

Sponsorship Brochure



Pride Festival-Food Truck Rodeo

Saturday, October 14, 2017- 10am-5:30pm - Trade Street

Pride Parade

Saturday, October 14, 2017 - 11am - 4th Street

2016 Downtown Excellence Award





/prid/ noun a feeling of pleasure and satisfaction derived from one's own achievements, the achievements of those with whom one is closely associated.

Be part of an organization that brings over 16,000 of your closest associates together for a one day celebration like no other in the Piedmont!

Located in the Downtown Arts District on Trade Street: you can stroll through the Festival with 100+ vendors selling LGBTQ and non-LGBTQ merchandise, and check out the 15+ food trucks with everything from donuts to Korean BBQ.

Enjoy entertainment on not just one, but two stages! Nationally known acts as well as local drag entertainers can be seen on the Main Stage all day long. And on the Community Stage local drag entertainers bring the performance to you from a dance floor in the middle of the street!

A Pride Festival wouldn't be the same without a Parade. While you shop, eat and watch the amazing talent on our stages, the Parade is making its way down 4th Street! Local LGBTQ affirming religious organizations, businesses, health care providers and member organizations show off their creativity with their costumes and vehicles. We even have a visit from Mini Coopers of the Southeast who provide our dignitaries with a front row seat to all the action! (a little secret... the best place to watch the parade is in front of King's Crab Shack and CVS).

We have the only Parade in Winston-Salem that is hosted by local celebrities and they call all of the action from a reviewing stand in front of Merschel Plaza.

Your generous monetary support makes the Festival and Parade possible.

In addition to our annual festival, Pride Winston-Salem has ongoing educational and support programs throughout the year.

As part of our Building Community initiative we provide informational sessions to the community. In 2017 we will be hosting a Trans Support Group facilitated by Mr. Pride Winston-Salem Devonte Jackson. In addition, we have been bringing representatives from local colleges together for informational sessions on how Pride Winston-Salem can support the local LGBTQ groups on our college campuses. There are several additional programs in the planning stages that will be rolled out in the second quarter of 2017.

Pride Winston-Salem is not just the best organized street festival in Winston-Salem! Our organization's visibility in the community makes us a very important resource for the local LGBTQ community. After the tragic Orlando nightclub shooting that claimed the lives of 49 of our brothers and sisters Pride Winston-Salem was the organization that the community reached out to for support. Pride Winston-Salem provided resources to those who just needed to talk to someone. Listening to the needs of our community, we organized a vigil to honor the victims and provided the LGBTQ community a safe place to grieve with their friends and family.

Our visibility has gone past just a street festival and parade.

Pride Winston-Salem has become an integral piece of the support system for our local LGBTQ family.

All of this would not be possible without your support. All sponsorship dollars go to the operation of Pride Winston-Salem so that we can continue to provide the resources that support the local LGBTQ community here in Winston-Salem.

Pride Winston-Salem is an IRS approved 501(c)3 non-profit corporation run by volunteers.

2017 is already shaping up as another challenging year and we are positioning Pride Winston-Salem to be the support leader in the community.

Thank you for your consideration!

Jerry Morin
President
Pride Winston-Salem

Kandi Villano
Vice President
Pride Winston-Salem

jmorin@pridews.org
336-486-1464

kvillan@pridews.org
336-782-0208

Pride Winston-Salem is a 501(c)3 non-profit managed by volunteers.

Pride Winston Salem 2016 Sponsors

KIMPTON

THE CARDINAL HOTEL

HANES
Brands Inc

WELLS
FARGO

WINSTON - SALEM

1929

Wake Forest™
Baptist Health



BlueCross BlueShield
of North Carolina

American
Airlines



NOVANT
HEALTH



AON
Empower Results®

BB&T

5Cat
PRODUCTIONS



theAssurance
group



PEPSICO

Out
A Time Warner Cable Employee Network

EN
EQUALITY
NORTH CAROLINA



GILEAD



SUNTRUST

RAI
Reynolds
American



metroPCS
Wireless for All.

