

**PRESENTED BY**

**CLEVELAND LESBIAN GAY BI TRANS PRIDE, INC.  
DBA \CLEVELAND PRIDE, INC.**

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3210 EUCLID AVE, CLEVELAND OH 44115  
(216) 226-0004 (VOICE/FAX)

**Cleveland Pride, Inc.**  
**2012 SPONSOR/MEDIA PACKAGE**  
**SATURDAY, JUNE 23<sup>RD</sup>, 2012**

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CONTACT INFORMATION

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**MISSION STATEMENT AND PURPOSE**

Cleveland Lesbian-Gay-Bi-Trans Pride, Inc. dba\Cleveland Pride, Inc. (Cleveland Pride) exists to be the catalyst for bringing awareness, education, and knowledge of the queer community to the general public in order to discourage/eliminate prejudice and discrimination on the basis of a person's actual or perceived sexual orientation or gender identity.

Cleveland Pride openly recognizes and embraces all individuals of the queer community that identify as gay, lesbian, bisexual, transgender, queer questioning, intersex, and straight allies; while understanding that each group identified exist in all ages, races, national origins, and physical abilities. We acknowledge that each group depends on and supports the other group(s) to sustain, nurture and develop fundamental progress in basic human and civil rights for all people.

Cleveland Pride will achieve this mission statement by educating institutions, industries and the general public; sponsor educational forums, awareness discussions, informational displays, supportive gatherings, other related organized events, and an annual rally, parade and festival. These will be accomplished by facilitating a financial model to fund and maintain an endowment through obtaining grants, conducting fundraisers, and promoting donation campaigns.

**THE IMPORTANCE OF BEING PRESENT, SPONSORING CLEVELAND PRIDE**

Each June communities all over the world celebrate Gay Pride Month to commemorate the Stonewall Riots of 1969 that sparked the gay rights movement in America. Cleveland's Pride is among the first half dozen such celebrations started in the U.S., making our Parade, Rally and Festival among the longest continuing Pride events in the country.

In 1989, our pride celebration began as a small event located on W. 29th Street, a small side street on the near west side with several hundred people, one stage and a dozen vendors. We added a Parade to our festivities in 1990 with 600 walking tall. In 1994, we came out of our closet moving first to public square and then in 1996 to our current location at Voinovich Park, behind the Rock and Roll Hall of Fame, enjoying the amazing Cleveland skyline and the wonders of Lake Erie. In 2011, Cleveland Pride broke record attendance at 17,800 participants for the entire day.

Cleveland Pride's festival is **the largest** annual event that brings together our LGBT and straight allied families, friends, organizations and corporations. We have individuals present representing ages from infants to elderly, many races and nationalities, all spectrums of gender and sexual orientation, almost every profession and career, and during that gathering, we know and feel that **"united we stand, we are not alone!"**

Your sponsorship donation makes it possible for our annual parade, rally and festival to be the most incredible experience for an individual that finally realizes **"they are not alone"**. Give generously! Join us in our parade, be our vendor, be an entertainer, be a volunteer.

The LGBT community is one of the most brand loyal segments of our population and your donation will be recognized by the LGBT community for your dedication and support. We are a 100% volunteer organization from the board of directors to the general volunteers. We run lean and depend on your support. Thank you!

**EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT**

Cleveland Pride is a full volunteer organization without staffing. However, services providers and consultants may be engaged from time to time to promote or produce events for the organization. All employees, volunteers service providers, and consultants play an important role in maintaining an environment of equal opportunity.

It is the policy of Cleveland Pride to promote and ensure equal employment and volunteer opportunities for all persons regardless of race, color, sex, national origin, religion, age, disability, sexual identity, sexual orientation or genetic information. Equal employment opportunity principles govern all aspects of the organizations personnel engagement policies, program practices, and operations. All phases of employment (whether through contracted services or volunteerism), including recruitment, hiring, evaluation, promotion, transfer, assignment, training, benefits and separation, shall be conducted in compliance with equal employment opportunity laws and regulations.

