

Support Brochure 2023



Pride Festival-Food Truck Rodeo

Saturday, June 24, 2023 10am-5:30pm - Trade Street

Pride Parade

Saturday, June 24, 2023 11am - 4th Street

Proud members of

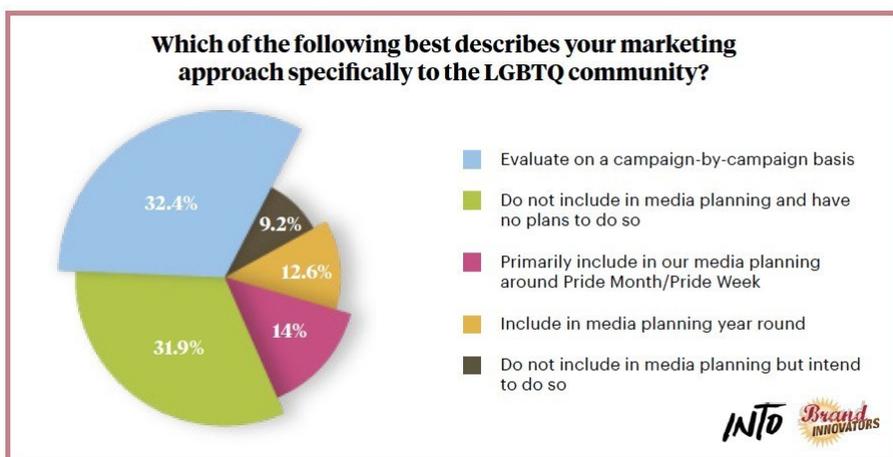


Celebrate with Pride Winston-Salem!

Sponsorship and Advertising opportunities available.

- **43,000 attendees**
- **100+ vendors**
- **6 Food Trucks**
- **2 entertainment stages**
- **Located in the downtown Arts District**
- **Advertising on multiple social media platforms**

Pride Winston-Salem has several sponsor and advertising opportunities available so that you can show your support of the local LGBT+ community. This is your opportunity to increase your brand visibility to thousands of people across the Piedmont. Pride Winston-Salem is the 3rd largest Pride Festival & Parade in North Carolina. Take a look at this booklet and let's discuss the options available to you.



For sponsorship opportunities please contact:
Jerry Morin
jmorin@pridews.org
336-486-1464
Information can also be found on pridews.org/sponsors