Med
Express
PHARMACY
AN AVITA COMPANY

CATS
Computer And Technology Solutions, Inc.

DYE
PRETTY



Dream
Vacations
A CRUISEONE COMPANY

Disney



Jim
Kankula

Lorraine
Howard
BROKER
REALTY ONE
The Key To Your Next Move



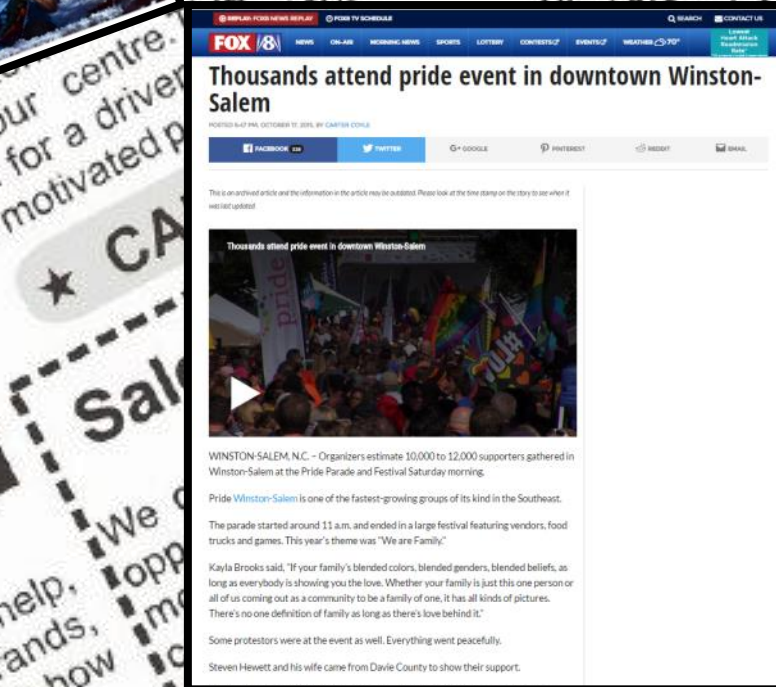
Charlie Watkins
Real Estate Broker

LEONARD RYDEN BURR
REAL ESTATE
Local Agent. Local Knowledge.

PNC BANK

Pride Winston-Salem is a 501(c)3 non-profit managed by volunteers.

Media Coverage



There was a great turn out for this year's Pride Winston-Salem. The week-long celebration of LGBTQ culture and lifestyle seems to grow each year. Saturday's pride parade drew large crowds to Fourth Street. But I was particularly impressed with how many people filled Trade Street and overflowed onto Liberty Street.

I believe 2011 was the first year that I attended Winston's gay pride parade. Back then it was more taboo, the act of attending a pride parade was an affront to the religious order here in the Bible Belt. But over the last five years mainstream denominations have joined the Unitarians in accepting homosexuality.

Churches that oppose homosexuality and gay marriage aren't as outspoken as they once were just a few years ago. Local businesses and non-profit organizations have expanded their presence at Pride Winston-Salem each year. Pride protesters have contracted each year to the point now where it's just a few fringe protestors surrounded by throngs of local residents embracing Winston's LGBTQ community.

Pride Winston-Salem has almost become a little too successful, too commercial. I appreciate the churches and advocacy groups assembled at Pride Winston-Salem, but I loathe some of the vendors who are looking to cash in on gay consumers.

I appreciate the political element of the LGBTQ community. I'm happy to come out and embrace them in no small part because they have over the years courageously stood up to the status quo. This past spring members of Winston's LGBTQ community packed city council meetings. They urged the city council to pass a measure critical of HB2. The city council approved the measure by a vote of 6-1.

HB2 is homophobic, power-grab on the part of Pat McCrory and his GOP allies in Raleigh. It backfired on them in ways McCrory could have never imagined. McCrory will probably lose his bid to be re-elected next month because the NCAA and ACC have pulled events out of North Carolina. The NCAA and other corporations wouldn't have pulled out of North Carolina if it weren't for the rage and indignation of the LGBTQ community.



