

2023 Annual Report

2024 SPONSORSHIP
OPPORTUNITIES

SCAN ME



www.unioncountypride.org
UnionCountyPride@gmail.com



Table of Contents

01

Why Pride

02

Who Supports

03

What Impact

04

How to Support

05

Thank you



Why Pride?

VISION

Union County Pride Inc. is the foremost organization working to promote a thriving LGBTQ community in Union County, North Carolina.

OUR MISSION AND GOALS

Support Youth and Young Adults

We strive to support the youth and young adults of Union County with all sexual orientation and gender identities.

Our current goal is to increase the number of GSA clubs in the local high schools by funding any school that lacks the funding to open a club even though they desire a club.

Promote Businesses and Organizations

We strive to promote businesses and organizations who are accepting of all people no matter their sexual orientation or gender identity.

Our goal is to network and promote buying local with businesses and organizations that support our missions.

Grow Diverse Communities

We strive to build a community of accepting people who build friendships and business relationships.

Our goal is to inform the community of events of businesses and organizations to promote opportunities to network with other diverse people.



Who Supports?

GOLD & SILVER SPONSORS



CHAMPAGNE & RAINBOW SPONSORS



SPARKLE & GLIMMER SPONSORS



Event Sponsors





Conference Sponsors

INTUIT
creditkarma


PAULI MURRAY
LGBTQ+ BAR ASSOCIATION


CAROLINAS
LGBT Chamber of Commerce

CAMPAIGN FOR
**SOUTHERN
EQUALITY**


**The Freedom
Center**
FOR SOCIAL JUSTICE

PRIDE
UNION COUNTY, NC
BUILDING PRIDE IN UNION

ROBINSON
LAW • MEDIATION • CONSULTING

Partners

- Cynthia Brown
- Kristen and Brenda Clark
- Monica King
- Kara Murphy
- Cristal Robinson

Active Volunteers

- | | |
|--------------------|----------------------|
| • Jennifer Shafiro | • Riley Murray |
| • Amy Holcomb | • Will Martin |
| • Regan Shaw | • Holly Tidwell |
| • Xzaviar Boston | • Christopher Harbin |
| • Eddie Vassar | • Cameron Pruitte |
| • Robert Kincaid | • Jen Sanders |

Board Members

- | | |
|--|------------------------------|
| • Cristal Robinson, MBA/JD - President | |
| • Monica King, - Vice President | |
| • Kara Murphy - Secretary | • Joshua Jernigan - Advisory |
| | • Cynthia Brown- Advisory |



What Impact?



In 2022, we held Union County, NC's first-ever Pride events, inviting a change in the perception of the county as a place for the LGBTQIA+ community. This Charlotte metropolitan area can no longer be brushed off with, "Well, it is Union County." With your help, it is becoming a hub for the LGBTQIA+ community!

In 2023, we did it again with the 2nd Annual Union County Pride and even added the 2023 Dynamic Intersectional Pride Conference. We increased the vendors and sponsors, which helped to allow us to provide a shuttle and to get a video and photos.

Still, the road to acceptance has not been easy. Despite resistance from a few misguided individuals, the efforts of the LGBTQIA+ and ally communities helped to promote the events and even sell them out - and with your support, we are ready to do it again!

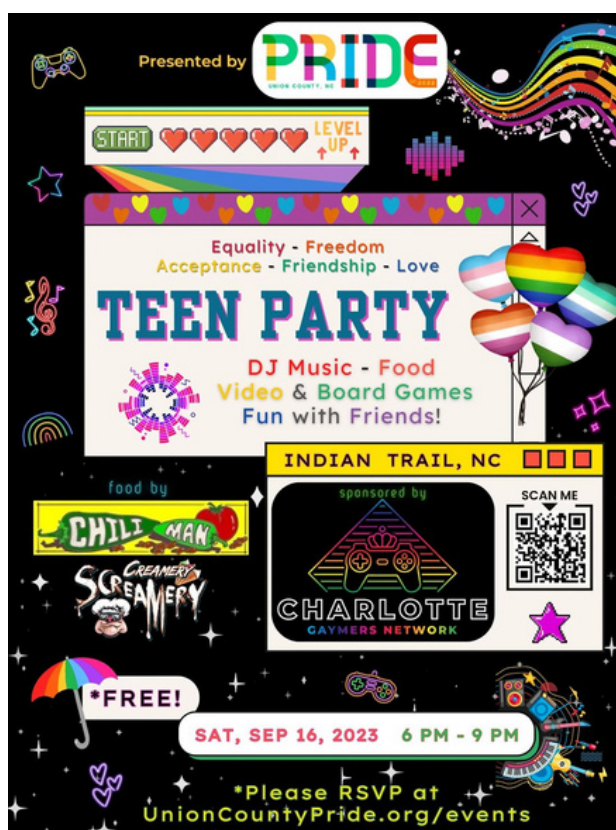


Support Youth and Young Adults

Support for LGBTQ+ Youth: Union County Pride's programs and resources for LGBTQ+ youth have helped create safer and more inclusive environments, reducing bullying and discrimination, such as the Teen Kickoff Events in both years and the new Family Kickoff Event.

