

# Request for Financial Support of South Jersey Gay Pride's 2023 Annual Pride Celebration



## Corporate Sponsorship Proposal – 2023

On Sunday, September 10, 2023, the Southern New Jersey LGBTQA+ community will come together for its 15<sup>th</sup> annual pride celebration. Each year the Southern New Jersey LGBTQA+ Pride Committee takes this time to engage, entertain, and educate our community on prominent issues within the community.

South Jersey's gay pride also supplies a safe platform to community members who have been bullied, were a bully, and those with a loved one who has been forced.

The event regularly attracts thousands of individuals and families, community organizations, and neighborhoods throughout New Jersey, New York, Pennsylvania, and Delaware.

Pride attendees are between the ages of 7 through 80 – including young children.

Southern New Jersey LGBTQA Pride is the only and most prominent event in Southern New Jersey and will feature LGBTQA entertainment, product vendors, and great food.

***JerseyGayPride.com***

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Last year, 200+ vendors registered for the South Jersey Pride Fest. These vendors include small businesses, community improvement, and religious organizations that promote this event internally and use it to display their programs and activities to the community.

Our 2022 sponsors included Bayada, Comcast, Wawa, Jefferson Hospital, CHOP, National AIDS Memorial Quilt, PSEG, Cooper LGBTQ+ Health Center, and more.

**For more information about Jersey Gay Pride sponsorship opportunities, do not hesitate to contact DeAnn Cox at (856) 248-0332 or [SNJGayPride@gmail.com](mailto:SNJGayPride@gmail.com). W9 and Tax Exemption Forms are Attached Below.**

## Event Details

On Sunday, September 10, 2023, the Southern New Jersey LGBTQA+ community will come together for its 15<sup>th</sup> annual pride celebration.

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Our 2022 sponsors included Bayada, Comcast, Wawa, Jefferson Hospital, CHOP, National AIDS Memorial Quilt, PSEG, Cooper LGBTQ+ Health Center, and more.

Each year Jersey Gay Pride's committee takes this time to engage, entertain, and educate our community on prominent issues within the community.

In addition, we supply a safe platform to community members who have been bullied, were bullied, and those with a loved one who has been forced.

OUT in the Park Festival is the only and most prominent event in Southern New Jersey featuring LGBTQA+:

- Access to free resources from 50+ governmental and non-governmental organizations.
- Anti-bullying program
- COVID-19 testing.
- Cultural cuisine and favorite local eats
- Focuses on supporting local entrepreneurs and small businesses.
- HIV/AIDS/STD testing
- Induction and crowning of annual king and queen elects.

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- Job recruitment and work readiness
- Press coverage by international and local media outlets.
- Product vendors
- Voguing contest with a cash prize and an extravagant crown
- Wedding ceremonies
- Wide variety of entertainment

## Benefits of being a sponsor

### Event Benefits

- Reserved chairs, tables, and tent(s)
- “Shoutout” by the masters of ceremonies throughout the festival

### Marketing Benefits

#### **[IMMEDIATELY EFFECTIVE THE SUBMISSION DATE OF SPONSOR AGREEMENT]**

- Banner with website link on Jersey Gay Pride's website
- LOGO Placement - Recognition as sponsor level on all promotional materials
- Opportunity to receive media attention.
- On-site distribution of marketing materials (restrictions may apply)
- On-stage speaking opportunities to event attendees and passersby.
- Promoted at local and national pride celebrations, including Pride month - June.
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)
- Recognized in the official press release and post-event “thank you” correspondence.
- “Shoutout” by the masters of ceremonies throughout the festival

## Sponsorship Levels

### **Title Sponsor: \$20,000**

- 25' banner at the event
- Logo featured on the JerseyGayPride.com website until July 1, 2024.
- Naming rights for the event and inclusion of logo on all event materials
- On-site distribution of marketing materials (restrictions may apply)
- On-stage speaking opportunity to event attendees and passersby.
- One 10'x20' tent, up to (2) 8' tables, four chairs
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)
- “Shoutout” by the masters of ceremonies throughout the festival
- Swag bag printed flyer insert – postcard or letter size.

### **VIP Sponsor: \$10,000**

- BEST LOGO PLACEMENT on all promotional materials with recognition as a VIP sponsor
- Clickable banner on Jersey Gay Pride's website

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- Logo featured on the JerseyGayPride.com website until May 1, 2024.
- Naming rights for this year's William Gray Community Hero Awards
- On-site distribution of marketing materials (restrictions may apply)
- One 10'x10' space with tent, (1) 8' tables, two chairs
- Recognized in the official press release and post-event "thank you" correspondence.
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)
- "Shoutout" by the masters of ceremonies throughout the festival
- Swag bag printed flyer insert – postcard or letter size.

