

SPONSORSHIP LEVELS & BENEFITS

Saturday July 13, 2019, 11 am-8 pm

*Highland Fieldhouse & Banquet Hall, 2450 Lincoln St, Highland, IN 46322
(Lincoln Recreation Center)*

Note: This is a family-friendly and LGBTQ+ supportive event

Section 1: Sponsorship Opportunity

Our nonprofit organization is holding the first annual NWI Pride on July 13, 2019. This event is a one-day, family-friendly, LGBTQ+ supportive festival intended to highlight diversity & inclusion, to celebrate LGBTQ+ community members and their allies in Northwest Indiana, and to showcase resources and supportive businesses available to that community.

NWI Pride will be held at the Highland Fieldhouse & Banquet Hall at the Lincoln Community Center in Highland, Indiana. This 42,000+ sf indoor venue is a fantastic location, and we expect the attendees to hail from all over Northwest Indiana and even come from out of state. The event will be advertised nationally.

In this Sponsorship Package, we provide information on the planned schedule and activities, describe the different sponsorship opportunities and benefits, share the event rules & regulations, and request contact information from interested sponsors.

We are building a vibrant and robust LGBTQ+ community in Northwest Indiana, providing people safe spaces in which to be their authentic selves, and we would welcome your organization's involvement. This event is beneficial not just to the LGBTQ+ community and their allies, but also to the community at large, the Town of Highland, and to all of our sponsors and donors. Being visible at a nationally-advertised event such as this could be a big boon for the businesses who choose to sponsor. Being identified as a warm, welcoming, and inclusive Indiana business could also be a positive marketing point. It is a great chance to promote your business while celebrating diversity and inclusion.

Section 2: Sponsorship Levels

Corporate Sponsorship Packages:

- 5-County (\$10,000)
- Crossroads (\$7,500)
- NWI Hoosier (\$5,000)
- Rainbow (\$2,500)
- Tulip Tree (\$1,000)
- Cardinal (\$500)
- Peony (\$250)
- Firefly (\$100)

Underwriting Opportunities:

For any of these sponsorships of \$100 or more, you may also designate the funds to go towards underwriting one or more specific NWI Pride expenses. However, this is not required.

<u>Expense</u>	<u>Value</u>	<u>Expense</u>	<u>Value</u>
• Facility	\$2,500-\$5,000	• Weddings, Renewals	\$500-\$1,000
• Food/Beverage	\$2,500-\$5,000	• Printing (Banners, etc.)	\$750-\$1,000
• T-Shirts	\$2,500-\$5,000	• Midday Comedy Drag	\$500-\$1,000
• Advertising	\$2,500-\$5,000	• Poetry / Story Reading	\$250-\$500
• Printed Program	\$2,000-\$4,000	• Kid’s Entertainment	\$500
• Music/DJ	\$1,500-\$2,000	• Logo Development	\$500
• Evening Drag	\$1,000-\$1,500	• Website	\$500

Individual Donor Levels:

- NWI Pride Super-Ally \$75 or more
- NWI Pride Ally \$50 or more
- NWI Pride Extraordinary Friend \$25 or more
- NWI Pride Super Friend \$10 or more
- NWI Pride Friend \$1 or more

Section 3: Sponsor Benefits

Sponsorship Package Name	Tax Receipt	Sponsorship Amount (Min)	Social Media Mention & Advert	Supporter Registry Entry	Business Directory	Logo on Tee-shirt	Sponsor 'Yard' Sign	Sponsor Appreciation Plaque	Live Sponsor Rep 'Mic-Time'	Print Media Advert	Radio Advert	Website business card	Banner (Sponsor logo)
5 County	✓	\$ 10,000.00	✓	✓	✓ full	✓ huge	✓	✓ large	✓	✓ large	✓	4 yr	6'x10'
Crossroads	✓	\$ 7,500.00	✓	✓	✓ 1/2	✓ large	✓	✓ large	✓	✓ med	✓	3 yr	4'x8'
NWI Hoosier	✓	\$ 5,000.00	✓	✓	✓ 1/2	✓ large	✓	✓ med	✓	✓ sm		2 yr	2.5'x6'
Rainbow	✓	\$ 2,500.00	✓	✓	✓ 1/4	✓ med	✓	✓ med	*			1yr	2.5'x4'
Tulip Tree	✓	\$ 1,000.00	✓	✓	✓ 1/4	✓ med	✓	✓ sm				9 mo	17'x3'
Cardinal	✓	\$ 500.00	✓	✓	✓ card	✓ sm	✓					6 mo	17'x3'
Peony	✓	\$ 250.00	✓	✓	✓ list	✓ XS	✓						
Firefly	✓	\$ 100.00	✓	✓									

