

LANC
PRIDE



LANCASTER PRIDE
2024 FESTIVAL

Sponsorship Opportunities

Jeff Roane
jeff@lancasterpride.com
Director of Sponsorships



Lancaster Pride has served the LGBTQ+ community in the Lancaster County area since 2008 and this will be our 16th Festival. On June 15th 2024, we will once again hold Lancaster Pride, along with several other community building events. We produce the yearly Pride Festival in June among other community connecting events throughout the year.

Last year was our first year at the Lancaster County Convention Center. We are striving to grow and accommodate a growing attendance by expanding the festival to include a vibrant street festival vibe on Vine Street in addition to the spaces inside the Convention Center.

We truly appreciate all of the support we receive from our local community organizations and businesses. We value these partnerships and want to invite you to consider supporting us as we move into this new and bigger venue. Our efforts would go even farther with partnership support from you.

Historically it has cost between \$100,000 to \$150,000 to produce a vibrant, engaging Pride Festival and give back to the community. Although our annual attendance has risen year over year our admission fees for the public are held to a minimum so that all residents of Lancaster County and the surrounding areas can afford to enjoy all that we have to offer which is why the help and support of community businesses such as yours is imperative to our success.

A sponsorship of Lancaster Pride Association clearly identifies your organization as one that is committed to diversity, inclusion and social progress. Partnering with Lancaster Pride sets you apart as a visionary organization. There are some great benefits associated with your support, collaboration and sponsorship. You will gain visibility for your organization as we promote our Festival and engage with the community.

The Lancaster Pride Association is registered as a Charitable Organization in Pennsylvania, information may be obtained from the Pennsylvania Department of State. We also proudly have become a Federally recognized 501.3C non profit organization and as a public charity under section 170(b)(1)(A)(ii) of the Internal Revenue Service Code. We are qualified to receive tax deductible donations, bequests, devises, transfers, or gifts under section 2055, 2106 or 2522 of the Code, or "In Kind" donations

We offer several sponsorship tiers to choose from and an unbelievable selection of payback in benefits that offers invaluable exposure.

Jeff Roane

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Director of Sponsorships



LIVE WITH
pride

SAVE THE DATE



JUNE 15, 2024

LANCASTER COUNTY

CONVENTION CENTER



A celebration of the progress that
the LGBTQ+ community has made
toward achieving visibility,
acceptance and equality within
Lancaster County and beyond!



SPONSORSHIP REGISTRATION

Business/Organization Name :

E-Mail :

Primary Contact/Title:

Phone:

Fax:

Full Address :

City/State/Zip:

I WOULD LOVE TO SPONSOR

- | | |
|---|--|
| <input type="checkbox"/> Inclusivity Partner (\$15,000) | <input type="checkbox"/> Healing Community Partner (\$2,500) |
| <input type="checkbox"/> Diversity Partner (\$10,000) | <input type="checkbox"/> Light of Love Partner (\$1,500) |
| <input type="checkbox"/> Uplifting Voices Partner (\$7,500) | <input type="checkbox"/> Naturally Proud Partner (\$750) |
| <input type="checkbox"/> Progress Partner (\$5,000) | <input type="checkbox"/> Serenity Partner (\$500) |
| <input type="checkbox"/> Living Proud Partner (\$3,500) | <input type="checkbox"/> Proud Spirit Partner (\$250) |

TOTAL AMOUNT DUE:

- Check enclosed (payable to Lancaster Pride Association)
- Credit Card (to pay with credit card, contact Jeff Roane at 717-669-6913)

**Mail Completed
Forms To:**

Lancaster Pride Association
342 North Queen St.
Warehouse D
Lancaster, PA 17603



**For More Information,
Please Contact:**

Jeff Roane

Director of Sponsorships
jeff@lancasterpride.com
(717) 669-6913

Joe Kirkiner

Sponsorship Volunteer
joe@manevalconsulting.com
(609) 947-0171

2024 PRIDE SPONSORSHIP OPPORTUNITIES

Inclusivity Partner – \$15,000 Investment

- Lancaster Pride "Presented By" Designation on all Media and Advertising
- Main Remarks during Ribbon Cutting
- Highlighted as top sponsor in Press Releases
- Free first-pick placement exhibit space for festival
- Option to make official remarks at any time during Lancaster Pride activities
- Name and logo featured on top Sponsor Displays throughout the venue
- Sponsor ad featured during festival and social media
- Sponsor uniquely highlighted with potentially co-created content on Pride Festival social feeds 4 times
- Sponsor logo in top placement on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 20 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge

