ community to commemorate our diverse heritage, foster inclusion, educate and create awareness of issues, and celebrate achievements in equality. We create and host events that are open and inviting to everyone in the community, providing a safe environment in which individuals feel free to celebrate their relationships. Rhode Island Pride is committed to supporting, promoting, and collaborating with community groups in service to the greater LGBTQIA+ community.

We are proud of having over four and a half decades of service to our community, advocating for equality and endeavoring to build culturally rich LGBTQIA+ Rhode Island. Proud of our legacy and long-standing work in Rhode Island, we acknowledge that our success would not be possible without your generosity!

When you partner with the Rhode Island Pride - Rhode Island's oldest and most comprehensive LGBTQIA+ community focused non-profit, you are making an important statement about your stance on inclusive practice, acceptance and the importance of a diverse Rhode Island. You are sending an affirming and significant message to the LGBTQIA+ community, your customers, employees and colleagues.

PrideFest is the perfect opportunity for you to brand, market and give your company presence to over 100,000+ event goers throughout the duration of the month's events. This year, a combination of marketing channels such as social media, print, website/web links, and visual marketing will be utilized to increase the visibility of our Pride partners.

Please find the sponsorship opportunities included with this letter and let us know if you have any questions, comments, or suggestions. We would appreciate the chance to provide any details that may help in deciding your sponsorship.

Yours in Pride,

Will Tregaskis
Treasurer

Support the community and promote your business

Our 44th PrideFest and Illuminated Night Parade will be held on June 20, 2020 in Rhode Island's capitol city of Providence. As Rhode Island's largest and most recognized LGBTQIA+ organization, we are pumped to invite you to become a sponsor of this annual celebration of diversity and Pride. Official Rhode Island Pride events are held starting in late May and run throughout the month of June *officially proclaimed Pride Month in Rhode Island*.

Build customer awareness and loyalty

70% OF LGBT ADULTS stated they would pay a premium for a product from a company that supports the LGBT community. Rhode Island PrideFest and Illuminated Night Parade sponsors and production partners receive a tremendous amount of brand exposure both through direct and indirect marketing.

Terms and Conditions

Sponsorship agreements and qualifying payment must be made by June 1, 2020 in order to receive full benefits. Sponsors receiving advertising benefits must completed their qualifying payment by April 19, 2020, sponsors are also required to send their logo artwork/ad files no later than this date to be included in the Rhode Island PrideGuide – *see advertising guidelines for details*.

*Applicable banners to be provided by sponsor

PRESENTING

\$25,000

- 10 x 30 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- Choice ad placement in the official RI Pride Guide (back cover, inside front, back cover or inside page)
- Special recognition in one regional media release
- Special recognition at RI Pride Honors Gala
- Admission for Two to the mainstage entertainment meet & greet
- Name recognition/logo placement on Rhode Island Pride Honors parade awards 2020

RED

\$15,000

- 10 x 20 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- Choice ad placement in the official RI Pride Guide (back cover, inside front, back cover or inside page)
- Special recognition in one regional media release

ORANGE**\$10,000**

- 10 x 20 premium vendor booth during PrideFest
- Premium placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- One half-page ad placement in the official RI Pride Guide*

YELLOW**\$7,000**

- 10 x 20 premium vendor booth during PrideFest
- Premium placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for four to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events

GREEN**\$5,000**

- 10 x 10 vendor booth during PrideFest
- Placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for four to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage

BLUE

\$3,000

- 10 x 10 vendor booth during PrideFest
- Placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Static logo placement on sponsorship web page
- Admission for two at the RI Pride VIP Party
- Name/logo displayed to official Rhode Island Pride events

VIOLET

\$1,500

- 10 x 10 vendor booth during PrideFest
- Use of the annual theme and RI Pride logo
- Static logo placement on sponsorship web page
- Admission for two to the RI Pride VIP Party

PRODUCTION PARTNERSHIPS

KidZone Partnership - \$3,500

For over 40 years, Rhode Island PrideFest has opened its gates to everyone. The Rhode Island Pride KidZone is an area where families can go and have their own Pride experience. Packed with fun games, interactive performances and more! This production partnership allows businesses to brand the KidZone with their business and funding will be used to pay for programming and logistics related to the Rhode Island Pride KidZone production.

Mainstage Partnership - \$20,000 – \$30,000

Brand our mainstage and have your business front and center for over 100,000 people to see. The opportunities for this production partnership are endless and really allow businesses to benefit from our live local and regional acts and the diverse exposure that they bring.

'Illumination' Fireworks Display Partnership - \$8,000 - \$15,000

Receive yellow level sponsorship benefits and make the first *Illumination* Fireworks Display possible through this unique partnership.

Parade Square Partnership - \$6,500

New England's only Illuminated Nighttime Pride Parade, brand your business with this production partnership and receive exposure to over 100,000 people in Downtown, Providence.

Volunteer Wellness & Hospitality Partnership - \$10,000

Help us say thank you to the 250+ volunteers that make Rhode Island PrideFest and the Illuminated Night Parade possible. This production partnership allows businesses to brand the volunteer hospitality area (a 20' x 20' centrally located tented space) and the option of including their name/logo* on the rear side of volunteer t-shirts. Funding through this partnership also allows us to provide sunscreen, water, snack, lunch and more for our team!

**logos are screen printed in one color, multiple colors are available at increased cost.*

IN-KIND SPONSORSHIPS

Host Hotel

Sponsors should have the ability to provide 8-10 comp rooms for 2 nights.

Become our host hotel and brand yourself as the PrideFest travel hub.

Raffle / Auction Items

Sponsors provide items for Rhode Island Pride to use at its discretion in gift-bags, event prizes, drawings, etc.

Car Dealership

Sponsor should be able to provide 5-10 vehicles to be used in the Illuminated Night Parade.

Sponsors must provide/install any branding on the vehicle.

