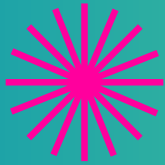


## COMMITTEE CHAIRS

James Diele-Stein (He/Him)

Ronald Diele-Stein (He/Him)

Michelle Rafferty (She/Her)



# Sponsorship Proposal

## Support the 2nd Annual Patchogue Pride Parade

*Increase your brand awareness by promoting to the LGBTQIA+ Long Island community and its allies*



**Patchogue Pride Parade • Sunday, June 9, 2024**

**EMAIL** [pride11772@gmail.com](mailto:pride11772@gmail.com)

**WEBSITE** [patchoguepride.com](http://patchoguepride.com)

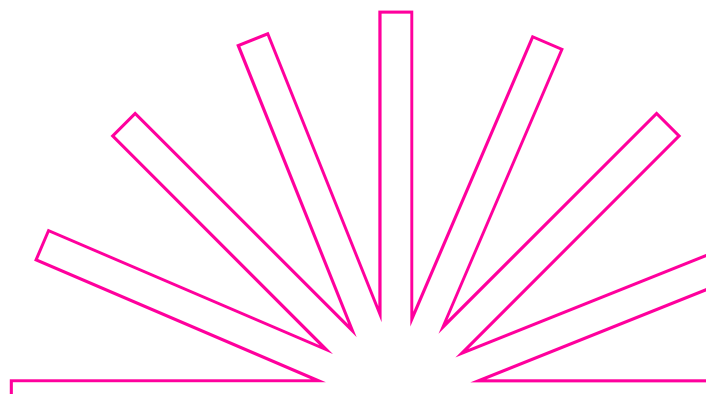
**SPONSOR DEADLINE** May 1, 2024  
to be on printed material

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*Photography by Ron Ulip  
of Freshly Cut Film*



# Why Sponsor?

# 03

Sponsoring the 2nd Annual Patchogue Pride Parade will provide you with unique opportunities: connect with new audiences, build brand awareness and show your company's support towards an important cause during Pride Month and inspire your clients/patrons, employees and the public through your generosity and allyship.

**Sunday, June 9, 2024, will mark Patchogue's second Pride Parade.**

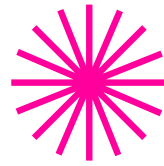
- The Village of Patchogue's street fair events have been known to gather families and attendees of all ages and all backgrounds.
- The first premier Patchogue Pride Parade in 2023 welcomed several thousand attendees.
- Patchogue's Alive After Five events have attracted over 20,000 attendees in one night.
- Babylon's Pride Parade has drawn thousands in attendance and has shown to be one of the most profitable events for the village and its businesses and shops.
- The nearby LGBTQIA+ destinations of Fire Island's Cherry Grove and Fire Island Pines have been known to attract over 30,000 people on a holiday weekend.

**Supporting diversity is good business.**

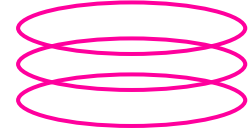




# The Statistics



# 04



# 85%

of queer Americans feel that businesses should support LGBTQIA+ equality

Companies with LGBTQIA-inclusive advertising can increase sales by

# 40%

and referrals by

# 66%

# 72%

of the queer community is more likely to purchase from businesses that advertise in LGBTQIA+ digital and print media

# 86%

of queer buyers intend to boycott brands that are not inclusive of the LGBTQIA+ community

# \$3.7

trillion of LGBTQIA+ global buying power (\$1.4 trillion in the United States)



Sources: Forbes, CMI



# Sponsorship Levels & Benefits

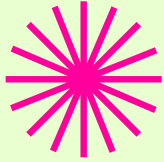
# 05

WHAT'S INCLUDED?	BRONZE \$2,500	SILVER \$5,000	GOLD \$10,000	TITANIUM \$15,000	PLATINUM \$20,000
Public acknowledgment of sponsorship level	✓	✓	✓	✓	✓
Social media mentions	✓	✓	✓	✓	✓
Website mention	✓	✓	✓	✓	✓
Logo on printed material*	✓	✓	✓	✓	✓
Acknowledgment in paid advertising		✓	✓	✓	✓
Logo on step and repeat backdrop*		✓	✓	✓	✓
Logo featured on Village of Patchogue signage*			✓	✓	✓
Sponsor table in Pride Parade area			✓	✓	✓
Parade float, paid for					✓
Parade entry fee, paid for					✓
Exclusively promoted as Presenting Sponsor					✓
Logo on coasters distributed to restaurants			1,000 coasters	5,000 coasters	

\*DEADLINE FOR SPONSOR BENEFIT OF APPEARING ON PRINTED MATERIAL IS MAY 1, 2024.

Custom sponsorship packages are also available. Please email [pride11772@gmail.com](mailto:pride11772@gmail.com) to discuss your public relations and/or marketing needs.

## A La Carte Sponsorships



### Adopt A Drag Queen

**\$1,500** Sponsorship of drag queen entertainment during parade

### Coaster Boaster

**\$1,000** Logo will appear on 1,000 coasters distributed to local restaurants for promotion of event



### Pride Party in a Box

**\$800** Post-parade party promotion on social media and website listing, as well as Pride decorations and giveaways



### Let's Have A Kiki

**\$350** Post-parade party promotion on social media and website listing

### Friend of Dorothy

**\$250** Individual supporter with website listing

# 06



# Patchogue Pride Sponsorship Form

## This is your opportunity

*to cultivate and capitalize on significant brand loyalty and give back to the local community.*

COMPANY NAME			
ADDRESS			
CONTACT PERSON		<b>PRONOUNS:</b> <input type="checkbox"/> she/her <input type="checkbox"/> he/him/his <input type="checkbox"/> they/them <input type="checkbox"/> other:	
TITLE			
PHONE NUMBER			
EMAIL			

- \$20,000** Platinum Sponsor
- \$15,000** Titanium Sponsor
- \$10,000** Gold Sponsor
- \$5,000** Silver Sponsor
- \$2,500** Bronze Sponsor

- \$1,500** Adopt A Drag Queen
- \$1,000** Coaster Booster
- \$800** Pride Party in a Box
- \$350** Let's Have A Kiki
- \$250** Friend of Dorothy
- Other Amount: \$ \_\_\_\_\_

- Visa       Mastercard
- AmEx     Discover

Check made payable to The Greater Patchogue Foundation, Inc.

**Email form:**

[pride11772@gmail.com](mailto:pride11772@gmail.com).

**Mail to:**

The Greater Patchogue Foundation, Inc  
 15 N Ocean Ave, Patchogue, NY 11772.

CARD NUMBER			
EXPIRATION DATE		SECURITY CODE	
SIGNATURE			

Payment must accompany this form to reserve and secure your spot in all Pride advertising. Please email your logo as a high-resolution file to [pride11772@gmail.com](mailto:pride11772@gmail.com).