**2012 SPONSORSHIP PACKAGE LEVELS**

<b><u>PRESENTING \$20,000 +</u></b>	
<ul style="list-style-type: none"> <li>• Exclusive Of Its Type Of Sponsor Or Vendor</li> <li>• Creative Presentation and Visibility negotiated and coordinated with Cleveland LGBT Pride, Inc and/or designated pride Representative</li> <li>• Lead Banner In Pride Parade</li> <li>• Most Prominent Banner Signage At Main Gate</li> <li>• Most Prominent Banner Signage On Festival Site</li> <li>• Up To 12 Banners and/or Signs</li> <li>• 3 Premium Location Vendor 10x10 Site W/Table and Chairs</li> </ul>	<ul style="list-style-type: none"> <li>• Message On Pride Staff, Volunteers And Donor T-Shirt</li> <li>• Hourly Announcements From All Stages</li> <li>• Parade Entry Fee Waived</li> <li>• 12 VIP Parking Passes***</li> <li>• 12 VIP Tent Passes</li> <li>• 12 Pride T-Shirts</li> <li>• 3 Canopies provided by Cleveland Pride, upon request</li> </ul>
<b><u>DIAMOND \$15,000+</u></b>	<b><u>PLATINUM \$10,000+</u></b>
<ul style="list-style-type: none"> <li>• Exclusive Of Its Type Of Sponsor Or Vendor</li> <li>• Creative Presentation And Visibility Negotiated And Coordinated With Pride Coordinator And/Or Designated Pride Representative</li> <li>• Banner<sup>2</sup> In Pride Parade</li> <li>• Prominent Banner Signage At Main Gate</li> <li>• Prominent Banner Signage On Festival Site</li> <li>• Up To 10 Banners and/or Signs</li> <li>• 2 Vendor 10x10 Site W/Table and Chairs</li> <li>• Message On Pride Staff, Volunteers And Donor T-Shirt</li> <li>• Hourly Announcements From All Stages</li> <li>• Parade Entry Fee Waived</li> <li>• 10 VIP Parking Passes***</li> <li>• 10 VIP Tent Passes</li> <li>• 10 Pride T-Shirts</li> <li>• 2 Canopies provided by Cleveland Pride, upon request</li> </ul>	<ul style="list-style-type: none"> <li>• Exclusive Of Its Type Sponsor Or Vendor</li> <li>• Up To 8 Banners and/or Signs</li> <li>• 2 Vendor 10x10 Site W/Table and Chairs</li> <li>• Hourly Announcement From A Stage</li> <li>• Parade Entry Fee Waived</li> <li>• 8 VIP Parking Passes***</li> <li>• 8 VIP Tent Passes</li> <li>• 8 Pride T-Shirts</li> <li>• 8 Passes To The Pride Festival Gate Express Boarding</li> <li>• 2 Canopies provided by Cleveland Pride, upon request</li> </ul>
<b><u>TITANIUM \$7,500+</u></b>	<b><u>GOLD \$5,000+</u></b>
<ul style="list-style-type: none"> <li>• Up To 6 Banners and/or Signs</li> <li>• 2 Vendor 10x10 Site W/Table and Chairs</li> <li>• Hourly Announcement From A Stage</li> <li>• Parade Entry Fee Waived</li> <li>• 6 VIP Parking Passes***</li> <li>• 8 VIP Tent Passes</li> <li>• 8 Pride T-Shirts</li> <li>• 2 Canopies provided by Cleveland Pride, upon request</li> </ul>	<ul style="list-style-type: none"> <li>• Up To 4 Banners and/or Signs</li> <li>• 1 Vendor 10x10 Site W/Table and Chairs</li> <li>• Bi-Hourly Announcement From A Stage</li> <li>• Parade Entry Fee Waived</li> <li>• 4 VIP Parking Passes***</li> <li>• 6 VIP Tent Passes</li> <li>• 6 Pride T-Shirts</li> <li>• Canopy provided by Cleveland Pride, upon request</li> </ul>
<b><u>SILVER \$2,500+</u></b>	<b><u>BRONZE \$1,250+</u></b>
<ul style="list-style-type: none"> <li>• Up To 2 Banners and/or Signs</li> <li>• 1 Vendor 10x10 Site W/Table and Chairs</li> <li>• 1 Main Stage Announcement</li> <li>• Parade Entry Fee Waived</li> <li>• 2 VIP Parking Passes***</li> <li>• 4 VIP Tent Passes</li> <li>• 4 Pride T-Shirts</li> <li>• Canopy provided by sponsor</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Banners and/or Signs</li> <li>• 1 Vendor 10x10 Site W/Table and Chairs</li> <li>• Parade Entry Fee Waived</li> <li>• 1 VIP Parking Pass***</li> <li>• 2 VIP Tent Passes</li> <li>• 2 Pride T-Shirts</li> <li>• Canopy provided by sponsor</li> </ul>
<b><u>STAR \$500+</u></b>	
<ul style="list-style-type: none"> <li>• Name on ads, print and mailings</li> <li>• Parade entry fee waived</li> <li>• 1 VIP tent passes</li> </ul>	

