



**SANDUSKY  
PRIDE**

JUNE 24-26<sup>2022</sup>

Sandusky Pride 2022

SPONSORSHIP OPPORTUNITIES

# our mission

**We invite you to support and take part in Sandusky Pride's 5th Annual celebration of Love, Life, Equality, and Acceptance!** What an amazing place this world could be without hate, racism, and prejudice.

Sandusky Pride is devoted to bringing our community together to do our part for a better tomorrow through celebrating love, Pride, equality, and diversity. We believe in making our community

a "community of unity." Let us not be just a festival, but a movement. A movement that has brought and will continue to bring us together, from businesses and organizations, to each of us as individuals through acceptance of our diversity and ultimate understanding that We Are All Human. Through awareness, education, and celebration we strive to shine new light on this perspective.

**Will you stand with us?**



**Join us for the return of Sandusky Pride June 24-26, 2022.** In Sandusky's Bicentennial year, we launched our very first "community of unity" movement with our Sandusky Pride Festival 2018, successfully impacting thousands of people and receiving positive feedback from dozens of businesses. Since then, we have been challenged to show our resilience bringing the community together annually, even amidst

a pandemic. We have proven to be not only an important event for the LGBTQ+ community and its allied supporters, but a monumental event celebrating the diversity and equality of our neighbors.

Through Sandusky Pride, we give our community the opportunity to unite, strengthen, and become stronger and closer. The success of our festival is so important to our community. We work very

hard and are dedicated to make sure this event is family friendly. Our festival hosts everything from live entertainment, a performance competition, live music to artisan vendors, non-profit organizations to food and beverage vendors.

This is a nonprofit event in its entirety. All funding is solely based on donations and our beloved sponsors.

**WE NEED YOU.**



# sponsorship

We have a sponsorship level for everyone. Every dollar counts. Don't hesitate to ask about unique sponsorship opportunities to highlight your business or organization.

There's no better opportunity to support and interact with our community. As we ask for your support, we invite you to join us in our celebration.

SPONSORSHIP BENEFIT	RED (\$5000)	ORANGE (\$2500)	YELLOW (\$1000)	GREEN (\$500)	BLUE (\$250)	VIOLET (\$100)
Premier Event Sponsor	x					
Vendor Table/Booth	2X	2X	x	x		
VIP Package**	x	x				
Main Stage Announcements	x	x	x			
Website	logo	logo	logo	listing	listing	listing
Website Link	x	x				
Pride Flag (3' x 5')***	x	x	x	x	x	x
Social Media Recognition (mentions)	x	x	x	x		
PrideGuide Listing*	x	x	x	x	x	
PrideGuide Ad/Offer*	x	x	x	x		
Event Banner	x					
Sponsor Banner****	logo	logo	logo	listing		
Parade Entry (must register)	x	x	x	x	x	

**\*PrideGuide:** Sandusky's PrideGuide is an itinerary for all Sandusky Pride events throughout the weekend. It will include a highlighted list of businesses that support Sandusky Pride 2022. There will be an opportunity for an advertisement or message next to business name.

**\*\*VIP Package** Includes: 4 t-shirts, 20 drink tickets & VIP treatment for Sunday's event.

**\*\*\*Upon request, ALL Sandusky Pride Sponsors will be provided a **Pride Flag** of their choice. Displaying a Pride Flag will show acceptance and a welcoming place for all.**

**\*\*\*\*Sponsor Banner** will be on display for the duration of Sandusky Pride 2022 Festival highlighting that their businesses support Sandusky Pride.

**Sandusky Pride has additional hosting and exclusive sponsorship opportunities including but not limited to Pride Ride, Parade, Kick Off Party, Performance Competition, VIP Lounge, Pride Fundraising Gala, etc. Please contact us if you are interested in any of these options or have an idea in mind.**

## next steps

Thank you for taking the time to review our sponsorship opportunities and we appreciate your support in our all inclusive event.

**Deadline for tier exclusivity and full sponsor benefits is May 15<sup>th</sup>, 2022.**



Please contact our team: [sanduskypride18@gmail.com](mailto:sanduskypride18@gmail.com)

[www.sanduskypride.com](http://www.sanduskypride.com) 

# did you know?

Sandusky Pride attendance **doubled** from 2018 to 2019.

Your support counts with shoppers. \*\*\*71% of LGBTQ+ respondents and 82% of allies said they were more likely to purchase from a company that supported LGBTQ+ equality (CMI).