Social and Support Groups: Union County Pride's social and support groups have provided spaces for LGBTQ+ individuals to connect, share experiences, and find support, such as the active Discord Account with Teens from various school campuses and Adults from various organizations.

Educational Initiatives: Union County Pride's educational programs, such as the 2023 Dynamic Intersectional Pride Conference have increased awareness and understanding of LGBTQ+ issues, helping combat stereotypes and discrimination.



Grow Diverse Communities

Community Engagement: The organization's outreach efforts have engaged diverse segments of the LGBTQ+ community, fostering a sense of belonging and support. The 2023 Conference brought together 21 speakers from 16 organizations along with providing CLE education to North Carolina attorneys and the public in a hybrid environment

Health and Wellness: The organization's involvement in HIV/AIDS awareness, suicide prevention, and support has contributed to improved health outcomes within the LGBTQ+ community with the 2023 & 2022 Health Zone at the Pride Festival.

Transgender Inclusion: Efforts to include and uplift transgender and gender-nonconforming individuals have made the LGBTQ+ community more diverse and accepting. The Board and Advisory includes at least 3 transgender and gender-nonconforming individuals with many more as volunteers. In 2022, the organization held a Virtual legal clinic to help people with name and gender changes with plans to hold more in the future.



2023 INTERSECTIONAL DYNAMIC PRIDE

DIVERSITY AND DISABILITY CONFERENCE
HOW TO RAISE, EDUCATE, AND EMPLOY A DIVERSE COMMUNITY WHILE PROTECTING AND EMPOWERING EACH OTHER IN TODAY'S SOCIETY AND POLITICAL ENVIRONMENT

Keynote Speakers

**JUNE 15 & 16
9 AM - 5 PM**
UNION COUNTY CHAMBER OF COMMERCE BUILDING
903 SKYWAY DRIVE,
MONROE, NC 28110

**IN-PERSON OPTION
VIRTUAL OPTION**

THURSDAY LUNCH
Bishop Tonyia Rawls

FRIDAY LUNCH
Lydia X Z Brown

Sponsored by:
INTUIT
creditkarma

Speaker Organizations:

- PFLAG CHARLOTTE
- GENDER EDUCATION NETWORK
- EQUALITY NC
- FREEDOM CENTER FOR SOCIAL JUSTICE
- PAULI MURRAY LGBTQ BAR ASSOC.
- UNION COUNTY PRIDE, INC
- GENDERCOOL
- COUNCIL FOR CHILDREN'S RIGHTS
- NC JUSTICE CENTER
- SAVE OUR SCHOOLS NC
- ACLU OF NC
- NEW RURAL PROJECT

CAMPAIGN FOR SOUTHERN EQUALITY

ROBINSON PAULI MURRAY
LAW • MEDIATION • CONSULTING
NC State Bar CLE Pending: 10.5 hrs.

PRIDE
BUILDING PRIDE IN UNION

WWW.UNIONCOUNTPRIDE.ORG/CONFERENCE

QR Code

Promote Businesses and Organizations

Expansion and Growth: Union County Pride has experienced significant growth in both attendance and community support with more safe spaces of business and organizations. The organization has expanded its events and outreach efforts over its two years. The 2022 Festival only had 13 sponsors, but the 2023 Festival had 29 sponsors for the annual Festival.

Corporate and Community Partnerships: Collaborations with local businesses, such as East Frank and Waxhaw Taphouse and organizations, such as the Union County Chamber of Commerce have promoted LGBTQ+ inclusion and diversity, making Union County a more welcoming place.

Advocacy for LGBTQ+ Rights: The organization has actively advocated for LGBTQ+ rights, contributing to organizations banning together to fight anti-discriminatory practices and the promotion of equality at local and state level by helping a student with a rally against the school's 5.01 policy banning books, speaking at various school boards, city council, and county commissioners meetings along with public records requests covering the ban on the use of the public library, the restriction on the health department being at the Health Zone, the ban on use of the parks, and the various bans and restrictions at the school level.





How to Support?

Diamond
\$5000
Entertainment
Adult Event
Conference

Gold
\$2,500
Security
Stage & Sound
Teen Event



Champagne
\$1000
Chairs & Tables
Insurance
Volunteer Food
Marketing



Rainbow
\$500
Park Reservation
Transportation
ASL Interpreter



Sparkle
\$250
Teen Event
Annual Meeting



Glimmer
\$150
Candidate Event



\$1,000
Youth Support
(multiple)




Technology & Legal
Expenses - \$1,000
(Champagne)



Festival Support

Based on your sponsorship tier, you will receive various benefits:

Sponsor

	Logo on Website	Social Media & App	Booth(s) 1-5 Tent/Electric	VIP Tickets 0-10	Spotlight on Website All Year	Banners	Titled Event
Glimmer \$150 Sparkle \$250 Rainbow \$500	✓	✓	✓ 1-3	✓ 0-1			
Champagne \$1,000	✓	✓	✓ 3	✓ 2	✓		
Silver \$1,500	✓	✓	✓ 3	✓ 3	✓	✓	
Gold \$2,500	✓	✓	✓ 5	✓ 3	✓	✓	✓
Diamond \$5,000	✓	✓	✓ 5	✓ 5	✓	✓	✓
Platinum \$10,000	✓	✓	✓ 5	✓ 10	✓	✓	✓

Based on your vendor tier, you will receive various benefits:

Vendor

	No-Booth/ Flyer	Non-profit/ Charity	For-Profit/ Political	Food Truck/ Retail
Union County Metroplex	\$50	Single: \$75 Double: \$100 Triple: \$500	\$100 \$150 \$500	\$150
Small/ Medium Regional	\$75	\$100 \$150 \$500	\$125 \$200 \$500	\$250
National/ Franchise Large Org (\$500k+)	\$100	\$150 \$250 \$500	\$150 \$250 \$500	\$500



Conference Sponsorship

Based on your sponsorship tier, you will receive various benefits:

	Logo on Website	Social Media & App	Spotlight on Website ALL Year	Banner	Breakout Session	Sponsor Booth at Festival	Titled Event
Red \$150 Orange \$250 Yellow \$500	✓	✓					
Green \$1,000	✓	✓	✓				
Blue \$1,500	✓	✓	✓	✓	✓	✓	
Indigo \$2,500	✓	✓	✓	✓	✓	✓	
Violet \$5,000	✓	✓	✓	✓	✓	✓	✓

Contact the Sponsorship Team at

UnionCountyPride@gmail.com

or visit

www.unioncountypride.org/support

to show your support today!




Partnership Levels

If sponsorship out of reach, but you still want to show support?

Become a Partner of Pride!

Based on your partnership tier, you will receive various benefits:

	Partner of Pride Sticker	Partner of Pride Monthly Newsletter	Annual Thank You Card	UC Pride Voting Membership*	UC Pride Shop Discount	Quarterly Partner Breakfast	VIP Ticket
Tier 1 \$5/mth (\$60/yr)	✓	✓	✓				
Tier 2 \$10/mth (\$120/yr)	✓	✓	✓				
Tier 3 \$15/mth (\$180/yr)	✓	✓	✓	✓			
Tier 4 \$20/mth (\$240/yr)	✓	✓	✓	✓	10% OFF ✓	✓	
Tier 5 \$25/mth (\$300/yr)	✓	✓	✓	✓	15% OFF ✓	✓	
Tier 6 \$50/mth (\$600/yr)	✓	✓	✓	✓	20% OFF ✓	✓	✓

**Voting Membership can be achieved by volunteering on a committee or as a coordinator during both pre-event planning and at events or by becoming a Tier 3 or higher Partner of Pride. The Corporation Membership Form must be completed in either case for the donation or the volunteering time to be counted for voting membership.*



Financial Report

	2022	2023
REVENUE & SUPPORT	\$27,283.92	\$33,056.00
• Contributions & Grants	\$2,000.00	\$6,400.00
Festival	\$2,000.00	\$5,000.00
Conference	\$0.00	\$1,400.00
• Program Revenue	\$12,200.69	\$13,171.00
Grant	\$3,524.69	\$0.00
Sponsorship	\$2,500.00	\$6,900.00
Vendor	\$4,910.00	\$3,700.00
Other	\$1,266.00	\$2,571.00
• In-Kind Donation	\$13,083.23	\$13,485.00
EXPENSES	\$25,361.56	\$30,991.81
• Program Services	\$11,158.96	\$16,526.75
Festival	\$9,458.52	\$13,317.73
Other Events	\$1,700.44	\$3,409.02
• Fundraising Expenses	\$199.28	\$0.00
• Operating and Management	\$756.90	\$980.06
• In-kind Expenses	\$13,083.23	\$13,485.00
Program	\$7,637.53	\$11,685.00
Operating	\$5,158.20	\$1,000.00
Fundraising	\$287.50	\$800.00
Fund Balance	\$2,386.80	\$2,782.26
Assets	\$631.80	\$2,276.60
Pledges	\$420.00	\$600.00



THANK
you

for taking the time to review these opportunities
to show your support for Union County Pride!

We hope that you will contact us soon to **secure your spot as a 2024 sponsor, partner, and/or vendor**. Remember that the earlier you register, the earlier you will start enjoying the benefits! In addition to what is listed here, we are open to discussing customized sponsorship packages.

2024 "Pride All Over Town" events will include

Pride Festival in the Park ~ Interfaith Pride Celebration
Vendor Marketplace ~ Community Stage Performances
Candidate Meetup ~ Adult Party ~ Drag Shows
Silent Auction ~ Teen Event ~ Family Trivia Night
& More!

Contact the Sponsorship Team at
UnionCountyPride@gmail.com
or visit **www.unioncountypride.org/support**
to show your support today!



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