\*\*\*Voinovich Park has limitations on parking available for various needs including sponsors. Therefore, parking passes will only be issued on an "as available" status and awarded to sponsors who sign/pay there agreements on a first come first serve basis. Please ask if parking is still available before signing your sponsorship agreement.

**NOTE: Company's logo to appear in Pride Festival Guide with any Sponsorship level**

**Media Rights**

Please see *Sponsor Media Exposure* for further information. With all sponsorship levels, you have the right to use the Cleveland Pride logo and your sponsorship level, in advertisements placed for the sponsor.

**Naming Opportunities**

Please speak with Todd Saporito, Cleveland Pride Board President/CEO for more information on other opportunities for naming rights. With cash contributions the following are **examples** of naming opportunities:

LOCATION	SPONSORSHIP LEVEL		VOLUME
Beer Garden	\$5,000	Gold	holds 4,000 at capacity
Performance Stage	\$5,000	Gold	holds 3,200 at capacity
Triangle Stage	\$7,500	Platinum	holds 5,000 at capacity
Entrance	\$7,500	Platinum	over 17,800 impressions
Parade	\$5,000	Gold	averaging 3,000 marchers
Volunteer T-Shirts	\$5,000	Gold	all volunteers & sponsors
Children's Pavilion:	\$1,250	Bronze	1,000 attendees
Food Court:	\$5,000	Gold	over 12,000 served
Wrist bands	\$5,000	Gold	over 17,800 distributed
Youth Town	\$1,250	Silver	2,000 attendees
Advertising:	TBD		
VIP Tent:	TBD		

**Deadlines**

Cleveland Pride will issue a Corporate Contract upon receipt of Sponsorship Commitment. The Corporate Contract will outline what your company will provide to Cleveland Pride, and what Cleveland Pride will provide to your company, in return for your sponsorship. For Cleveland Pride to ensure your eligibility and inclusion in our print advertising, we encourage corporations to make a commitment to Cleveland Pride and sign their Corporate Contracts no later than March 1, 2012. Full payment must be made by May 1, 2012.

**NOTE: Cleveland Pride appreciates a payment of 50 % of your Sponsorship by March 1, 2010.**

**For inclusion in the April "Save The Date" mailing:**

Contract signed by March 1, 2012 | Logo due by March 15, 2012

**For inclusion in the "Pride" mailing (if print media is utilized):**

Contract signed by April 1, 2012 | Logo due by April 15, 2012

**For inclusion in the "Final" electronic mailings:**

Contract signed by May 1, 2012 | Logo due by May 15, 2012

**For inclusion in Pride print ads:**

Refer to sponsorship level eligibility. Your logo or name will be included in appropriate ads, after contract date.