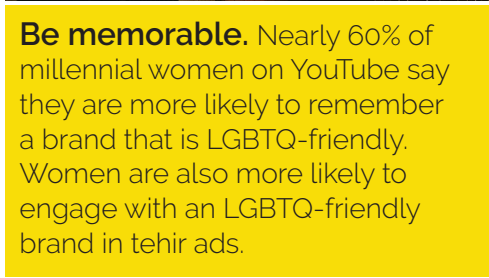
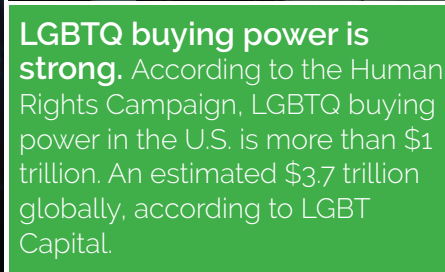
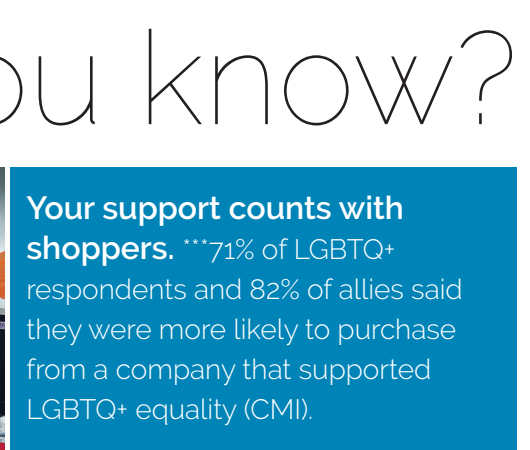
**LGBT-owned businesses are a financial force.** If the total contributed value of the estimated 1.4 million American LGBT business owners is considered, their input to the economy is over \$1.7 trillion. That would make LGBT the 10th largest economy in the world.

**LGBTQ buying power is strong.** According to the Human Rights Campaign, LGBTQ buying power in the U.S. is more than \$1 trillion. An estimated \$3.7 trillion globally, according to LGBT Capital.

**More American adults than ever before identify themselves as LGBT.** The percentage of American adults who identify themselves as part of the LGBT community rose to 5.6% in 2020, from 4.5% in 2017 and 4.1% in 2016.

**Be memorable.** Nearly 60% of millennial women on YouTube say they are more likely to remember a brand that is LGBTQ-friendly. Women are also more likely to engage with an LGBTQ-friendly brand in their ads.

**LGBTQ consumers like to shop and spend money.** LGBTQ households go on 10% more shopping trips a year than average U.S. households AND spend 8% more every trip. LGBTQ consumers are also early adopters and influencers. Online e-commerce continues to have a strong traction with LGBTQ households, as they spend 35% more on online purchases a year.





# sponsorship agreement

**Deadline for full sponsor benefits: May 15<sup>th</sup>, 2022**

## SPONSORSHIP LEVEL

## RATE

- Red .....\$5,000 +
- Orange.....\$2,500 - \$4,999
- Yellow.....\$1,000 - \$2,499
- Green.....\$500 - \$999
- Blue.....\$250 - \$499
- Violet.....\$100 - \$249

**TOTAL CONTRIBUTION AMOUNT ENCLOSED** \$ \_\_\_\_\_

## CONTACT INFORMATION

Company Name/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_

Do you wish to have a vendor space at the festival?  Yes  No

Do you wish to participate in the parade?  Yes  No

Do you wish to add a Pride Guide offer?  Yes  No

Are you or your employees interested in volunteering?  Yes  No

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Email your **LOGO** (if applicable) to: **sanduskypride18@gmail.com**

**Make checks payable to:** Sandusky State Theatre

**Mail to:** SANDUSKY PRIDE  
247 E. Market St. Unit #8  
Sandusky OH 44870

# sponsorship agreement terms & conditions

## **Benefit Definitions & Details.**

-Industry exclusivity is defined as being the only provider from a specific industry to provide a specified good or service. Examples: "The official water of Sandusky Pride." or "The official airline of Sandusky Pride." or "The official bank of Sandusky Pride." Subject to availability. Terms, limitations, and conditions apply. Please contact a member of the Sponsor Support Team for details and to secure your industry exclusivity.

-Logos: your organization logo must be provided in digital art form for both web and print publications.

**Sponsorship.** Sandusky Pride will furnish Sponsor with the sponsorship rights and amenities for the Sandusky Pride 2022 according to the Sponsorship Level selected and paid for by Sponsor.

