





Let’s Talk Numbers | Event Demographics and Geographics

Ethnicity/Race

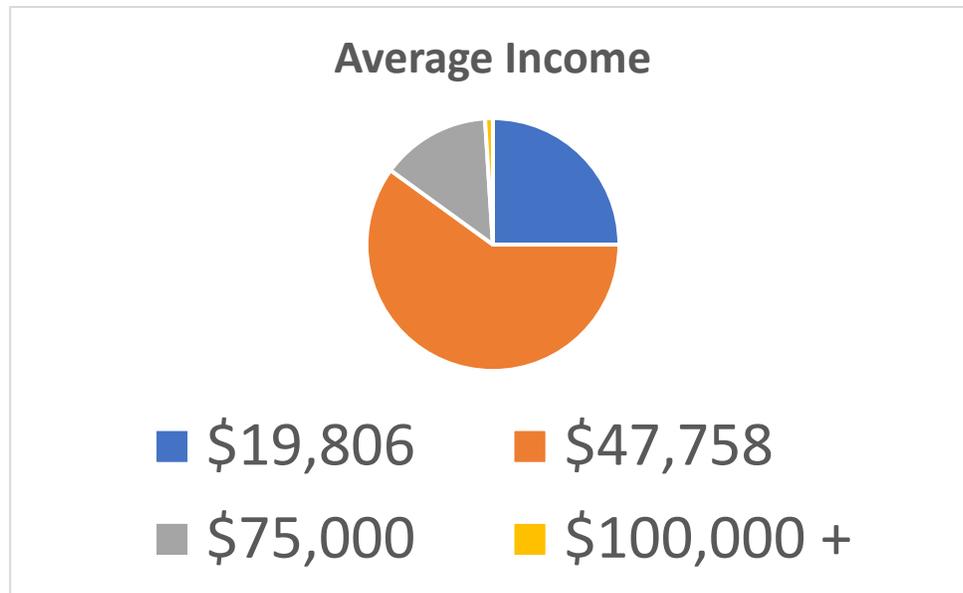


- Asian
- Black or African-American
- Hispanic
- Native American

Average Age Groups



- Baby Boomer
- Gen X



| | | | | |
|--------------------------------|--|-----------------------|--------------------|---------------------|
| Attendees | 5,000+ attendees | | | |
| Age Group | Baby Boomer 15% | Generation X (20%) | Millennials 55% | Generation Z 10% |
| Average Annual Income | \$19,806 (35%) | \$47,758 (40%) | \$75,000 (25%) | \$100,000+ |
| Disabled | 5% of all attendees | | | |
| “Gender” | 65% "women" and 35% "men." | | | |
| 2023 Sponsors | 11 | | | |
| Number of Vendors | 200+ | | | |
| Ethnicity/Race | <ul style="list-style-type: none"> • Asian: 2.09% • Black or African American: 31.4% • Hispanic: 11% • Native American: 0.25% • White: 55.26% | | | |
| Top Cities of attendees | Atlantic City, Blackwood, Burlington, Camden, Cherry Hill, Collingswood, Dover, and Greater Philadelphia | | | |

Request for Financial Support of South Jersey Gay Pride’s 17th Annual Pride Festival | Corporate Sponsorship Proposal – 2025



OUT in the Park at Cooper River
 Sunday, September 7, 2025

Sponsorship Options and Agreement

(Please print neatly. Thank you.)

| | | |
|---|--|---|
| [IMPORTANT NOTE] Payments should be sent within 14 business days of submitting this agreement. | | |
| Company Name | | |
| Address | | |
| Email | | |
| Phone | | |
| Primary Point of Contact Full Name and Job Title | | |
| Sponsor Level (Please check one) | <input type="checkbox"/> Title Sponsor - \$25,000 <input type="checkbox"/> VIP Sponsor - \$15,000 <input type="checkbox"/> Presenting Sponsor - \$10,000 <input type="checkbox"/> Gold 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, which is attached hereto. Our finance team must approve your agreement before it can be signed.

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 *Jersey Gay Pride*.

Payment Options

- Pay by mail: 190 Warwick Road, Unit 113, Stratford, NJ 08084
- PayPal: snjgaypride@gmail.com
- Zelle: Available upon request

Tax Deductible Documents

The W9 Form and Tax Exemption Letter are available upon request.

| For official use only. | | |
|------------------------|-----------------------|--------------------------|
| Date Received | Payment Method | Confirmation Sent |
| | | |

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Event Details

On Sunday, September 7, 2025, the Southern New Jersey LGBTQA+ community will come together for its 17th 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.

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

Last year, 200+ vendors registered for the Jersey Gay Pride Festival. 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.

Pride attendees are between the ages of 3 and 80 – including young children.

Our 2024 sponsors included Bayada, Renew, Wawa, Jefferson Hospital, CHOP, National AIDS Memorial Quilt, PSEG, Cooper LGBTQ+ Health Center, The Renfrew Center for Eating Disorders, and Maryville.

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.
- 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.

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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

VIP Sponsor: \$10,000

Presenting: \$5,000

Gold Sponsor: \$2,500

Silver Sponsor: \$1,000

Bronze Sponsor: \$500

Rainbow Sponsorship: \$300

Title Sponsor: \$20,000

- 25’ banner at the event
- Logo featured on the JerseyGayPride.com website until December 31, 2025.
- 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
- Logo featured on the JerseyGayPride.com website until June 30, 2025.

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- 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 December 2025.
- 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.

Silver Sponsor: \$2,500

- Logo featured on the JerseyGayPride.com website until December 31, 2025.
- On-site distribution of marketing materials (restrictions may apply)
- Promoted on social media (i.e., Facebook, Instagram, LinkedIn, Pinterest, Snapchat)

Bronze Sponsor: \$1,000

- Logo featured on the JerseyGayPride.com website until October 1, 2025.
- On-site distribution of marketing materials (restrictions may apply)

Rainbow Sponsor: \$500

- On-site distribution of marketing materials (restrictions may apply)
- Listed sponsor featured on the JerseyGayPride.com event details page.

Partner Sponsor: \$300

- Listed sponsor featured on the JerseyGayPride.com.

For more information about Jersey Gay Pride sponsorship opportunities, do not hesitate to contact DeAnn Cox at (609) 545-7792 or SNJGayPride@gmail.com. For faxes (609) 935-2147.