**For inclusion in our GPC Pride guide ad (tentatively May 29), if eligible:**

Contract must be signed by May 1, 2012 | Logo due by May 15, 2012

**For inclusion in the Pride festival program, and Pride festival signage:**

Contract must be signed by May 1, 2012 | Logo due by May 15, 2012

**2012 SPONSORSHIP MEDIA EXPOSURE\*\***

\*\*Note: Cleveland Pride must have appropriate level of participation by all sponsors, vendors and parade participants in order to take full opportunity of various media outlets. We commit to doing our best to secure bulk media exposure sponsors, but will always be able to use viral internet marketing through [www.clevelandpride.org](http://www.clevelandpride.org), [www.facebook.com/clevelandpride](http://www.facebook.com/clevelandpride), and [www.facebook.com/toddjsaporito](http://www.facebook.com/toddjsaporito).

**Diamond \$ 15,000- Gold \$ 5,000+**

Full page ad in Scene magazine, i.e. "Your Company is proud to sponsor Cleveland Pride 2012"

Full page ad in Gay People's Chronicle, i.e. "Your Company is proud to sponsor Cleveland Pride 2012"

Linked logo and banner ad on web site now through Dec. 31, 2012 (exposure of 100K average hits per month)

Up to 8 email blasts (20,000 per blast)

Logo in FP ad for Outlines Magazine (5,000 exposure)

Approximately 1,100,000+ overall impressions

1/4 page ad in Scene magazine, i.e. "Cleveland Pride sponsored by your company name" (363,000 exposure)

Linked logo and banner ad on web site now through Dec. 31, 2012 (exposure of 100K average hits per month)

Up to 1 email blasts (20,000 per blast)

Logo in FP ad for Outlines Magazine (5,000 exposure)

Logo in FP ad in Gay People's Chronicle

Approximately 970,000 overall impressions

**Silver \$ 2,500+**

**Platinum \$ 10,000-**

Full page ad in Scene magazine, i.e. "Cleveland Pride sponsored by your company name"

Linked logo and banner ad on web site now through Dec. 31, 2012 (exposure of 100K average hits per month)

Up to 6 email blasts (20,000 per blast)

Logo in FP ad for Outlines Magazine (5,000 exposure)

Logo in FP ad in Gay People's Chronicle

Approximately 1,000,000 overall impressions

Linked logo and banner ad on web site now through Dec. 31, 2012 (exposure of 100K average hits per month)

Up to 1 email blasts (20,000 per blast)

Logo in FP ad for Outlines Magazine (5,000 exposure)

Logo in FP ad in Gay People's Chronicle

Approximately 375,000 overall impressions

**Bronze \$ 1,250+**

Logo to appear in ads, printed materials

Linked logo to appear on web site

Up to 1 email blast (20,000 per blast)

**Titanium \$ 7,500-**

1/2 page ad in Scene magazine, i.e.

"Cleveland Pride sponsored by your company name"

(363,000 exposure)

Linked logo and banner ad on web site now through Dec. 31, 2012 (exposure of 100K average hits per month)

Up to 4 email blasts (20,000 per blast)

Logo in FP ad for Outlines Magazine (5,000 exposure)

Logo in FP ad in Gay People's Chronicle

Approximately 992,000 overall impressions

**Star \$ 500+**

Names to appear in ads, printed materials and mailings and fliers, as appropriate.

Linked logo to appear on web site.

**NOTE: Company's logo to appear in Pride festival guide with any sponsorship level. Deadline to submit logo May 7, 2011.**

**NOTE: Gay People's Chronicle deadlines are not established by Cleveland Pride. Deadline for GPC advertising must be submitted by April 1<sup>st</sup>, 2012.**