

# YONKERS

*pride!*

CELEBRATE #50DownFOREVERtoGo

**JUNE 7-8, 2019**

YONKERS 2<sup>nd</sup> Annual PRIDE EVENT

**[WWW.YONKERSPRIDEFEST.ORG](http://WWW.YONKERSPRIDEFEST.ORG)**



### **SUPPORT THE COMMUNITY & PROMOTE YOUR BUSINESS**

The City of Yonkers Mayor's LGBTQ Advisory Board in conjunction with the Yonkers Downtown Business Improvement District is pleased to invite you to become a sponsor of our inaugural LGBTQ+ PRIDE Celebration. PRIDE Events will be held June 7 and June 8, 2019. Our 2<sup>nd</sup> annual celebration will consist of many exciting events culminating with our PRIDE Festival in downtown Yonkers on Main Street (between Warburton Ave & Buena Vista Ave) on June 8, 2019 from 2pm to 8pm and PRIDE after party on June 8, 2019 at 8pm. The PRIDE Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations and will be held *RAIN or SHINE*.

### **DISTRIBUTION & LONG SHELF-LIFE GET RESULTS**

A full-color *digital* guide will be distributed extensively one month prior to the event throughout New York, New Jersey, and select cities across the tristate area. The digital PRIDE guide has a shelf life! This means it delivers your advertising often, creating an excellent branding opportunity for your business with infinite impressions. Additionally, it can be extensively shared on many media and will remind an expected 5,000+ attendees of your contribution and commitment to support the LGBTQ+ community. As research indicates, the LGBTQ+ community is loyal to those who support them!

### **BUILD CUSTOMER AWARENESS & LOYALTY**

Being a sponsor with Yonkers PRIDE provides a tremendous amount of exposure for your business to the LGBTQ+ community and their allies. The PRIDE Celebration is expected not only to be a spectacular event for the attendee, but an amazing experience for those who assist in making it happen. Your support increases awareness for all New Yorkers. Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community. Yonkers PRIDE looks forward to working with you as a sponsor of the PRIDE Celebration.



PRIDE celebrations provide an opportunity for you to reinforce your brand in a significant media market, to the extremely “brand loyal” LGBTQ+ community. Yonkers is New York’s fourth largest city with a population over 200,000 and is just a few short miles from New York City. Our 2<sup>nd</sup> Annual PRIDE celebration is an excellent opportunity in Westchester County and surrounding counties for your business to reach this important consumer.

Yonkers PRIDE is one of a handful of LGBTQ+ events in Westchester County that promises to attract a very diverse audience, comprising people aged 5 to 95, men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. Yonkers residents as well as residents and visitors from New York City will join us for this event. With its close proximity to New York City, one of the most popular tourist destinations for the LGBTQ+ community, Yonkers PRIDE presents a singular opportunity to attract travelers for this once-a-year event, and gain a loyal following of returning visitors, year after year.

Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages. Receive guaranteed visibility in local, regional, and national digital advertising as well as a presence at the PRIDE Kick Off Party, PRIDE Festival, Youth Event, and After Party. PRIDE Sponsorships are priced to encourage participation by businesses of all sizes.

**THANK YOU!**

We look forward to answering any of the questions you may have regarding potential sponsorship opportunities.

**PRIDE SPONSORSHIP COMMITTEE**





# PRESENTING

EVENT SPONSOR

\$10,000

Customized benefits limited to sponsor. Presenting Sponsor recognition for all Yonkers PRIDE events.

Presenting sponsor recognition added to Yonkers PRIDE logo for the duration of the agreement and until December 31, 2019.

Logo placement on PRIDE volunteer shirt sleeve, posters/banners, e-mail blasts, and PRIDE website.

Logo placement on sponsor page and two full-page advertisements in Yonkers digital PRIDE guide.

Listing as Presenting Sponsor in all press releases and logo placement on sponsor banner placed at entrance to PRIDE events.

Two 10' x 10' booths (adjacent or separated, non-transferable, no exceptions, prime location) at the PRIDE Festival (tables, chairs, electricity not included). Vendor application must be submitted to utilize this benefit.

6 Complimentary VIP tickets (non-transferable).

Priority placement of a maximum of 10 company banners on Main Street at PRIDE Festival.

Hourly acknowledgement of your sponsorship by main stage hosts.

Advertisement placement on YonkersPrideFest.org, and four dedicated social media posts per month. (Sponsor is responsible for all marketing material.)