Diversity Partner – \$10,000 Investment

- Lancaster Pride "top partner" recognition on all media and advertising
- Remarks during Ribbon Cutting
- Name included in Press Releases
- Free top placement exhibit space for festival
- Option to make official remarks at any time during Lancaster Pride activities
- Name and logo featured on top Sponsor Displays throughout the venue
- Sponsor ad featured during festival and social media
- Sponsor uniquely highlighted on Pride Festival social feeds 3 times
- Sponsor logo in preferred placement on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 18 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge



2024 PRIDE SPONSORSHIP OPPORTUNITIES

Uplifting Voices Partner – \$7,500 Investment

- Lancaster Pride "top partner" recognition on all media and advertising
- Name included in Press Releases
- Free premiere placement exhibit space for festival
- Option to make remarks at top activities during Lancaster Pride Festival
- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor ad included in festival materials and social media
- Sponsor uniquely highlighted on Pride Festival social feeds 2 times
- Sponsor logo at appropriate level on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 16 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge

Progress Partner – \$5,000 Investment

- Lancaster Pride "top partner" recognition on all digital media and advertising
- Name included in Press Releases
- Free premiere placement exhibit space for festival
- Option to make remarks before a Lancaster Pride Festival activity
- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor ad included in festival materials and social media
- Sponsor uniquely highlighted on Pride Festival social feeds 1 time
- Sponsor logo at appropriate level on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 14 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge



2024 PRIDE SPONSORSHIP OPPORTUNITIES

Living Proud Partner – \$3,500 Investment

- Name included in post-festival Press Releases
- Free premiere placement exhibit space for festival
- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor Logo included in festival social media and Digital Pride Guide
- Sponsor uniquely highlighted on Pride Festival social feeds 1 time
- Sponsor logo at appropriate level on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 12 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge

Healing Community Partner – \$2,500 Investment

- Name included in post-festival Press Releases
- Free premiere placement exhibit space for festival
- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor Logo included in festival social media and Digital Pride Guide
- Sponsor highlighted alongside other sponsors in 3 posts on Pride Festival social feeds
- Sponsor logo at appropriate level on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 12 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge

Light of Love Partner – \$1,500 Investment

- Name included in post-festival Press Releases
- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor Logo included in festival Digital Pride Guide
- Sponsor highlighted alongside other sponsors in 3 posts on Pride Festival social feeds
- Sponsor logo at appropriate level on Pride Festival's website with direct link to sponsor's page
- Free 10x10 Exhibit space with table and 2 chairs
- 10 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge



2024 PRIDE SPONSORSHIP OPPORTUNITIES

Naturally Proud Partner – \$750 Investment

- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor highlighted alongside other sponsors in 2 posts on Pride Festival social feeds
- Sponsor name on "Thank You" page on Lancaster Pride Website
- 5 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge

Serenity Partner – \$500 Investment

- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor highlighted alongside other sponsors in 1 post on Pride Festival social feeds
- Sponsor name on "Thank You" page on Lancaster Pride Website
- 3 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge

Proud Spirit Partner – \$250 Investment

- Name and logo shown on Sponsor Displays throughout the venue
- Sponsor name on "Thank You" page on Lancaster Pride Website
- 2 Event Passes
- Free Admittance to Pride After Party
- Access to VIP AREA in the Montgomery House Lounge



SPONSORSHIP ADD-ON OPPORTUNITIES

Add any of these options to your Pride sponsorship
CALL OR EMAIL FOR ADDITIONAL DETAILS

- Street Festival Sponsor (Only ONE Sponsorship Available)
- Stage Sponsor (Only THREE Sponsorships Available)
- After Party Sponsor (Only ONE Sponsorship Available)

