

Pride Winston-Salem Support Brochure 2024



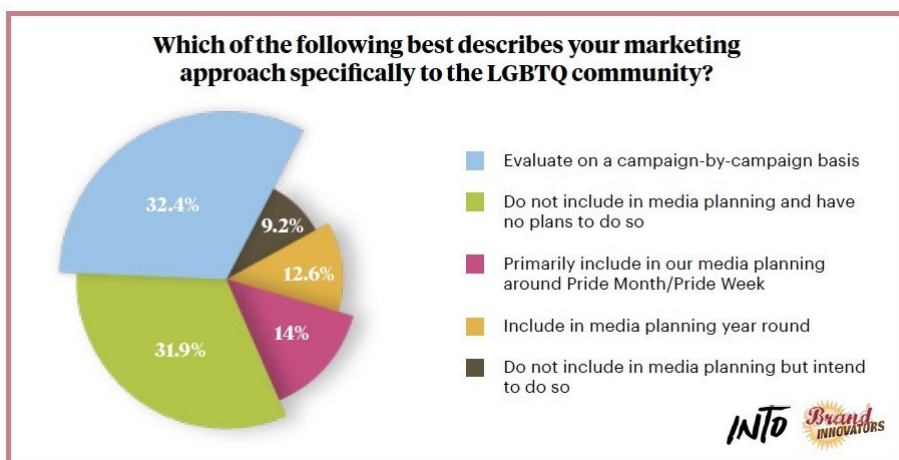
**Pride Winston-Salem Festival & Parade
Saturday, June 22, 2024**

Celebrate with Pride Winston-Salem!

Sponsorship and Advertising opportunities available.

- **50,000 attendees**
- **100+ vendors**
- **12 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



Pride Winston Salem 2023 Sponsors

Rainbow Presenting Sponsors



Gold Event Sponsors

HANES
Brands Inc

NOVANT
HEALTH

Platinum Event Sponsors



REYNOLDS
A BETTER TOMORROW

Atrium Health
Wake Forest Baptist



CATS
Computer And Technology Solutions, Inc.

BlueCross BlueShield
of North Carolina



TRELLIS
Supportive Care
Palliative • Hospice • Family Support



CityBeat

zapier

distinctive eyewear
BE YOURSELF, JUST BE AT C.

WestRock

EYES ON TRADE
OPTOMETRY • OPTICIANRY

TWIN CITY
AUTOMOTIVE

VACATION VILLAGE®
RESORTS AND AFFILIATES



Walgreens

YES!
WEEKLY

DYE
PRETTY

TRULIANT®
Federal Credit Union

GILEAD



TRUIST

Forsyth Tech
COMMUNITY COLLEGE

Goodwill
Northwest North Carolina



PEPSICO



SALEM
Counseling & Consulting

TRUEBUY
AUTOMOTIVE

BANK OF AMERICA

JAYMES
AGENCY

SECOND
HARVEST
FOOD BANK
of northwest nc

QUEST FOOD CONSULTING
Real food. Local soul. Certified safe.

SmartSuite



Habitat
for Humanity

DMH
DESIGNS LLC

Winston Salem
HUMAN RELATIONS /
DIVERSITY, EQUITY,
& INCLUSION

COOK®
MEDICAL

JOYNER'S
BAR

dj fish



NEW in 2024!



**TRANSEXPANSIVE
NETWORK**

Embracing diversity since 2017!

Monthly Community Meet-ups for all ages

Quarterly clinics on topics effecting the community

Watch for additional programs in 2024!

for more information info@pridews.org



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
- **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 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
- **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 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
- **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 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
- **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 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
- **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 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
- **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 22, 2024. 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 6/15/2024—Agency is encouraged to place advertising on the vehicle.)
- **Truck Rental**—provide 26' and above box truck for official PWS use from 6/20/2024-6/26/2024.
- **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 6/21/24—6/24/24. (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**

☐ **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 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 AS SOON AS POSSIBLE 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.**

300 Dunwoody Rd #323

Winston-Salem, NC 27127

sponsors@pridews.org

pridews.org/donate



sponsors@pridews.org



MOBILE APP

A promotional graphic for the Pride Winston-Salem Mobile App. It features a hand holding a smartphone displaying the app's home screen. The background is a colorful, geometric pattern. Text on the left says "Stay up-to-date with the new Pride Winston Salem Mobile App!" and includes "Available on the App Store" and "ANDROID APP ON Google play" badges. A sidebar menu is shown on the left with various icons and labels.