*\*Please Note: Only sponsor commitments made and paid in full by May 7, 2019 carry guaranteed inclusion in applicable regional and national advertising – per sponsor benefits.*





## MAIN STAGE - RED

EVENT SPONSOR

\$7,500

Logo placement on applicable national/regional/local digital ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site.

Logo placement on sponsor page and one full-page advertisement in Yonkers digital PRIDE guide.

Listing as Red Sponsor on major press releases and logo placement on sponsor banner placed at entrance to PRIDE events.

Two 10' x 10' booths (adjacent or separated, non-transferable, no exceptions) at the PRIDE Festival (tables, chairs, electricity not included). Vendor application must be submitted to utilize this benefit.

Ability to place a maximum of 8 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

4 Complimentary VIP tickets (non-transferable).

Hourly acknowledgement of your sponsorship by main stage hosts.

Advertisement placement on YonkersPrideFest.org, and four dedicated social media posts per month. (Sponsor is responsible for all marketing material.)

### OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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## ORANGE

EVENT SPONSOR

\$5,000

Logo placement on applicable national/regional/local digital ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site.

Logo placement on sponsor page and one full-page advertisement in Yonkers digital PRIDE Guide.

Listing as Orange Sponsor with logo placement on sponsor banner placed at entrance to PRIDE events

Two 10' x 10' booth (adjacent or separated, non-transferable, no exceptions) at the PRIDE Festival (tables, chairs, electricity not included)). Vendor application must be submitted to utilize this benefit.

Ability to place a maximum of 6 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

Hourly acknowledgement of your sponsorship by main stage hosts.

10 complimentary 21+ admission tickets to the PRIDE Kickoff Celebration.

Advertisement placement on YonkersPrideFest.org, and 1 dedicated social media post the month of the PRIDE Celebration. (Sponsor is responsible for all marketing material)

### OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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# YELLOW

EVENT SPONSOR

**\$2,500**

Logo placement on applicable national/regional/local digital ads\* not previously purchased, posters/banners, e-mail blasts, and PRIDE web site.

Logo placement on sponsor page and one full-page advertisement in Yonkers digital PRIDE Guide.

Listing as Yellow Sponsor with logo placement on sponsor banner placed at entrance to PRIDE events.

One 10' x 10' booth at the PRIDE Festival (tables, chairs, and electricity not included). Vendor application must be submitted to utilize this benefit.

Ability to place a maximum of 4 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

Hourly acknowledgement of your sponsorship by main stage hosts.

8 complimentary 21+ admission tickets to the PRIDE Kickoff Celebration.

Advertisement placement on YonkersPrideFest.org, and one dedicated social media post the month of the PRIDE Celebration (Sponsor is responsible for all marketing material)

## OPTIONAL UPGRADES AVAILABLE

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# GREEN

EVENT SPONSOR

\$1,500

Logo placement on sponsor page and one half-page advertisement in Yonkers digital PRIDE Guide.

Listing as Green Sponsor with logo placement on sponsor banner placed at entrance to PRIDE events.

One 10' x 10' booth at the PRIDE Festival (tables, chairs, and electric not included). Vendor application must be submitted to utilize this benefit.

Ability to place a maximum of 2 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

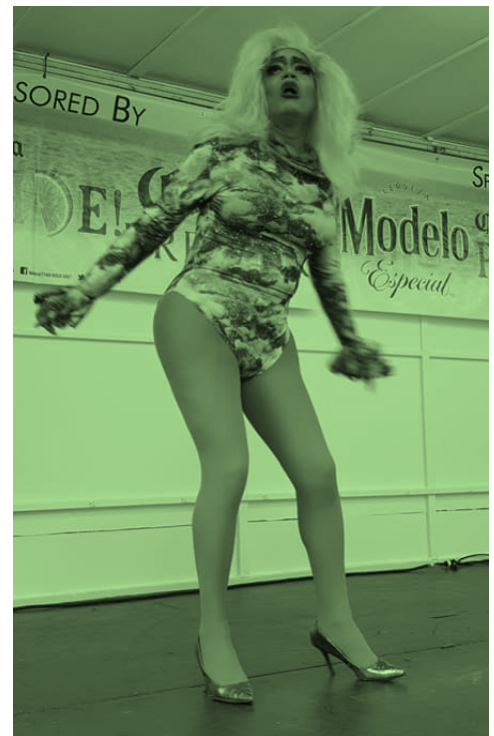
Hourly acknowledgement of your sponsorship by main stage hosts.