This past spring we witnessed a beautiful flowering of democracy. I was particularly impressed with the young LGBTQ activists who protested in front of city hall. Then packed city council meetings for the next few weeks. They spoke out to the city council and told them that HB2 was a personal insult to them. As I listened to them speak, I gained a new respect for transsexual youths. I can't imagine how difficult some of their struggles must be.

But Pride Winston-Salem isn't a time to mourn. It's a time to celebrate a community of good people. A community that continues to define itself and not be constrained by labels or stereotypes. Pride Winston-Salem 2016 was a huge success. I look forward to its continued growth.





City of Winston-Salem Proclamation

OFFICE OF THE MAYOR

**DESIGNATING THE INTERSECTIONS OF SIXTH STREET AND TRADE STREET
AND FOURTH STREET & TRADE STREET AS PRIDE W-S WAY, AND
AUTHORIZING THE INSTALLATION OF SPECIAL DESIGNATION SIGNS**

- WHEREAS: *Pride Winston-Salem* is a 501(c)(3) non-profit organization serving the LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer/Questioning) community and their allies; operating exclusively in Winston-Salem and run by a volunteer board of directors; and
- WHEREAS: *Pride Winston-Salem's* mission is to celebrate LGBTQ culture, honor diversity, inspire engagement, promote inclusion, provide community outreach, and educate our friends, allies, and supporters on equal rights for all; and
- WHEREAS: the citizens of Winston-Salem have strongly supported the return of Pride Celebration five years ago following a 15 year hiatus in the city; and
- WHEREAS: *Pride Winston-Salem's* Pride Festival and Parade in its fifth year, and shown an attendance growth by 1,500 attendees each year with 15,000 attendees in 2015; and
- WHEREAS: *Pride Winston-Salem* serves to further the charge of the city's Human Relations Commission (Section 2-211 of the City Code) by 'promoting equality of opportunity for all citizens'.

NOW, THEREFORE, I, ALLEN JOINES, Mayor of the City of Winston-Salem, North Carolina, do hereby proclaim the area along the above intersections shall also be known as

PRIDE W-S WAY

and, request that the City Manager have street signs commemorating this designation installed and maintained from September 20, 2016 through October 20, 2016.

Given under my hand and seal this 20th day of September, 2016.

ALLEN JOINES

Allen Joines
Mayor





WHAT CAN PRIDE DO FOR YOUR BUSINESS?

Pride Winston-Salem is the largest LGBTQ event in the Triad; reaching over 16,000 people during a one-day festival.

- The buying power of the LGBTQ community will surpass \$1 trillion by the year 2020.
- 78% of LGBTQ adults would switch to brands that support the community.
- LGBTQ consumers make 16% more trips to the register.
- 55% of the LGBTQ community choose to support companies that are committed to equal rights for all.
- 70% of LGBTQ consumers would pay a premium for goods/services from a company that supports the LGBTQ community.





RAINBOW EVENT SPONSOR BENEFITS:

- **Exclusive** naming rights as presenting sponsor of the PRIDE Festival
- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner **placement** in the PRIDE Festival Zone
- 4 tickets to the 2017 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stages
- **Presenting** sponsorship recognition on press releases
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 2 full-page advertisements in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem iOS & Android App
- Up to 6 **prominent** PRIDE festival zone vendor spaces (non-transferable; festival application must be submitted to utilize the benefit)
- PRIDE Parade entry fee **waiver** and priority placement in the parade
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by Pride Winston-Salem (approved by marketing of both organizations).



PLATINUM

EVENT SPONSOR

\$7500

PLATINUM EVENT SPONSOR BENEFITS:

- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- Corporate banner **placement** in the PRIDE Festival Zone
- 4 tickets to the 2017 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival main stage
- **Platinum** sponsorship recognition on press releases
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem iOS & Android App
- Up to 4 **prominent** PRIDE festival zone vendor spaces (non-transferable; festival application must be submitted to utilize the benefit)
- PRIDE Parade entry fee **waiver** and priority placement in the parade
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations).



