



PRIDE *In Dallas*

Sponsorship Packet 2022

September 12 – 18, 2022
Dallas, Texas

www.prideindallas.org





Pride in the heart of the Gayborhood.

Pride in Dallas will be hosting a week-long celebration of love with various events beginning on Monday, September 12, throughout Cedar Springs and Oaklawn. This year's celebration will be a scaled-back version of what we hope to create in 2023.

A GoFundMe has been established to raise money from community members and allies who are eager to participate in Pride events in the heart of the Gayborhood. Your donation will be used to cover permitting and event expenditures such as fencing, sanitation, security, and entertainment.

Participating bars have pledged to match the GoFundMe donations up to \$15,500 each.



Sponsorship Opportunities

We appreciate your company's interest in partnering with Pride In Dallas by becoming a sponsor in the Pride In Dallas Parade, which will be held September 18, 2022 on Cedar Springs in Dallas, Texas.

Our mission is simple, because of the overwhelming requests of members of the LGBTQIA community, we are returning the Pride Parade back into the neighborhood which gave it its start in 1980.

The Pride In Dallas Parade is uniquely underwritten by sponsors like yourself, as well as individual community supporters and businesses who want to see the Pride Parade back in Oak Lawn and Cedar Springs. If you wish to have your company participate in the Parade either by entering a float or perhaps walking in the Parade, please let us know.

We invite you to review the enclosed sponsorship opportunities which allows different levels of sponsorships and will meet any budget and marketing strategies.

Thank you and we look forward to your support.

SPONSORSHIP PACKAGES 2022

There are many opportunities available to showcase your brand and the support of pride in the Gayborhood. Below are the list of benefits to expect for your contribution.

	Presenting Sponsor \$25,000+	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,500	
Presenting Title Sponsor on all promotional materials	✓					
Presenting Title Sponsor Featured Slideshow on prideindallas.org	✓					
Brand placement on select promotional materials	✓	✓	✓			
Brand mention via social media platforms	✓	✓	✓	✓	✓	
Logo placement on select Pride events ad	✓	✓	✓	✓	✓	
Logo placement on prideindallas.org	✓	✓	✓	✓		
Logo placement on email marketing communications	✓	✓				
Banner placement during week-long festivities	✓	✓	✓			
Logo placement on Official Pride in Dallas t-shirts	✓	✓	✓	✓		
Vendor Booth	✓	✓	✓	✓	✓	

BE
proud of
yourself

The image features the text "BE proud of yourself" in a white, rounded, cursive font. The text is set against a dark blue background. Behind the letters is a vibrant, multi-colored shadow that transitions through a rainbow spectrum from red on the left to purple on the right. Several small, white, four-pointed starburst sparkles are scattered around the text, adding a celebratory feel.



Sponsorship Agreement Form

Sponsorship level

- Presenting Sponsor \$25,000+
- Platinum Sponsor \$15,000
- Diamond Sponsor \$10,000
- Gold Sponsor \$ 5,000
- Silver Sponsor \$ 2,500

Sponsorship commitment and logo required by 8/24/2022 for guaranteed placement in select event marketing collaterals.

Sponsor Information

Sponsor Name: _____

Contact Name: _____

(Print name to be used on marketing materials)

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Payment Information:

Preferred Method of Payment: Check Credit/Debit Card

Please make checks payable to Pride In Dallas. If paying by credit card or debit card, an online link will be sent to you for payment. By signing below, you agree that the above information serves as your sponsorship commitment to Pride In Dallas 2022.

Signature: _____

Date: _____

Pride In Dallas
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Dallas, Texas 75219

sponsors@prideindallas.org
prideindallas.org

Our Mission

Pride in Dallas serves to provide celebrations of LGBTQ+ Pride in the heart of the queer Dallas community. Our mission drives us to deepen the connection LGBTQ+ individuals have to the safe spaces that have cultivated and supported Pride celebrations since their inception, and facilitate events that inspire, educate, commemorate, and celebrate our diverse community.

THANK YOU

A vibrant rainbow flag is the central focus, waving in the foreground. The background is a blurred scene of a Pride parade on a city street, with many other people and flags visible. The sky is clear and blue.

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