pride
winston-salem
building community for 10 years

T with a Tude

Pride Winston Salem 2022 Sponsors

Rainbow Presenting Sponsor



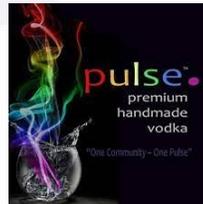
Gold Event Sponsors



Platinum Event Sponsors



Collins Aerospace

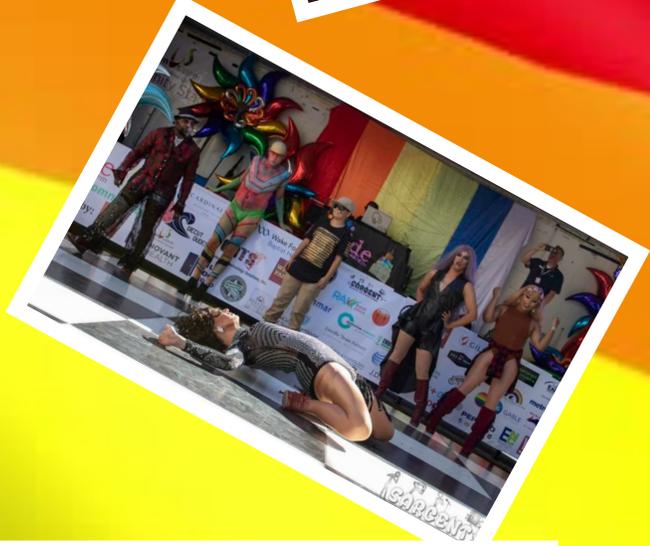


New Faith



RALPH LAUREN





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

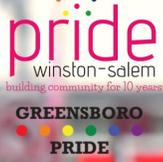
1st Annual Trans Pride Festival

Saturday, April 2, 2022
Winston Square Park

presented by



New Faith MCC



T with a Tude

hostess



Jamie Monroe

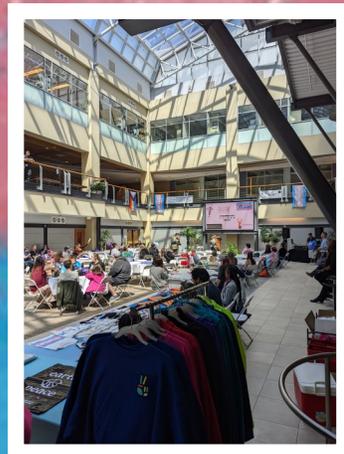
11am - 3pm
vendors
food truck
entertainment
DJ Fish

headliner



Kassandra Hylton

T with a Tude



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The power of partnership

EMPLOYEE RETENTION

Why LGBT Employees Need Workplace Allies

by Sylvia Ann Hewlett

June 20, 2013

In 2011, Susan Wolford, a Los Angeles-based wealth advisor for Morgan Stanley, got an extraordinary referral. The beneficiary of a large estate wanted to meet with her to discuss managing her investments specifically because Wolford was accredited in domestic-partner tax and estate planning — and openly gay. The potential client made it very clear that “she wants someone who might deal with her and her partner in an all-encompassing way,” the referring attorney told Wolford. Wolford’s consultancy earns one percent on assets it manages, so the client’s decision to go with her group amounted to a substantial sum — quite a testament to the power of being out in the workplace.

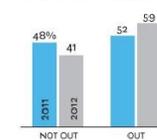
Corporations and individuals are increasingly embracing lesbian, gay, bisexual and transgender (LGBT) status as an emerging career asset. The United States Congress is also moving to endorse the value of “out.” This past April, bipartisan coalitions in the House and Senate introduced a new version of the Employment Non-Discrimination Act (ENDA) that would prohibit job discrimination based on sexual orientation and gender identity. The Senate is scheduled to begin discussions on the bill in early July.

Recent research from the Center for Talent Innovation, a New York-based think tank where I serve as president, details the benefits of an inclusive work environment. For lesbian, gay, bisexual and transgender (LGBT) employees, feeling comfortable about being out at work opens up access to business opportunities like Wolford’s as well as platforms on which to exercise leadership. In addition, CTI survey results found that 15%

friendly companies may offer lower prices or be more convenient. Further, three-quarters of heterosexuals and 87% of LGBTs said they would consider choosing a brand known to provide equal workplace benefits.

BEING OUT AT WORK

Forty-one percent of LGBT employees are in the closet.



SOURCE: CENTER FOR TALENT INNOVATION, “THE POWER OF ‘OUT’: LGBT IN THE WORKPLACE” (2013)

HBR.ORG

Yet despite advances in workplace acceptance, over 40% of LGBT workers remain closeted at the office.

And even though LGBT employees, both in and out of the closet, are every bit as ambitious and motivated to succeed as their heterosexual peers, because closeted LGBT employees feel so much more dissatisfied with their career paths, they are much more likely to have one foot out the door. CTI research found that those who are unhappy with their rate of promotion or advancement are at least three times more likely than those

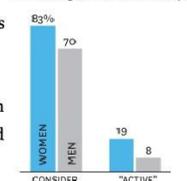
who are satisfied to plan to leave their company within the next year. LGBTs who feel isolated at work — in other words, closeted LGBT employees burdened with the daily stress of keeping their private life secret from their colleagues — are 73% more likely than their out peers to say they intend to jump ship within the next three years.

What makes work a place where LGBT talent can thrive? Allies — people who support or work as LGBT advocates — play a decisive role in creating an open community where individuals are comfortable being themselves. In fact, 24% of LGBT workers surveyed attribute their decision to come out professionally to a strong network of allies. However, although the ally phenomenon is widespread and growing, few men and women qualify as “active allies,” that is, those who openly support LGBT colleagues at work.

Increasing those percentages is directly tied to the growth of the out LGBT population and the war for talent. As more people come out, more of the heterosexuals who know them wish to lend their support.

ALLIES VS. ACTIVE ALLIES

While many say they support their LGBT colleagues, few do so vocally.