6 complimentary 21+ admission tickets to the PRIDE Kickoff Celebration.

Advertisement placement on YonkersPrideFest.org, and one dedicated social media post the month of the PRIDE Celebration. (Sponsor is responsible for all marketing material)

## OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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## BLUE

EVENT SPONSOR

\$1,000

Logo placement on sponsor page and 1/4 page advertisement in Yonkers digital PRIDE Guide.

Listing as Blue Sponsor with logo placement on sponsor banner placed at entrance to PRIDE events.

Ability to place a maximum of 2 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

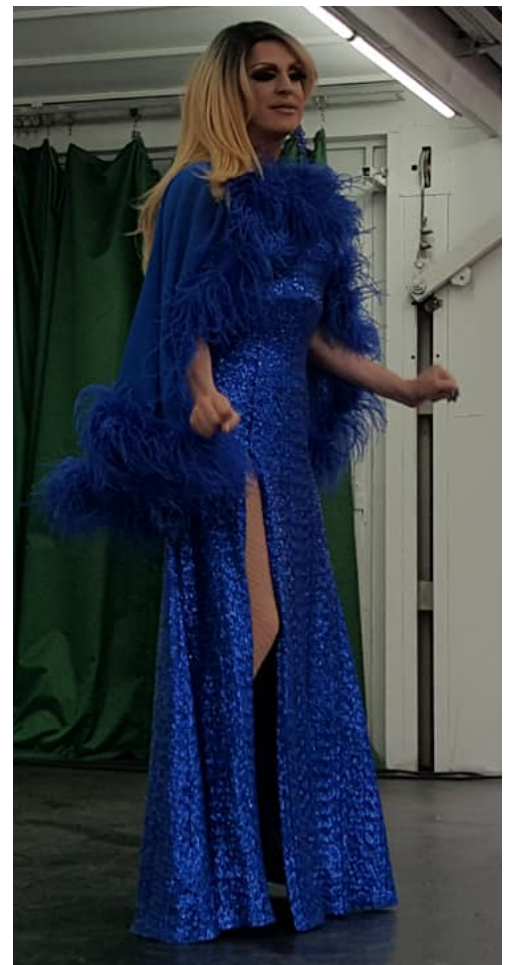
Hourly acknowledgement of your sponsorship by main stage hosts.

One 10' x 10' booth at the PRIDE Festival (tables, chairs, and electricity not included). Vendor application must be submitted to utilize this benefit.

4 complimentary 21+ admission tickets to the PRIDE Kickoff Celebration.

### OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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# VIOLET

EVENT SPONSOR

\$500

Logo placement on sponsor page of Yonkers digital PRIDE Guide

Ability to place a maximum of 1 company banners inside PRIDE Festival venue. (Sponsor holds all financial responsibility in case of damage or loss.)

One 10' x 10' booth at the PRIDE Festival (tables, chairs, and electricity not included). Vendor application must be submitted to utilize this benefit.

Hourly acknowledgement of your sponsorship by main stage hosts

2 complimentary 21+ admission tickets to the PRIDE Kickoff Celebration

## OPTIONAL UPGRADES AVAILABLE

Please review the upgrades page for a complete listing.



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# UPGRADES

SPONSOR UPGRADES BY LEVEL

## ALL SPONSOR LEVELS

50% OFF - 1 Additional standard 10'x10' booth rental at the Yonkers PRIDE Festival venue

\$2,500 – Kick Off Party naming rights.

\$2,500 – After Party naming rights. \*\*



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*\*\* Applicable banners to be provided by sponsor.*



## CATEGORY & IN-KIND

### SPONSORSHIPS

The following list outlines the “in-kind” and category sponsorship needs of Yonkers PRIDE. Monetary amounts listed indicate the need for a cash sponsorship of that item or category.

#### GIFT BAG / RAFFLE / AUCTION ITEMS

- Sponsors to provide items for PRIDE to use at its discretion in gift-bags, event prizes, raffle drawings, etc.

#### PARTY RENTALS & SUPPLY

- Sponsor to provide table cloths, skirting, and other decorations for use at PRIDE Festival.
- Decorations should be available for afternoon pickup on June 6, 2019 and will be returned on June 11, 2019.