## **Presenting Sponsor: \$5,000**

- Listed sponsor of branded give-a-ways/printed resource catalogs/event keepsakes
- Logo featured on the JerseyGayPride.com website until January 1, 2024.
- On-site distribution of marketing materials (restrictions may apply)
- One 10'x10' space with tent, (1) 8' tables, two chairs
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)
- Recognized in the official press release and post-event "thank you" correspondence.
- Swag bag printed flyer insert – postcard or letter size.

## **Silver Sponsor: \$2,500**

- Logo featured on the JerseyGayPride.com website until October 1, 2023.
- (1) 8' tables, two chairs
- On-site distribution of marketing materials (restrictions may apply)
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)
- Recognized in the official press release and post-event "thank you" correspondence.

## **Bronze Sponsor: \$1,000**

- ½ page ad in printed resource catalogs/event keepsakes
- Logo featured on the JerseyGayPride.com website until September 11, 2023.
- On-site distribution of marketing materials (restrictions may apply)
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)
- Recognized in the official press release and post-event "thank you" correspondence.

## **Rainbow Sponsor: \$500**

- ¼ page ad in printed resource catalogs/event keepsakes
- Recognized in the official press release and post-event "thank you" correspondence.
- On-site distribution of marketing materials (restrictions may apply)
- Listed sponsor featured on the JerseyGayPride.com website until September 11, 2023.

## **Partner Sponsor: \$300**

- Recognized in the official press release and post-event "thank you" correspondence.
- On-site distribution of marketing materials (restrictions may apply)
- Listed sponsor featured on the JerseyGayPride.com website until September 11, 2023.

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OUT in the Park at Cooper River  
Sunday, September 10, 2023

## Sponsorship Agreement

(Please print neatly. Thank you.)

<b>[IMPORTANT NOTE] Payments must be sent within 14 business days of submitting this agreement.</b>		
Company Name		
Address		
Email		
Phone		
Primary Point of Contact Full Name and Job Title		
Sponsor Level (Please check one)	<input type="checkbox"/> Title Sponsor - \$20,000 <input type="checkbox"/> VIP Sponsor - \$10,000 <input type="checkbox"/> Presenting Sponsor - \$5,000 <input type="checkbox"/> Silver Sponsor - \$2,500	<input type="checkbox"/> Bronze Sponsor - \$1,000 <input type="checkbox"/> Rainbow Sponsor - \$500 <input type="checkbox"/> Partner Sponsor - \$300

### Submitting your completed agreement

Please read our sponsorship agreement in its entirety, attached hereto. Your agreement **must** be signed before being approved by our finance team.

### Payment Information

Payments must be sent within 14 business days of sending this agreement. Failure to send payment on time may result in the denial of this agreement.

Please add 10% for all electronic payments.

Checks and money orders must be payable to *Family Lyfe, A Nonprofit Organization*.

### Payment Options

- Pay by mail: 190 Warwick Road, Unit 113, Stratford, NJ 08084
- CashApp: \$JerseyGayPride
- Paypal: [snjgaypride@gmail.com](mailto:snjgaypride@gmail.com)
- Venmo: Available upon request
- Zelle: Available upon request

<b>For official use only.</b>		
<b>Date Received</b>	<b>Payment Method</b>	<b>Confirmation Sent</b>

# Request for Financial Support of South Jersey Gay Pride's 2023 Annual Pride Celebration



<b>Form W-9</b> (Rev. October 2018) Department of the Treasury Internal Revenue Service	<b>Request for Taxpayer Identification Number and Certification</b>		<b>Give Form to the requester. Do not send to the IRS.</b>
	Go to <a href="http://www.irs.gov/FormW9">www.irs.gov/FormW9</a> 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. <b>Family Lyfe A Nonprofit Organization dba c/o Southern New Jersey LGBTQ Pride</b>			
2 Business name/disregarded entity name, if different from above			
Print or type. See Specific Instructions on page 3.	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.		
	<input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate		
	<input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ <b>Note:</b> 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.		
	<input type="checkbox"/> Other (see instructions) ▶ _____		
4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <b>501C3</b> Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>		5 Address (number, street, and apt. or suite no.) See instructions. <b>190 Warwick Road, Unit #113</b>	
6 City, state, and ZIP code <b>Stratford NJ 08084</b>		Requester's name and address (optional)	
7 List account number(s) here (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									
				-				-	
or									
Employer identification number									
2	6	-	1	7	2	4	7	8	0

## 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.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶ <b>01/19/2023</b>

## 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](http://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](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