SOURCE: CENTER FOR TALENT INNOVATION, “THE POWER OF ‘OUT’: LGBT IN THE WORKPLACE” (2013)

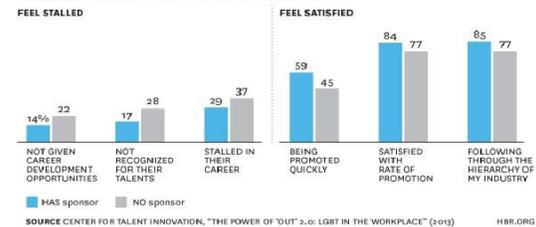
HBR.ORG

of men and 10% of women believe they’ve expanded their networks thanks to their LGBT status. By joining internal employee resource groups or participating in LGBT fundraisers or philanthropic endeavors, they were able to mingle with senior leaders they might otherwise never have met and leverage those relationships.

Most important, out employees are better able to gain the attention and advocacy of their superiors. Sponsorship, as we’ve explained in HBR articles and blogs, lends enormous traction to any ambitious person’s career. Among LGBT individuals, those without powerful backers, whether heterosexual or gay themselves, are far more likely to feel stalled in their careers, unrecognized for their talents, and lacking in career development opportunities. By contrast, those with sponsors are much more likely to report that they are being promoted quickly, are satisfied with their rate of promotion, and are moving up through the hierarchy of their industries.

HOW SPONSORSHIP IMPACTS JOB SATISFACTION AMONG LGBT INDIVIDUALS

Having a powerful backer can make all the difference at work.



SOURCE: CENTER FOR TALENT INNOVATION, “THE POWER OF ‘OUT’: LGBT IN THE WORKPLACE” (2013)

HBR.ORG

LGBT employees aren’t the only beneficiaries of an inclusive workplace; employers benefit, too. In 2012, LGBT adults in the U.S. represented \$790 billion in total buying power, making them a market force companies can’t afford to overlook. Inclusive companies find that publicizing their support of LGBT equality boosts their standing among consumers across the board: 71% of LGBT adults said they are likely to remain loyal to a brand they believe to be very friendly to the LGBT community even when less

One of the driving forces for allies voicing their support is the realization that LGBT high-performers simply won’t stay with a company that doesn’t make them feel welcome.

“If we want to recruit and retain the best talent out there, we have a responsibility to make this a place where everyone feels comfortable,” says Eric Jordan, an active ally at Goldman Sachs, whose CEO, Lloyd Blankfein, became Wall Street’s highest-ranking ally when he created a video in support of same-sex marriage in early 2012. “Along with being the right thing to do, the business case for diversity is real and we want to be able to attract and keep the best people.”



Sylvia Ann Hewlett is an economist and the CEO of Hewlett Consulting Partners. She is also the founder and Chair Emeritus of the Center for Talent Innovation. She is the author of fourteen critically acclaimed books, including *Off-Ramps and On-Ramps*; *Forget a Mentor*, *Find a Sponsor*; and *Executive Presence*. Her latest book is *The Sponsor Effect*.



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



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 2022 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
- 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 PRIDE festival vendor spaces– your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- 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

\$7,500

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 2022 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 2 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- 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 2022 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 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- 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 2022 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
- Up to 1 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**
- 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 2022 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
- 1/3 page advertisement in the PRIDE Winston-Salem Guide and logo placement in the official Pride Winston-Salem IOS & Android App
- Up to 1 PRIDE festival vendor spaces— your choice of zone. Non-transferable; **festival application must be submitted to utilize the benefit.**
- PRIDE Parade entry fee **waiver** and priority placement in the parade-**parade application must be submitted to utilize the benefit.**



DIAMOND
EVENT SPONSOR
\$500+

DIAMOND EVENT SPONSOR BENEFITS:

- **Placement** of company logo on banners inside the PRIDE Festival venue
- 1 ticket to the 2022 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
- 1/4 page advertisement in the Pride Winston-Salem PRIDE Guide and logo placement in the official Pride Winston-Salem IOS & Android App