#### BEER GARDEN SPONSOR – \$2,500

- Official Beer Garden Sponsors gain exceptional market exposure via naming rights of the event as well as the availability of banner rights inside the beer garden.
- Sponsor to provide desired collateral/materials for use during event.

#### YOUTH EVENT - \$1,500

- Sponsorship covers the costs of hosting the youth event at PRIDE.
- Sponsor gains youth event hosting rights for their venue if desired/applicable as well as presenting sponsor recognition for the event.

#### TRUCK RENTALS

- Provide one 26ft rental truck free of charge for official Yonkers PRIDE use from June 7, 2019 (morning pickup) to June 11, 2019 (afternoon drop-off).
- Provide (if needed by PRIDE) the 2-day use of a cargo van up to four times during sponsorship year.

#### FAMILY ACTIVITY AREA

- Sponsor to provide owned or rented play/recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Suggested equipment could include bounce houses, playscapes, human gyroscopes, bungee trampoline jump, carnival games, etc.
- Yonkers PRIDE will supply sponsor with the appropriate amount of space to ensure safe operation.
- Sponsor will receive area branding as the Family Activity Area presenting sponsor.

#### RENTAL CARS

- Provide 3 high-end or luxury SUV rental cars for official Yonkers PRIDE use.
- Sponsor should provide car magnets with logo for additional branding on all vehicles.
- Provide rental discount throughout the year for PRIDE travel.





## CATEGORY & IN-KIND

### SPONSORSHIPS (CONT.)

#### HOST HOTEL - \$1,000+

- Sponsor commitment must be confirmed by May 1, 2019 to meet media deadlines.
- Sponsor to provide a discounted room rate for PRIDE attendees wishing to book hotel stays.
- Sponsor to offer shuttle service to/from PRIDE's Night festival for hotel guests (when applicable). Sponsor may elect to base shuttle service from one property if multiple properties are highlighted.
- Sponsor to provide up to 20 regular hotel room nights and 4 suite nights for PRIDE's use during PRIDE. (Exact dates of check-in/check-out to be determined at a later date, pending room availability and talent bookings)
- Sponsor will gain recognition as the host hotel of Yonkers PRIDE and be mentioned as such in all marketing.
- Non-exclusive Sponsorship

#### EVENT SPONSORSHIP - VARIOUS AMOUNTS

Official Yonkers PRIDE Parties - Sponsorship covers the rights to host an Official Yonkers PRIDE Event

- Kick Off Party - \$2,500
- Youth Party - \$1,500
- After Festival Party - \$2,500
- Pride BRUNCH - \$3,500

Participation grants you first right of refusal to renew hosting privileges for 2020. All renewals must be completed by June 30, 2019 or parties become open for bid.

#### RAINBOW BALLOON ARCH SPONSOR

- Sponsorship is applied towards the cost of producing and installing the 2 rainbow balloon arches the morning of June 8, 2019.

#### Banners

- Sponsorship is applied towards the cost of producing and installing event banners leading up to June 8, 2019.

#### WATER BOTTLE SPONSOR

- 12,000 16oz water bottles labeled with sponsor's advertisement and PRIDE logo.

#### PRIDE FLAG SPONSOR

- 500 small handheld PRIDE flags.
- 50 medium sized PRIDE lamppost flags
- 10 large sized PRIDE venue flags







# DEADLINES

## 2019 SPONSORSHIP DUE DATES

Completed Sponsorship Agreement and complete Sponsorship must be received no later than May 7, 2019\*.

Please make checks payable to the DOWNTOWN/WATERFRONT BUSINESS IMPROVEMENT DISTRICT, INC. with memo YONKERS PRIDE. In cash sponsorships will be credited at full value, in kind sponsorships will be credited at 1/2 market value.

Send Agreement and Sponsorship to:

Yonkers Downtown BID  
15 MAIN STREET  
YONKERS, NY 10701

(You will be notified upon receipt of your Sponsorship)

Logos in PDF or EPS format should be sent to [steve.b.cruz@gmail.com](mailto:steve.b.cruz@gmail.com) ASAP, but no later than MAY 15, 2019.

Camera ready artwork for digital PRIDE guide should be sent in 300dpi JPG or PDF format to [steve.b.cruz@gmail.com](mailto:steve.b.cruz@gmail.com) by MAY 7, 2019.

VENDOR/SPONSOR Application(s) should be completed and submitted by MAY 7, 2019



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