GOLD

EVENT SPONSOR

\$5,000

GOLD EVENT SPONSOR BENEFITS:

- **Priority** placement of company logo on banners inside the PRIDE Festival venue
- 3 tickets to the 2017 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stages
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 full-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem iOS & Android App
- Up to 2 **prominent** PRIDE festival zone vendor spaces (non-transferable) festival application must be submitted to utilize the benefit
- PRIDE Parade entry fee **waiver** and priority placement in the parade
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations).



SILVER

EVENT SPONSOR

\$2,500

SILVER EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 2 tickets to the 2017 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events & PRIDE Festival stage
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's home page and social media sites with link back to sponsor site
- 1 half-page advertisement in the PRIDE Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem iOS & Android App
- 1 **prominent** PRIDE festival zone vendor space (non-transferable) festival application must be submitted to utilize the benefit
- PRIDE Parade entry fee **waiver** and priority placement in the parade
- Option to provide co-branded marketing collateral for distribution at other PRIDE events attended by PRIDE Winston-Salem (approved by marketing of both organizations).



BRONZE

EVENT SPONSOR

\$1,000

BRONZE EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 1 ticket to the 2017 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on posters/festival main stage banner and email blasts
- Logo **placement** on Pride Winston-Salem's sponsor page and social media sites with link back to sponsor site
- 1 **prominent** PRIDE festival zone vendor spaces (non-transferable; festival application must be submitted to utilize the benefit)
- PRIDE Parade entry fee **waiver** and priority placement in the parade



DIAMOND

EVENT SPONSOR

\$500+

DIAMOND EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 1 ticket to the 2017 PRIDE Kick-Off Party
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on applicable national/regional/local advertisements
- Logo **placement** on Pride Winston-Salem's sponsor page and social media sites with link back to sponsor site

RUBY

EVENT SPONSOR

\$250+

RUBY EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- **Recognition** of your sponsorship at fundraising events
- Logo **placement** on Pride Winston-Salem's sponsor page with link back to sponsor site



SPONSORSHIP FORM

☐ Rainbow Presenting Sponsor - **\$10,000**

☐ Platinum Event Sponsor - **\$7,500**

☐ Gold Event Sponsor - **\$5,000**

☐ Silver Event Sponsor - **\$2,500**

☐ Bronze Event Sponsor - **\$1,000**

☐ Diamond Event Sponsor - **\$500**

☐ Ruby Event Sponsor - **\$250**

Pride Winston Salem will also consider in kind donations. Please contact our sponsorship committee at sponsors@pridews.org

Please print the name of company (or individual) as you would like it to appear in the Sponsor acknowledgements section on the website:

Company Name: _____

Contact Name: _____

Contact Phone: _____ E-Mail _____

Address: _____

City: _____ ST _____ Zip _____

Website: _____ Facebook _____

Please provide PWS with a high-resolution logo 300dpi or higher resolution that will be used in marketing material distributed by Pride Winston-Salem.

Please upload a PNG, ESP, SVG, AI or PSD file at www.pridews.org/sponsors

Ruby Sponsorship level and above receive **FREE** Parade entries. Will your company be taking advantage of this benefit?

Y N *(parade committee will be emailing company contact with appropriate forms for completion)*

FREE vendor booth space in the Festival Zone. Will your company be taking advantage of this benefit?