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



IN KIND SPONSOR OPTIONS

IN-KIND SPONSORSHIP OPTIONS

BRONZE SPONSORSHIP IN-KIND CATEGORY

- **Car Dealership**—able to provide up to 12 convertibles for the Pride Winston-Salem Parade on June 18, 2022 Multiple brands are welcome. Dealers urged to place marketing material on the vehicle. PWS will be placing low-tack decals with occupant information on it. (PWS uses low tack decals in lieu of magnets)
- **Car Rental**—provide 3 SUV rentals for official Pride Winston-Salem use. Transporting entertainers and staff between venues. (available 6/14/2022—Agency is encouraged to place advertising on the vehicle.
- **Truck Rental**—provide 26' and above box truck for official PWS use from 6/14/2020-10/18/2020.
- **Kids/Family Activity Area**—sponsor to provide age appropriate entertainment equipment for the safe enjoyment of applicable age group. Bouncy houses and activity areas must be monitored by authorized adult. (additional requirements).

HIGHER SPONSORSHIP LEVELS AVAILABLE

- **Host Hotel**— Sponsor to provide discounted room rate for PWS Festival attendees. Sponsor to provide up to 12 rooms for PWS's use during the Festival weekend 6/23/23—6/25/23. (current rates will determine sponsorship category level.)

For additional opportunities, please contact Jerry Morin at 336-486-1464 or jmorin@pridews.org.



SPONSORSHIP FORM

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

Diamond Event Sponsor - **\$500**

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

Ruby Event Sponsor - **\$250**

Gold Event Sponsor - **\$5,000**

Silver Event Sponsor - **\$2,500**

Bronze Event Sponsor - **\$1,000**

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

Please print the name of the 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

BRONZE LEVEL SPONSORSHIP AND ABOVE RECEIVE FREE PARADE ENTRIES AND VENDOR BOOTH SPACE(S).

Will your organization be taking advantage of these benefits?

Vendor- Y N vendors@pridews.org

Parade- Y N parade@pridews.org

If you are a sponsor, and want to participate in the Parade and be a Festival Vendor you need to complete the Sponsorship Agreement, Parade Application and Vendor/Food Truck Application.

Completed Sponsorship Agreement and payment must be submitted no later than **April 1, 2022** for media deadlines however, PWS will still accept all sponsor applications for non-printing (digital). Sponsorship money must be received before your company receives any benefit.

Please make checks payable to: **PRIDE Winston-Salem.**

PO Box 20732

Winston-Salem, NC 27120

sponsors@pridews.org

pridews.org/donate

**THIS FORM IS TO BE USED TO SUBMIT PAYMENT FOR
SPONSORSHIP-VENDOR-PARADE & AD BUYS**

PAYMENT FORM

- Our **check** payable to PRIDE WS is enclosed. (PWS will charge a \$25 fee for checks returned by your bank)
- PayPal** via pridews.org/donate
- Please send me an **invoice** (due upon receipt)

I am submitting payment for the following:

Sponsorship	\$ _____	
Vendor	\$ _____	TOTAL \$ _____
Parade	\$ _____	
Ad buy	\$ _____	

Use the form below to provide a credit card for payment.



Card # - - -

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

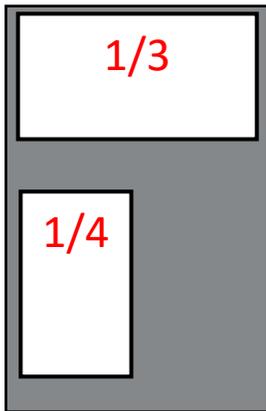


sponsors@pridews.org

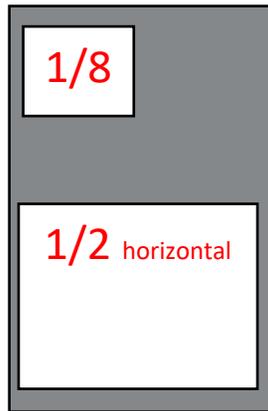
PRIDE GUIDE AD PRICING

Launched in 2016, the Pride Guide became a value added upgrade to our sponsorship packages. The inaugural issue was on-line only– available on pridews.org, Facebook and on the Pride App.

