



**SANDUSKY
PRIDE**

JUNE 23-24²⁰²³

Sandusky Pride 2023

SPONSORSHIP OPPORTUNITIES

We invite you to support and take part in Sandusky Pride's 6th 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 23-24, 2023. 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) Individuals ONLY
Premier Event Sponsor	x					
VIP Package**	x					
Event Banner	x					
Website Link	x	x				
T-shirts	4	2				
Social Media Recognition (mentions)	x	x	x			
Main Stage Announcements	x	x	x			
PrideGuide Ad/Offer*	x	x	x			
Sponsor Banner****	logo	logo	logo	listing		
Vendor Table/Booth	2x	2x	x	x		
Parade Entry (must register)	x	x	x	x		
PrideGuide Listing*	x	x	x	x	x	
Website	logo	logo	logo	listing	listing	listing
Pride Flag (3' x 5')***	x	x	x	x	x	x

NEW Kickoff Event Sponsors: Want to sponsor our kickoff event? Contact us for details.

***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 2023. There will be an opportunity for an advertisement or message next to business name.

****VIP Package** will include access to all Pride events plus tickets and coupons to use throughout Pride month.

*****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 2023 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 1st, 2023.



Please contact our team:
sanduskypridesponsors@gmail.com

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.