Y N *(vendor committee will be emailing company contact with appropriate forms for completion)*



SPONSORSHIP INFORMATION

- Completed Sponsorship Agreement and payment must be submitted no later than July 16, 2017 for media deadlines however, PWS will still accept all sponsor applications for non-printing.
- Please make checks payable to **PRIDE Winston-Salem**.
- Send Sponsorship Agreement to:
PRIDE Winston-Salem
PO Box 20732
Winston-Salem, NC 27120-0732

YOU WILL BE NOTIFIED VIA EMAIL UPON RECEIPT OF YOUR SPONSOR DOCUMENTATION

sponsors@pridews.org

pridews.org/donate

PAYMENT FORM

- ☐ Our **check** payable to PRIDE WS is enclosed. (PWS will charge a \$25 fee for checks returned by your bank)
- ☐ Please send my organization an **INVOICE** in the amount noted on the sponsorship/advertising agreement.
Invoice is payable upon receipt. (please provide contact information for invoicing)
- ☐ **PayPal** via pridews.org/donate



Card #

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Expiration Date: ____/____

Security Code: _____

Name on Card: _____

Billing Address of card: _____

Cardholder Signature: _____

Applicants are required to read all Terms and Conditions in this application and sign below. Agreement is not complete without signature.

I, _____, agree to all Terms and Conditions as set forth by Pride Winston-Salem in this application.

Please email sponsors@pridews.org with questions.



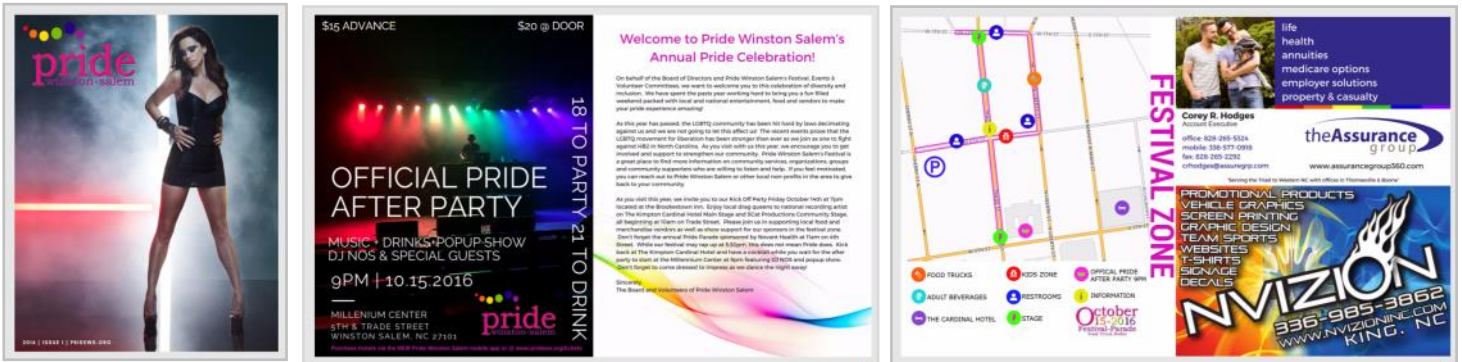
PRIDE Winston-Salem
PO Box 20732
Winston-Salem, NC 27120-0732



sponsors@pridews.org



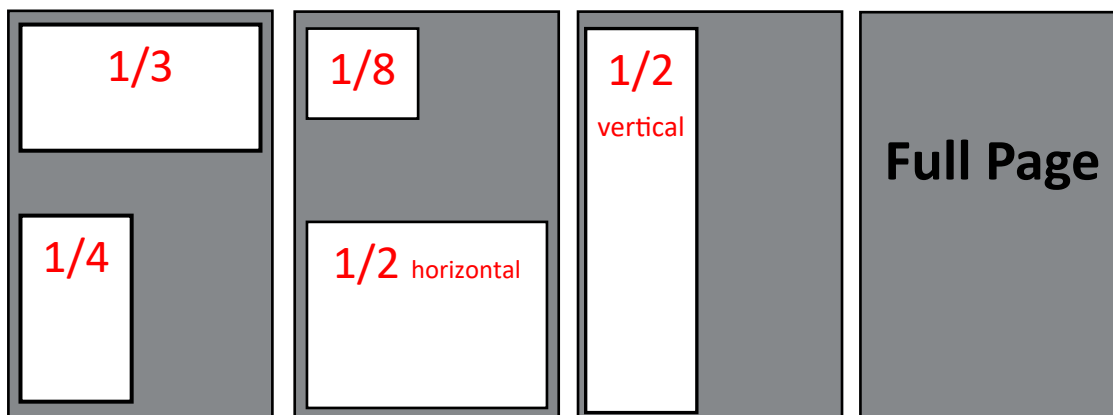
PRIDE GUIDE 2017



Inaugural Pride Guide digital issue 2016 (sample)