Section 4: Donor Benefits

Donor Type	Tax Receipt	Donation Amount	Supporter Registry Entry	NWI Pride Button	NWI Pride Sticker	Printed Certificate	NWI Pride Swag Item
NWI Pride Super Ally	✓	\$75 or more	✓	✓	✓	✓	✓
NWI Pride Ally	✓	\$50 or more	✓	✓	✓	✓	
NWI Pride Extraordinary Friend	✓	\$25 or more	✓	✓	✓		
NWI Pride Super Friend	✓	\$10 or more	✓	✓			
NWI Pride Friend		\$1 or more	✓				

Section 5: Sponsor Benefit Descriptions

The “printed program” referenced below is the official 2019 NWI Pride Event Program that will be handed out at the event to all attendees, sponsors, and vendors free of charge.

All sponsors committing to a sponsorship level of \$250 or more may choose to have table space during the event.

Social Media Mention & Advertisement:

- Announcements posted on social media when sponsorship commitment is received
- Acknowledgements posted once per month until event
- Posts include links to sponsor’s own social media pages once per month until event

Supporter Registry:

- Inclusion in a list of names of organizations and people who have contributed to support of the event in any fashion
- Registry appears in printed program
- Listed name includes a reference to sponsor’s ad location in printed program

Business Directory

- An ad, similar to those found in print media or phone books, which appears in printed program
- Placement and size may vary according to sponsorship level

Logos on T-Shirt

- Sponsor logos (single color only) appear on back of t-shirts) to be sold to general public
- Placement and size may vary according to sponsorship level

Sponsor Yard Signs

- 18”x24” corrugated plastic yard sign for sponsor to display outside place of business

Sponsor Appreciation Plaques

- Display-worthy plaque for sponsor to display in place of business
- Size, wording vary according to sponsorship level

Live Sponsor Rep “Mic-Time”:

- A 2-5 minute spoken on-stage presentation during the event
- PA system available (no slides please)
- Given by representative of sponsoring organization
- Suggestion: include statement about how your organization shows support of or otherwise benefits the LGBTQ+ community
- Subject to prior review by event organizers

Print Media Advertisements:

- Free advertising for sponsor in print and online media
- Content will be similar to those used in the Business Directory listing/ad see above)

Radio Advertisements:

- Content created by sponsor media guidance available)
- Ads to be aired on local and regional radio stations
- Length, frequency, and timing of ads vary according to sponsorship level
- Local TV advertisements may also be an option

Website "Business Card" listings:

- Acknowledgement on event website and event organizer websites
- Content can be similar to ad used in Business Directory and Print Media advertisements
- Size varies by sponsorship level
- Listed in perpetuity on event website (<https://www.nwi-pride.org>)
- Length of time displayed on event organizer websites varies by sponsorship level see chart above). For 2019, event organizer websites include <https://www.pflagcp-nwi.org> PFLAG Crown Point Inc) and <https://www.lgbtq-nwi.org> LGBTQ Northwest Indiana Inc)

Banner (Sponsor Logo):

- Contains sponsor logo and business name
- Contains sponsorship designation if desired
- Size and placement vary according to sponsorship level
- Will be displayed near stage

Underwriting Opportunities:

- A sponsor may choose to be acknowledged for their underwriting or not
- Underwriting of activities can be announced before and after the activity
- Underwriting of other expenses can be announced several times during event