



190 Warwick Rd., # 113
Stratford, NJ 08084
(856) 248-0332
JerseyGayPride.com



Request for Financial Support of SNJGayPride's 2021 Annual Pride Celebration

The only pride where you're not just another number.



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Corporate Sponsorship Proposal – 2021

On Sunday, September 12, 2021 the Southern New Jersey LGBTQA community will come together for its 13th annual pride celebration. Each year the Southern New Jersey LGBTQA Pride Committee takes this time to educate our community on prominent issues within the community. The concentration of the Southern New Jersey LGBTQA Pride Committee is anti-bullying.

The event regularly attracts hundreds of individuals and families, community organizations and neighborhoods throughout the New Jersey, New York and Pennsylvania regions. Many pride visitors are between the ages of 16 and 65 with young children. Southern New Jersey LGBTQA Pride is the only and largest event in Southern New Jersey and will feature LGBTQA entertainment, product vendors and great food.

Area community and religious organizations also promote this event internally and use it to showcase their programs and activities to the community. 2019 sponsors included Comcast, Wawa, Philly Pride Presents, and Mazzone Center.

Program Book Options: ¼ page \$25.00 ½ page \$50.00 Full page \$100.00

Sponsorship Options:

Presenting Sponsor \$10,000

BEST LOGO PLACEMENT Recognition as a Presenting Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze + Gold Sponsor, plus:

- Banner with website link on Jersey Gay Pride’s website, www.JerseyGayPride.com
- One 10’x20’ tent, up to (2) 8’ tables, four chairs

Platinum Sponsor \$5,000

PROMINENT LOGO PLACEMENT Recognition as a Gold Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze + Silver Sponsor, plus:

- Recognition in articles published in *In the Lyfe Newsletter* and other local printed/online newspapers such as Collingswood Patch, Courier, Post, Philly Gay News, and Philly Gay Calendar
- Recognition of sponsorship in pre and post-event press releases about the event

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Gold Sponsor **\$3,500**

LOGO Placement - Recognition as a Silver Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze Sponsor, plus:
One 10'x10' space with tent, (1) 8' tables, two chairs

Silver Sponsor **\$2,000**

LOGO Placement - Recognition as a Silver Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze Sponsor, plus:

- One 10'x10' space with tent, (1) 8' tables, two chairs

Bronze Sponsor **\$1,000**

LOGO Placement - Recognition as a Bronze Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze + Rainbow Sponsor, plus:

- Logo on event signage create by Jersey Gay Pride's event programs, direct mail and local business distribution of promotional materials.
- Opportunity to speak directly to attendees

Rainbow Ally **\$500**

LOGO Placement - Recognition as a Rainbow Ally Sponsor on all promotional materials related to Jersey Gay Pride

- Listing on event signage created by Jersey Gay Pride
- Listing on event programs
- Company logo and website link on Jersey Gay Pride website, www.JerseyGayPride.com
- Recognized in "thank you" ad in the *In the Lyfe Newsletter*

Onsite benefits:

- One 10'x10' space
- On-site distribution of marketing materials (restrictions may apply)

Gay In Garden **\$250**

LOGO Placement - Recognition as a Rainbow Ally Sponsor on all promotional materials related to Jersey Gay Pride

- Listing on event signage created by Jersey Gay Pride
- Listing on event programs
- Company logo and website link on Jersey Gay Pride website, www.JerseyGayPride.com
- Recognized in "thank you" ad in the *In the Lyfe Newsletter*

Onsite benefits:

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- One 10'x10' space
- On-site distribution of marketing materials (restrictions may apply)

For more information about Jersey Gay Pride sponsorship opportunities, please contact DeAnn Cox at: (856) 248-0332 or SNJGayPride@gmail.com.

W9 and Tax Exemption Forms Attached Below.

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OUT in the Park at Cooper River
Sunday, September 12, 2021
Sponsorship Agreement
(Please print neatly. Thank you.)

Company/Organization: _____
 Address: _____
 Phone: () _____ Email Address: _____
 Contact Person: _____ Business Industry: _____
 (i.e., merchandise, gaming, food, health & wellness, please be specific)

Sponsorship Level:	
<input type="checkbox"/> Presenting	\$10,000
<input type="checkbox"/> Platinum	\$5,000
<input type="checkbox"/> Gold	\$3,500
<input type="checkbox"/> Silver	\$2,000
<input type="checkbox"/> Bronze	\$1,000
<input type="checkbox"/> Rainbow Ally	\$500
<input type="checkbox"/> Gay in Garden	\$250
Program Book:	
<input type="checkbox"/> ¼ page	\$25.00
<input type="checkbox"/> ½ page	\$50.00
<input type="checkbox"/> Full page	\$100.00

After printing and signing this agreement, please send a check or money order to: **Family Lyfe, A Nonprofit Organization**. Credit/Debit payments accepted via Paypal, Facebook, Venmo, and Cash App (\$JerseyGayPride). **W9 Form and Tax Exemption Confirmation Letter is attached.**

MAILING ADDRESS:
 Family Lyfe, A Nonprofit Organization
 190 Warwick Rd., #113
 Stratford, NJ 08084
 Attention: Jersey Gay Pride, Sponsorship Department

A confirmation of receipt of your submission will be forwarded via email.

For official use only:

Date recvd	Pynt Meth	Confirm sent

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Form **W-9**
 (Rev. October 2018)
 Department of the Treasury
 Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Family Lyfe A Nonprofit Organization dba c/o Southern New Jersey LGBTQ Pride

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

Individual/sole proprietor or single-member LLC

C Corporation

S Corporation

Partnership

Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶ _____

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **501C3**

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
190 Warwick Road, Unit #113

6 City, state, and ZIP code
Stratford NJ 08084

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

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or

Employer identification number

2	6	-	1	7	2	4	7	8	0
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ▶

Date ▶ **01/01/2021**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

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INTERNAL REVENUE SERVICE
 P. O. BOX 2508
 CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAR 06 2020

FAMILY LYFE A NONPROFIT
 ORGANIZATION
 C/O SOUTHERN NJ LGBTQ PRIDE
 190 WARWICK ROAD - 113
 STRATFORD, NJ 08084-0000

Employer Identification Number:
 26-1724780
 DLN:
 26053435001750
 Contact Person:
 CUSTOMER SERVICE ID# 31954
 Contact Telephone Number:
 (877) 829-5500

Accounting Period Ending:
 December 31
 Public Charity Status:
 509(a)(2)
 Form 990/990-EZ/990-N Required:
 Yes
 Effective Date of Exemption:
 February 2, 2020
 Contribution Deductibility:
 Yes
 Addendum Applies:
 No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

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-2-

FAMILY LYFE A NONPROFIT

Sincerely,

A handwritten signature in cursive that reads "Stephen A. Martin".

Director, Exempt Organizations
Rulings and Agreements

Letter 947

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