Launched in 2016, the Pride Guide became a value added upgrade to our sponsorship packages. The on-line only Pride Guide made it's debut on pridews.org and it's other social media outlets during the week leading up to the Festival. In 2017 the Pride Guide is going to print in addition to being available online. The print version will be available at downtown business's and throughout the Festival zone.

There are 6 size options available for you to get your message out.



$1/3 = 5w \times 2.627h$

$1/4 = 2.3125w \times 3.875h$

$1/8 = 2.3125w \times 1.875h$

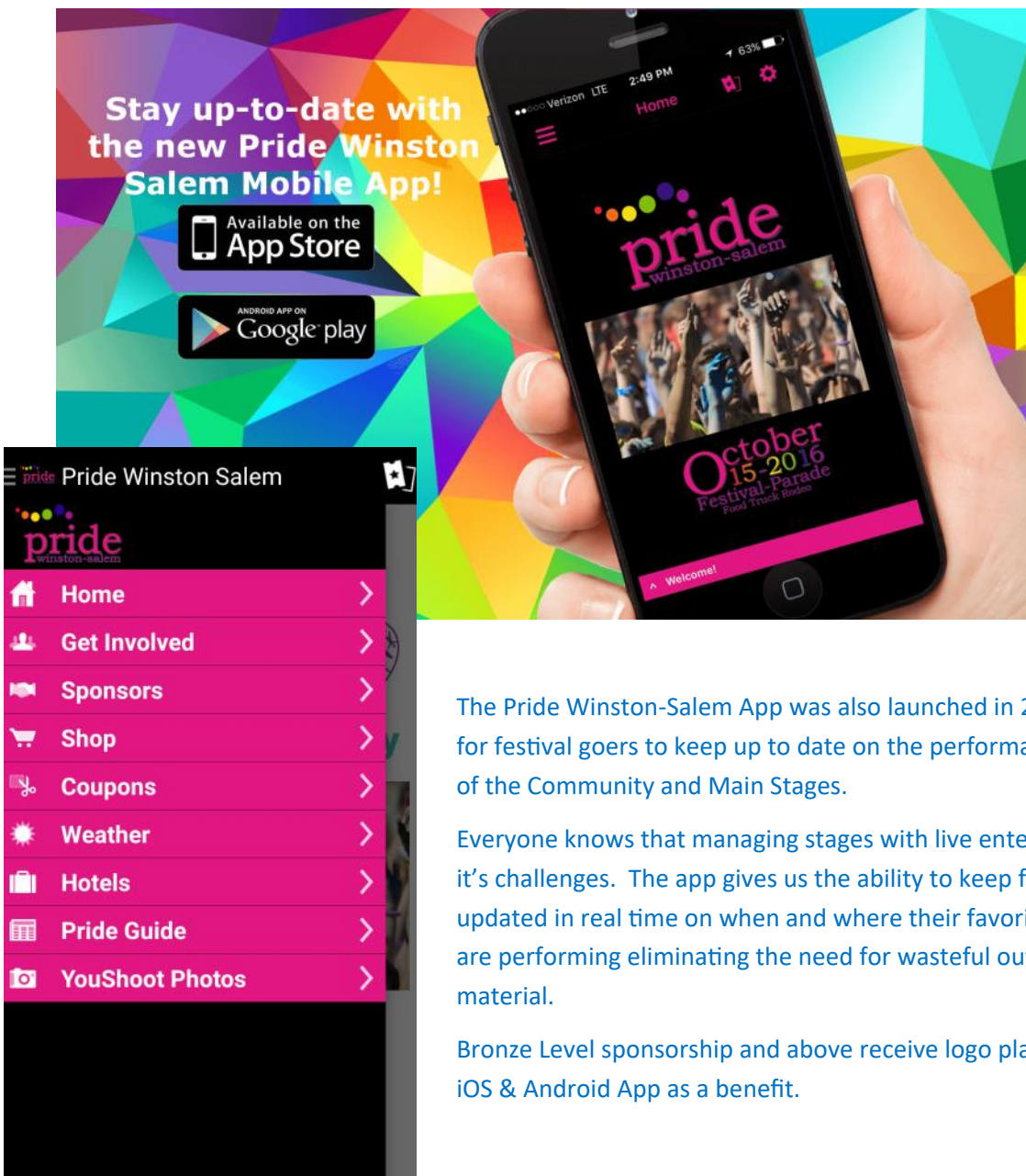
$1/2 = 5w \times 3.875h$

$1/2 = 2.3125w \times 8h$

FP = $5.5w \times 8.5h$



MOBILE APP



The Pride Winston-Salem App was also launched in 2016 as a tool for festival goers to keep up to date on the performance schedules of the Community and Main Stages.

Everyone knows that managing stages with live entertainment has it's challenges. The app gives us the ability to keep festival goers updated in real time on when and where their favorite entertainers are performing eliminating the need for wasteful out of date printed material.

Bronze Level sponsorship and above receive logo placement in the iOS & Android App as a benefit.



Advertising Contract

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

(Initial beside your selection)

	Full Page	5.5w x 8.5h	\$400
	1/2 Page <i>Vertical</i>	2.3125w x 8h	\$300
	1/2 Page <i>Horizontal</i>	5w x 3.875h	\$300
	1/3 Page	5w x 2.627h	\$250
	1/4 Page	2.3125w x 3.875h	\$200
	1/8 Page	2.3125w x 1.875h	\$100

Please submit logos in PNG, EPS, SVG, AI, or PSD format. Upload to pridews.org/sponsors as soon as possible. Ad will go live on pridews.org within 7 days of receiving the completed sponsorship agreement and payment has been received.

Print ready artwork for the Pride Guide should be in 300dpi in PDF or JPG format uploaded to pridews.org/prideguide no later than August 1, 2017.

Terms & Conditions:

Advertiser and/or agency ("advertiser") agrees to place advertisement with Pride Winston-Salem, Inc ("publisher") for the 2017 Pride Winston-Salem Pride Guide and understands that this advertising contract is due on or before August 1, 2017 unless other arrangements are made through invoice to advertiser. Advertiser also understands that placement of their advertisement is not guaranteed without full payment, unless otherwise arranged with publisher via written agreement and/or invoice. Additionally, advertiser's failure to provide an advertisement file by the deadline of August 1, 2017 may forfeit the advertiser's space regardless of the status of advertiser's payment. Advertiser understands that no refund will be issued for failure to submit advertisement file by the deadline.

Further, advertiser understands that it will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement. The publisher cannot guarantee placement within the publication and cannot guarantee that an advertisement will not be backed by an advertisement with a coupon.

Advertiser Name: _____

Advertiser Signature: _____

Date: _____

PAYMENT FORM

- ☐ Our **check** payable to PRIDE WS is enclosed. (PWS will charge a \$25 fee for checks returned by your bank)
- ☐ Please send my organization an **INVOICE** in the amount noted on the sponsorship/advertising agreement.

Invoice is payable upon receipt. (please provide contact information for invoicing)

- ☐ PayPal via pridews.org/donate



Card #

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Applicants are required to read all Terms and Conditions in this application and sign below. Agreement is not complete without signature.

I, _____, agree to all Terms and Conditions as set forth by Pride Winston-Salem in this application.

Please email sponsors@pridews.org with questions.



PRIDE Winston-Salem
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Winston-Salem, NC 27120-0732



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