**Term.** The term of this Sponsorship Agreement begins on the Effective Date and terminates upon the conclusion of the Sandusky Pride 2022 event on Sunday, June 26, 2022 (the "Term").

**Payment.** Sponsor will pay the Rate (less the value of any in-kind contribution) and any additional contribution within thirty (30) days after its receipt of an invoice from Sandusky Pride for its sponsorship in accordance with this Sponsorship Agreement, but no later than June 1, 2022.

**Trademarks and Copyrights.** Use of Event Marks. Sandusky Pride grants Sponsor, during the Term and for 30 calendar days thereafter, a non-exclusive license to use "Sandusky Pride 2022" and its variations in the same form they are provided by Sandusky Pride (the "Event Marks") in connection with the Sponsor's Sandusky Pride 2022 activities in a manner consistent with Sandusky Pride's guidelines for use of the Event Marks, this Sponsorship Agreement, and the Sponsor's Sponsorship Level. Sponsor will comply with Sandusky Pride's reasonable requests regarding the use of the Event Marks.

**Use of Sponsor Marks.** Sponsor grants to Sandusky Pride a non-exclusive, royalty-free license to use the Sponsor marks attached to Annex B in camera-ready format "the "Sponsor Marks)": (i) during the Term in connection with Sandusky Pride's promotional and publicity activities, including print, video and electronic materials, for Sandusky Pride 2022; and (ii) after the Term in reference to Sponsor's sponsorship of Sandusky Pride 2022.

**Event Contents.** Sponsor may photograph or otherwise record its presence at Sandusky Pride 2022, but will not otherwise record or reproduce any portion of Sandusky Pride 2022, including the marks or presence of other sponsors, the entertainment, or the attendees, in any format without Sandusky Pride's prior written consent. Sponsor's actions to photograph or otherwise record its presence will take place only in the public access areas of Sandusky Pride 2022 and will not interfere with the normal operations of the event.

**Liability.** Neither Sandusky Pride, the Sandusky State Theatre nor their representatives will be responsible for any injury, loss, harm or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will Sandusky Pride be liable for lost profits or other special or consequential damage. The

foregoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort or otherwise.

**Reschedule or Cancellation.** Presently, Sandusky Pride 2022 is scheduled to take place on June 24-26, 2022. Sandusky Pride reserves the right to reschedule or cancel Sandusky Pride 2022 or any individual events comprising it if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with the applicable authorities on any cause beyond Sandusky Pride's reasonable control, e.g. war, fire, strike, change of law or regulation, public catastrophe.

If Sandusky Pride 2022 is cancelled in whole, Sandusky Pride will issue refunds a pro rata amount, based on sponsorship amounts actually paid, of the total sponsorship fees received less the expenses incurred by Sandusky Pride. No further refunds or other amounts will be due from Sandusky Pride for any reason. In no case will the amount of refund to a Sponsor exceed the amount of the sponsorship fee paid.

**Termination.** Sandusky Pride reserves the right to accept or reject sponsors in its sole discretion. Sandusky Pride may terminate this Sponsorship Agreement at any time, in which case Sponsor's rights to use the Event Marks will terminate immediately, and Sandusky Pride will refund to Sponsor any amounts paid to Sandusky Pride and return any in-kind contribution received by Sandusky Pride (or equivalent value), under this Sponsorship Agreement.

**Tax Status.** Sandusky Pride is affiliated with Sandusky State Theatre.

**Miscellaneous.** This Sponsorship Agreement represents the entire agreement between Sandusky Pride and Sponsor, and there is no other agreement or warranty between the Sponsor and Sandusky Pride. This Sponsorship Agreement establishes a non-exclusive relationship between Sponsor and Sandusky Pride and Sandusky Pride retains the right to enter into other Sponsorship Agreements at its discretion. If a Presenting Level sponsor reasonably believes that another Sponsorship work with the Presenting Level Sponsor to reach a commercially reasonable solution. All legal matters pertaining to Sandusky Pride 2022 and this Sponsorship Agreement will be governed by and regard to any provision of Sandusky law that would require or permit the application of the substantive law of another jurisdiction. Sponsor irrevocably consents and submits to the personal jurisdiction of the courts in and for Sandusky for any actions arising out of or relating to this Sponsorship Agreement.

This Sponsorship Agreement may be executed in multiple counterparts, each of which will be considered an original and all or any one of which constitute one and the same agreement. Facsimile or email copies will be treated as originals for these purposes.

This Sponsorship Agreement is personal to the parties and neither party may assign it without the prior written consent of the other party.