



## Request for Financial Support of SNJGayPride's 2022 Annual Pride Celebration

***JerseyGayPride.com***



## Corporate Sponsorship Proposal – 2022

On Sunday, September 11, 2022, the Southern New Jersey LGBTQA+ community will come together for its 14<sup>th</sup> 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 thousands 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. 2021 sponsors included Comcast, Wawa, National AIDS Memorial Quilt, Camden County Board of Commissioners, GEICO, Enterprise, and more.

**For more information about Jersey Gay Pride sponsorship opportunities, please contact DeAnn Cox at: (856) 248-0332 or [SNJGayPride@gmail.com](mailto:SNJGayPride@gmail.com). W9 and Tax Exemption Forms Attached Below.**

SWAG Bag Flyers*:	¼ page \$100.00	½ page \$200.00	Full page \$300.00
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*\*Over 5,000 bags given away annually.*

### Sponsorship Options:

Presenting Sponsor	\$10,000
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BEST LOGO PLACEMENT Recognition as a Presenting Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze + Gold + Platinum Sponsorship, PLUS:

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

Platinum Sponsor	\$5,000
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PROMINENT LOGO PLACEMENT Recognition as a Platinum Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Gold + 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, Philadelphia Inquirer, Philadelphia Magazine, Philly Gay News, and Philly Gay Calendar
- Recognition of sponsorship in pre-and post-event press releases about the event

Gold Sponsor	\$3,500
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LOGO Placement - Recognition as a Gold Sponsor on all promotional materials related to Jersey Gay Pride. See benefits of Bronze Sponsor, PLUS:

***[JerseyGayPride.com](http://JerseyGayPride.com)***



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](http://www.JerseyGayPride.com)
- Recognized in the "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 Gay In Garden 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](http://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)

#### **Individual**

**\$100**

LOGO Placement - Recognition as an Individual Sponsor on all promotional materials related to Jersey Gay Pride

- Listing on event signage created by Jersey Gay Pride
- Listing on event programs
- Recognized in "thank you" ad in the *In the Lyfe Newsletter*

##### **Onsite benefits:**

- On-site distribution of marketing materials (restrictions may apply)



OUT in the Park at Cooper River  
Sunday, September 11, 2022  
**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:**

- (   ) **Presenting**      \$10,000
- (   ) **Platinum**      \$5,000
- (   ) **Gold**      \$3,500
- (   ) **Silver**      \$2,000
- (   ) **Bronze**      \$1,000
- (   ) **Rainbow Ally**      \$500
- (   ) **Gay in Garden**      \$250

**SWAG Bag Flyer:**

- (   ) **¼ page** \$25.00
- (   ) **½ page** \$50.00
- (   ) **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 are accepted via wire transfer, Paypal, Venmo, and Cash App (\$JerseyGayPride). **W9 Form and Tax Exemption Confirmation Letter are attached.**

CHECK PAYABLE TO AND MAILING ADDRESS:

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

All payments are due on or before August 31, 2022. A confirmation of receipt of your submission will be forwarded via email. Failure to submit payment on time may result in denial of the terms outlined in our proposal.

**For official use only:**

Date received	Pymt Meth	Confirm sent







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](http://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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FAMILY LYFE A NONPROFIT

Sincerely,

*Stephen A. Martin*

Director, Exempt Organizations  
Rulings and Agreements

Letter 947