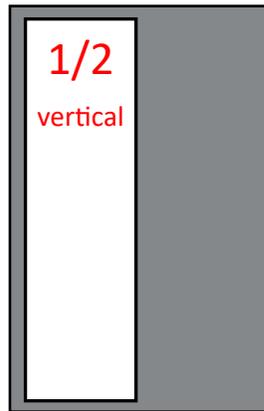
There are 6 size options available for you to get your message out to the LGBTQ Community.



1/3 = 5w x 2.627h
1/4 = 2.3125w x 3.875h



1/8 = 2.3125w x 1.875h
1/2 = 5w x 3.875h



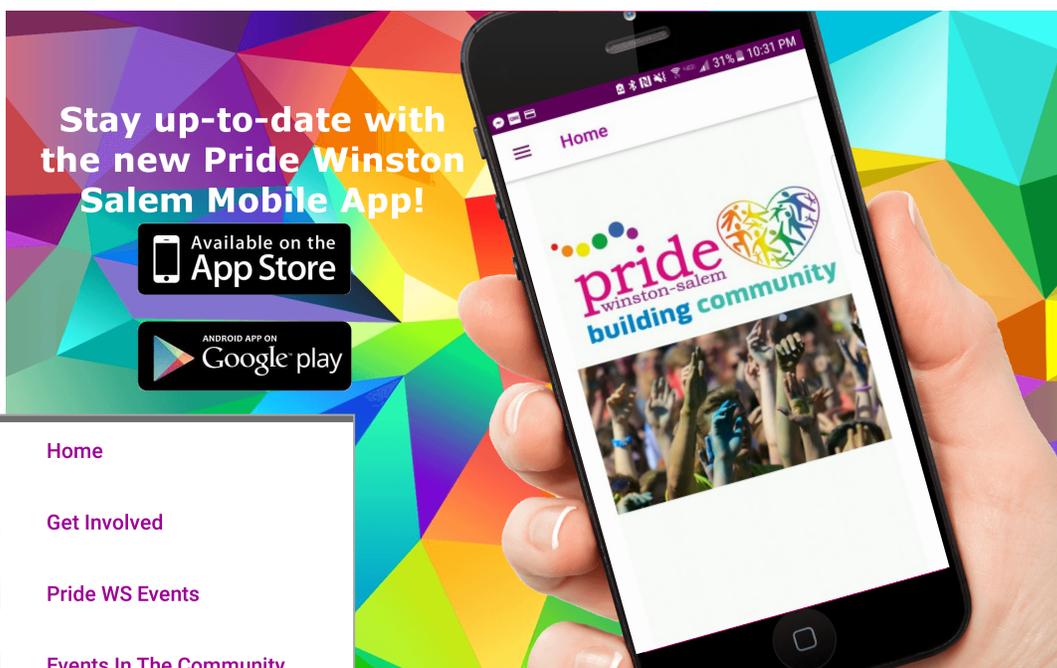
1/2 = 2.3125w x 8h



FP = 5.5w x 8.5h

	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

MOBILE APP



- Home
- Get Involved
- Pride WS Events
- Events In The Community
- Pride Discount Card
- Sponsors
- Pride Guide 2017
- Coupons
- Shop
- Maps
- Weather
- Hotels
- YouShoot Photos

The Pride Winston-Salem App was launched in 2016 as a tool for members of the community to keep up to date with Pride Winston-Salem events.

Bronze Level sponsorships 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)

<input type="checkbox"/>	Full Page	5.5w x 8.5h	\$400
<input type="checkbox"/>	1/2 Page <i>Vertical</i>	2.3125w x 8h	\$300
<input type="checkbox"/>	1/2 Page <i>Horizontal</i>	5w x 3.875h	\$300
<input type="checkbox"/>	1/3 Page	5w x 2.627h	\$250
<input type="checkbox"/>	1/4 Page	2.3125w x 3.875h	\$200
<input type="checkbox"/>	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 **May 24, 2023**.

Terms & Conditions:

Advertiser and/or agency (“advertiser”) agrees to place advertisement with Pride Winston-Salem, Inc (“publisher”) for the 2023 Pride Winston-Salem Pride Guide and understands that this advertising contract is due on or before May 24, 2023 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 May 24, 2023 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: _____



2023 Pride Winston-Salem Parade Route



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