Stay up-to-date with the new Pride Winston Salem Mobile App!

Available on the App Store

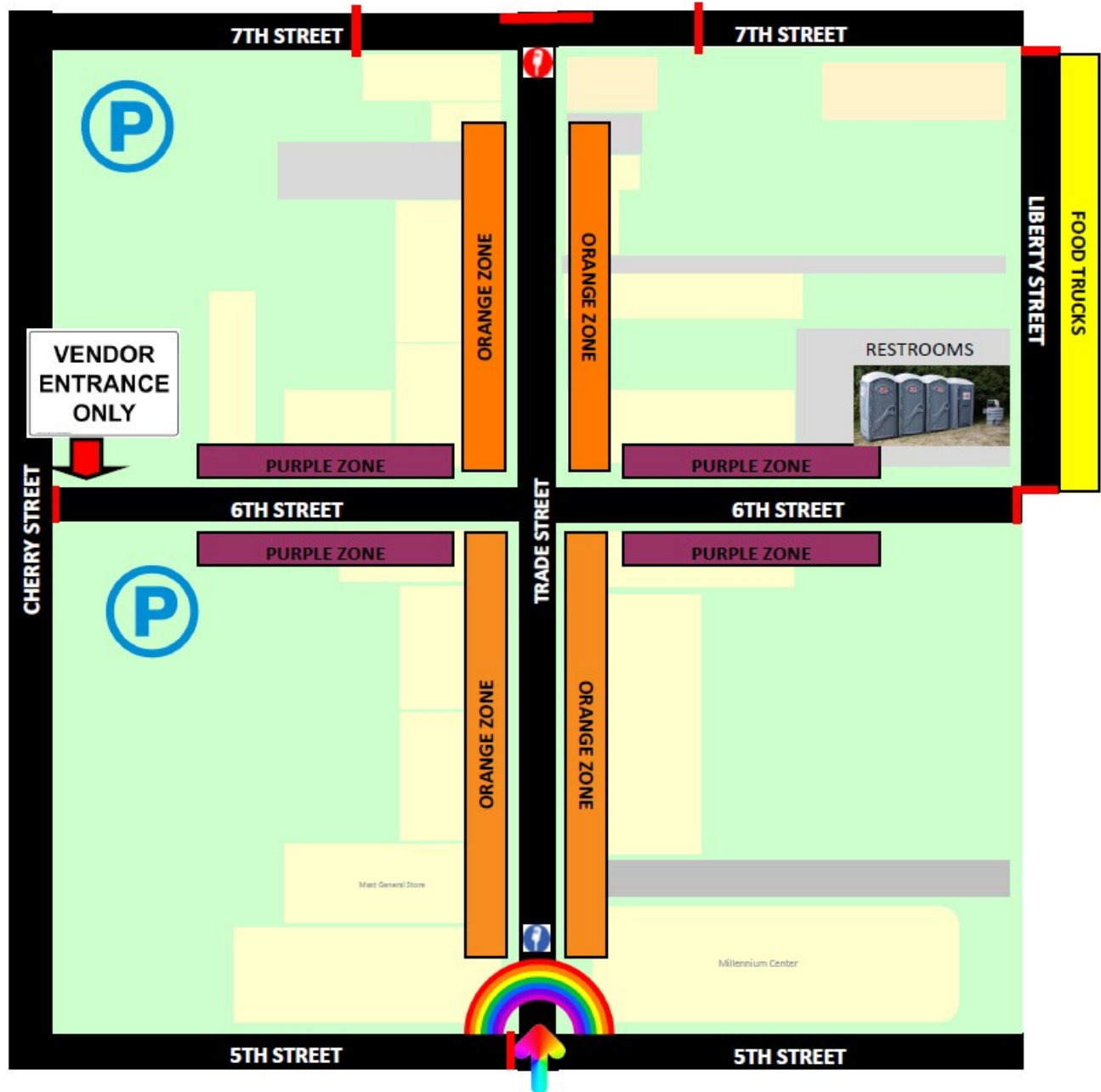
ANDROID APP ON Google play

- 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.

Festival Map



- ORANGE ZONE—TRADE ST
- PURPLE ZONE—6TH STREET
- FOOD TRUCKS—LIBERTY ST



Main Stage



Community Stage

FESTIVAL ENTRANCE

PARADE END POINT—TRADE STREET

pride
winston-salem
building community for 10 years

Festival-Parade & Food Truck Rodeo
Saturday-June 22, 2024
pridews.org



2024 Pride Winston-Salem Parade Route

