



The 2022 Arlington Pride Festival June 25th, 2022

Sponsorship Guide

Brought to you by  The Polished Kreative

Table of Contents

Welcome to Arlington Pride.....	1
Arlington Pride Mission.....	2
Arlington County is our Home.....	3
Arlington Pride Festival Venue.....	7
Arlington Pride Festival Activities.....	9
Attendee Safety.....	10
About Us.....	11
Past Events.....	15
Past Partnerships.....	16
Sponsorship Opportunities.....	17
Moving Forward Together.....	19



Welcome to **The 2022 Arlington Pride Festival!**

Arlington's Inaugural Pride Festival is the premiere event of the 2022 Summer roster! We at The Polished Kreative are inspired to make a positive impact on the Arlington LGBTQIA+ community and allies.

This Festival has a simple but impactful message; Moving Forward Together. This reminds us all of the importance of working together to make our community stronger.

The Arlington Pride Festival will influence our community to collaborate in new ways. This will ensure that all LGBTQIA+ individuals and their families & friends feel empowered, and supported.



"Moving Forward Together"

The Mission of Arlington Pride is to:

- Produce spaces to foster a sense of community that encourages LGBTQIA+ individuals to live with purpose and intention
- Educate minds in our society and within the LGBTQIA+ and allied communities on the basis of sexual orientation and gender identity
- Foster communication, education, and mutual support among LGBTQIA+ persons and allied communities
- Encourage support & fellowship among businesses, professionals, individuals, and charitable pursuits in the LGBTQIA+ and allied communities
- Provide positive role models in the LGBTQIA+ and allied communities.



Arlington Knows About Pride!

In Arlington, Love is Love

Arlington is one of the most LGBTQIA+ friendly locations in the Country. Here are a few accolades of our County:

- Arlington County has received a perfect rating of "100 out of 100 in 2020 for LGBTQ rights by the Human Rights Campaign Municipality Equality Index."
- Arlington County "ranks sixth statewide and second in Northern Virginia in the percentage of same-sex households, according to new Census Bureau data analyzed by the Virginia Realtors trade group."
- According to the UCLA School of Law Williams Institute, Virginia's Social Acceptance of LGBTQIA+ People ranks above the national average.
- Arlington County also ranks in the Top 10 most LGBT Populated metropolitan areas in the US.

These acknowledgments and rankings underscore the need for The Arlington Pride Festival. Together this event will empower our community.



Nearborhoods of Arlington

Arlington is the “big little town” that carries the weight of a metropolitan city but with a sincere sense of community. Arlington County is made up of several prominent neighborhoods that offer unparalleled convenience, walkability, and transportation access while boasting the high quality of life for which Arlington is known for.

Here are a few of our noteworthy areas of Arlington:

Rosslyn

- In the heart of Arlington, Virginia, Rosslyn offers an urban hub rich in culture and diversity, thriving with vibrant businesses and a community that is tightly connected to the best of the metropolitan region.



Ballston

- With a variety of hotels, shopping and dining for all tastes and budgets, Ballston has something for everyone. Ballston is hip, smart and sophisticated.



National Landing

- Made up of three thriving neighborhoods, Crystal City, Pentagon City, and Potomac Yard, National Landing is located at the center of the DC region. National Landing blends the best of both city living and the urban outdoors.



Amazon HQ2

- Arlington is home to Amazon's HQ2 which is scheduled to open in 2023.
- Amazon is building an inviting space that benefits its employees and the entire Arlington community through their focus on nature, sustainability, and being great neighbors.
- As progress of HQ2 moves forward, Amazon is continuing to invest in the Arlington community and are committed to do so for years to come.





Arlington Pride in the Park

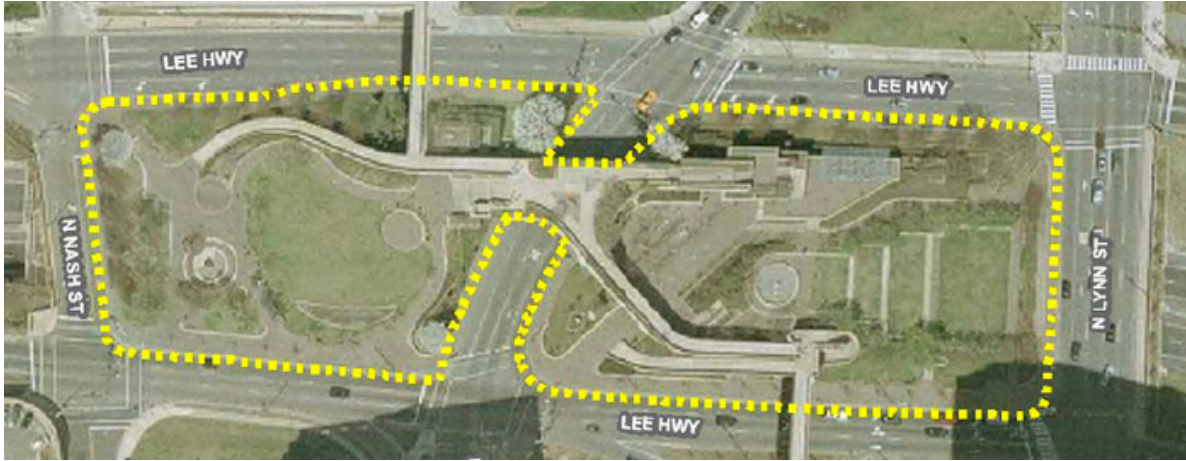
The Arlington Pride Festival will be held at Gateway Park in Rosslyn, VA (1300 Lee Hwy, Arlington, VA 22209). Gateway Park is a three-acre public park owned by Arlington County, and has many notable features:

- Free community Wi-Fi
- A dog park park that includes separate play areas for small and large dogs
- Rest Rooms
- Amphitheater
- Water Fountains
- Equipped to accommodate large capacity special events
- Within a 5-minute walking distance from the Rosslyn metro station (A major interchange station of the local metrorail system that safely connects riders across the entire metropolitan area).

Gateway Park is one of the most beautiful and purposefully designed developments in Arlington. This makes it the perfect location for The 2022 Arlington Pride Festival.

Gateway Park

Gateway Park





Empowerment, Support, and FUN!

The 2022 Arlington Pride Festival is an event that is free to the public, and will commence at 12 p.m. and end at 7 p.m. The event will feature:

- Live Entertainment
- Surprise Guests
- Main Stage
- Games & Prizes
- Live DJ
- Vendors
- Multiple Photo Moment Stations
- Variety of Food & Beverages
- Swag Bag Giveaways
- Professional Photographer & Videographer
- Multiple Step & Repeat Areas
- VIP Section
- LGBTQIA+ Advocacy Center
- LGBTQIA+ Pride Decor
- Live Event Painting by local artist(s)
- Kids Corner with activities
- Pet Entertainment Area sponsored by local dog company



Pride is Better Together

COVID-19 Information

- The health and safety of our participants, volunteers and attendees is a top priority. We aim to create a space for everyone to feel safe and comfortable while at Pride.
- Our team is in regular contact with city officials and other agencies to ensure our protocols address all local and CDC policies established up to the day of the event.
- A variety of health and safety measures will be implemented throughout the event, to include multiple sanitation and hand washing stations.
- With ~90% of Arlington County vaccinated and following CDC & local guidelines, we invite our community to safely enjoy Pride with one-another.
- Multiple security measures will be put in place at the event based on Arlington's County's safety guidelines.



The Polished Kreative

About Us

The Polished Kreative a minority & queer owned small business that was created in Arlington, Virginia. The goal of The Polished Kreative is to:

- Plan and manage memorable experiences.
- Build constructive relationships within local Communities.
- Offer a variety of distinguished social and learning opportunities.

Collectively, We have over 30 years of event planning and hosting experience. We possess the knowledge and expertise necessary to make The Arlington Pride Festival unforgettable for years to come.

Dr. Adonis Ajayi (Ph.D.)
The Polished Kreative, CFO/CLO



Arlington and the surrounding metropolitan area has always been my home . I was born in Maryland, work in Washington D.C., and Live in Arlington, Virginia. Having been born to an immigrant Father, determination, persistence, and ambition were qualities that surrounded and molded me in my youth. This upbringing lead me to pursue higher education and obtain a B.S., M.S., and P.h. D. in Applied Mathematics, all by the age of 26. Following my educational career, I obtained employment with Navy's Cost Engineering and Industrial Analysis Division, where I support a major acquisition program as a senior Operations Research Analysts. In 2018 I began to gain experience in the field of Event planning. Given my analytical educational background, and my economic occupation background, finance & logistics have always been areas of proficiency for me, and where I thrive as an event planner with The Polished Kreative. I enjoy the challenge of foreseeing and overcoming obstacles that come with every event we curate for our community; moreover, as a black & gay man living in Virginia, I want be a part of shaping my community to be more diverse, inclusive, and safe for all.

Lindsey Hinton

The Polished Kreative, Communications and Public Relations Manager



Being a resident for the last 15 years, Lindsey Hinton considers Arlington home. Born in Connecticut, her multiple business ventures service the (D/M/V)DMV area. Finding her talent at balancing motherhood and running a company, Lindsey created her flagship business Puppy Luv Pet Services. Founded in 2014 by Hinton, Puppy Luv is a luxury pet company that provides dog walking, pet grooming, obedience training and pet sitting services to clients across the DMV. While Arlington is home to many pet care companies, Puppy Luv is unique because they focus on the family aspect of dog services. Since the company's founding, Puppy Luv has hosted 100's of community parties, partnering with several fortune 500 companies (JBG Smith, Verizon, Amazon, etc.). The events allow neighbors to come out and connect while their dogs play, making new friends in the process. These events have been a contributing factor to Puppy Luv's success. Continuing this momentum with The Polished Kreative has been just as fulfilling. Arlington's growing and diverse community has always give me a feeling of pride. Being a part of the LGBTQIA+ community in Arlington has been a wonderful experience. Here are a few of the noteworthy accomplishments of Puppy Luv:

- Established in Arlington VA in 2014.
- Awarded best dog walking company in 2018 by Arlington Award Program
- Established agreement with JBG Smith to become the preferred pet service provider for 20 + of their luxury apartment communities in the D.C., Maryland, and Virginia area.
- Established agreement to become a pet service provider for specific Bozzuto, LCOR, and GreyStar apartment communities.
- Collaborated with Nat landing Crystal City Bid to host to Halloween pet costume event sponsored by the following:
 - Served as a liaison between Amazon and the pet community of National Landing (Crystal City)
 - Sponsored National Landing's Barktoberfest (Oktoberfest) and hosted all pet friendly activities.
 - Recently featured articles of Puppy Luv Pet Services on BizLaunch and Arlington Now in honor of Women's Appreciation Month.
 - Soon to be published as a feature article on the NAACP's Arlington Branch's website.

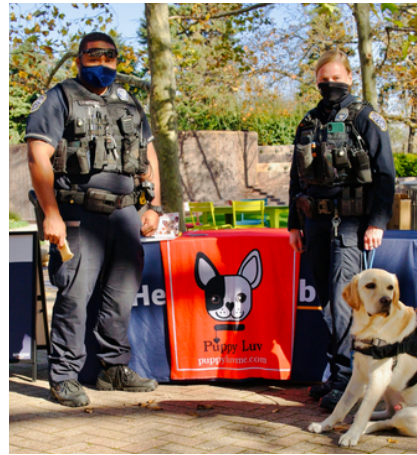
Kymerberli Moore

The Polished Kreative, Creative Director



For over 20 years Kymerberli Moore, a LGBTQIA+ entrepreneur in the DMV area has curated and catered events along the Eastern Seaboard. Coming from a large family with a line of culinary entrepreneurship, Kymerberli is part owner of the family-owned catering and food vending service Scratch Culinary. Now living in Maryland, she is also the owner of Black Lotus's Body Cravings, a natural body care Line founded in 2014, and The KitchenShaman9 founded in 2018. Her experience includes coordinating commercial events for WhyHotel, Home Depot, Lowe's, and National Landing Bid. Creating a strong following in her avenues, Kymerberli continues to offer her talent of giving a memorable epicurean experience with The Polished Kreative. "My commercial culinary experience was expanded in this area, and this has allowed me to share my gift with many members of the Arlington/Pentagon community."

Past Events



Past Partnerships



Express Package



A close-up photograph of two hands, palms up, holding a small, heart-shaped object. The heart is made of a material with a rainbow color gradient, from purple at the bottom to red at the top. The background is dark and out of focus.

Become an Arlington Pride Festival Sponsor

Why Sponsor with Arlington Pride?

Arlington Pride appreciates the support of businesses and organizations that align with our values of community support & empowerment. Without great sponsors like you helping drive awareness, our mission would not be possible.

We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, grass roots activations, and more.

Arlington Pride Sponsor Tier List

"Moving Forward Together"

	Premier Contact Us	Elite \$3,000	Gold \$2,000	Silver \$1,500	Bronze \$1,000	Basic \$500
Your logo will be on Final 2022 Arlington Pride Festival advertisements on website and social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your information will be collected and put into the pride guide given to Festival Patrons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your logo will be printed on all the shirts worn by each Arlington Pride staff member	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your logo will be displayed on 2022 Arlington Pride Festival Entryway Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Entry into The Arlington Pride Festival exclusive VIP amenity space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Sponsorship logo displayed on each swag bag given to Arlington Pride attendees	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Your logo will be printed on step and repeat backdrop photo moment stations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
One item in the Arlington Pride swag bags	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Your logo will be placed on all printed Arlington Pride Festival event material to be advertised at apartment communities and local businesses in the Arlington and greater Washington areas	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Your company representative given time slot to speak directly to the Arlington Pride patrons	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Your business will be explicitly acknowledged as the Premiere/Elite sponsor in all 2022 Arlington Pride Festival advertisement and interview with media outlets	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Premier/Elite Sponsor Area Booth Space	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Your Logo will be on a prime position on the Back & Front of all shirts worn by event staff	<input checked="" type="checkbox"/>					
Your logo on custom Arlington Pride Festival memento wrist band to be given to Festival Patrons	<input checked="" type="checkbox"/>					
Your Logo will be the largest and placed in a prime position on all swag bags given to Festival Patrons	<input checked="" type="checkbox"/>					
Your Logo will be on Festival Main Entryway Signage	<input checked="" type="checkbox"/>					
Your logo will be on all 2022 Arlington Pride Festival advertisements on website and social media up to the day of event	<input checked="" type="checkbox"/>					



Moving Forward Together

Thank you for taking the time to review our Sponsorship guide. We appreciate your support of our event! Contact us soon to secure your spot as The 2022 Arlington Pride Premiere Sponsor. Remember, the earlier you register, the earlier you can start seeing the benefits of your sponsorship.

Come celebrate our neighborhood with us!

connect@arlvapride.com
arlvapride.com