



NEW ORLEANS BLACK

PRIDE



2024

New Orleans
BlackPrideWeekend

June 6th to June 9, 2024

“Legacy in Action”

SPONSORSHIP OPPORTUNITIES



INTRODUCTION

Welcome to the New Orleans Black Pride Weekend Sponsorship Deck. We are thrilled to extend an invitation for your esteemed company/organization to be part of this extraordinary event, taking place from June 6th to June 9, 2024. This dynamic weekend celebrates the strength and diversity of the LGBTQ+ community, emphasizing unity and empowerment. Join us in making a positive impact on the lives of thousands.



Mission STATEMENT

At Black Pride NOLA, our mission is to celebrate and uplift the rich diversity and accomplishments of the Black LGBTQ+ community in New Orleans. Through fostering a supportive and empowering environment, we aim to promote equitable initiatives for all members of our community.

By organizing events, educational initiatives, and advocacy efforts, we strive to create positive change, foster understanding, and celebrate the unique experiences and contributions of Black LGBTQ+ individuals.

Together, we envision a future of inclusivity, acceptance, and empowerment for all, regardless of sexual orientation, gender identity, or background.

We prioritize services for members in need as well as uplift community members and social enterprises that give back to the Black LGBTQ Community.

THE DATA



State Demographics: Louisiana Equality Profile (MAP)

- 3.9% of Adults (18+) identify as LGBTQ
- 169,000 Total LGBTQ Population (13+)
- 4% of Workforce that's LGBTQ
- 94,000 Total LGBTQ Workers
- 28% of LGBTQ Adults (25+) Raising Children
- 28% of LGBTQ individuals are raising children
- 19.9% of same-sex couples are raising children



US Demographics

- 315 anti-LGBTQ bills were introduced in state legislatures in the United States in 2022 and 29 of those bills were signed into law.
- In the US, Among adults who are lesbian, gay or bisexual, 62% identify as bisexual, while 38% are gay or lesbian, according to the a [2022 survey](#).
- Household Pulse Survey, a national household probability survey administered by the Census Bureau, would suggest that roughly 20 million adults in the United States could be lesbian, gay, bisexual or transgender people.



Ways to Support LGBTQ Youth in Louisiana

- 34% of LGBTQ youth identified home as an LGBTQ affirming space
- 38% of LGBTQ youth identified school as an LGBTQ affirming space
- 74% of LGBTQ youth have experienced discrimination based on sexual orientation or gender identity. In comparison, 26% did not experience discrimination based on sexual orientation or gender identity.



1.2 M

Did you know?

- 1.2 M Black LGBTQ+ adults live in the US.
- About 40% of LGBTQ+ adults are people of color, including 12% identifying as Black



23%

Purchasing Power

- Nationally 23% of Black LGBTQ+ make up the buying power
- Globally The LGBTQ+ Community \$3.7 Trillion In Purchasing Power in the US, it's the fastest growing 'minority' segment at \$1.4 trillion yearly



Website Engagement:

Our website has welcomed approximately 57,585 site users.

This indicates a high level of interest and engagement from our target audience, reflecting the impact and resonance of our mission and initiatives.



Instagram Influence:

With an impressive count of 35,541 social views on Instagram in the last 30 days alone, we've effectively harnessed the power of visual storytelling to connect, inspire, and mobilize our followers.

Weekend OVERVIEW

The New Orleans Black Pride Weekend is a four-day extravaganza with a theme titled **“Legacy in Action”** featuring diverse events designed to entertain, educate, and inspire.

Key highlights include:

- Annual Pool Party: A lively poolside celebration fostering connections and camaraderie among attendees.
- Club-Based Events: Nighttime festivities featuring diverse entertainment and unity through music and dance.

● Pride Parade:

Saturday, June 8, 2024

- A vibrant procession symbolizing LGBTQ+ pride and resilience. The parade will line up at 6pm on Saturday, June 8th in the Marigny on Elysian Fields.

● 4th Annual Community Fest:

Saturday, June 8, 2024

- A family-friendly gathering celebrating unity with live performances, local vendors and engaging activities.

● Black Pride Summit:

Friday, June 7, 2024

- A groundbreaking addition with panels and workshops focusing on mental health, black professionals’ achievements, amplifying black writers, film, and TV representation, promoting healthy sexual emotional relationships, and providing vital HIV prevention, treatment, and information opportunities.



Join us in *celebrating*
diversity and *inclusion* while
showcasing your *brand* to a
passionate and engaged
audience.

SPONSORSHIP PACKAGES

	PRESENTING \$75K+	Platinum \$50k+	Silver \$25k+	Gold \$10k+	Bronze \$5k+
	<ul style="list-style-type: none"> Platinum package benefits, plus: Presenting logo placement Presenting Sponsor on website Exclusive branding opportunities VIP access to select events (10) VIP all access passes 	<ul style="list-style-type: none"> Silver package benefits, plus: Platinum logo placement Sponsor recognition during key events Platinum Sponsor on website Exclusive social media spotlights 10X10 vendor space at festival on sponsor walk 	<ul style="list-style-type: none"> Gold package benefits, plus: Silver logo placement Silver Sponsor on website 10X10 vendor space at festival on sponsor walk 	<ul style="list-style-type: none"> Bronze package benefits, plus: Gold logo placement Gold Sponsor on website 10X10 vendor space at festival on sponsor walk 	<ul style="list-style-type: none"> Silver logo placement Silver Sponsor on website 10X10 vendor space at festival on sponsor walk
	<ul style="list-style-type: none"> Sponsor moment on main stage 10X10 vendor space at festival with premier placement (2) Full page ad in pride guide 	<ul style="list-style-type: none"> (6) VIP all access passes Sponsor moment at Welcome Reception, Community Fest and Summit (1) Full page ad in pride guide Breakfast Plenary Host 	<ul style="list-style-type: none"> (4) VIP all access passes Opportunity to present a workshop or panel 1/2 page ad in pride guide 	<ul style="list-style-type: none"> (3) VIP all access passes Marketing material in Welcome Reception swag bags Logo in pride guide 	<ul style="list-style-type: none"> (2) VIP all access passes Sponsor Recognition during opening & closing ceremonies Logo in pride guide Social media and website mentions
	<ul style="list-style-type: none"> Pride Parade float for up to 16 people 	<ul style="list-style-type: none"> Pride Parade float for up to 12 people 	<ul style="list-style-type: none"> Two representatives from team can ride in parade 	<ul style="list-style-type: none"> Logo located on parade float banner 	N/A

This is not sponsorship or donation, all money goes to the cost of the float.

Large Float:

Large \$3,600 (Five Available)

- Float
- Tractor
- Driver
- Tractor Sign
- 16 Rider Wristbands
- 15 Additional Walker Wristbands

Medium Float:

Medium \$2,900 (Five Available)

- Float
- Tractor
- Driver
- Tractor Sign
- 12 Rider Wristbands
- 10 Additional Walker Wristbands

FLOAT RENTAL



Thank you for joining
us in celebrating New
Orleans Black Pride
Weekend.

CONTACT

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