About the Parade & Festival

- Sunday, September 8\textsuperscript{th}
- Parade up Church Street begins at 12:30pm
- Festival at Battery Park from 1pm to 4pm
Benefits can be enjoyed all year long in a number of interesting ways. Pride Vermont reaches thousands of people and a number of organizations through our listserv, social media, website, and events. Don’t miss this great opportunity!

Sponsoring Pride Vermont is good for the community and your organization.
Let the community know where you stand so the community can stand with you.

**Audience**

- 900 Parade Participants
- **WEB TRAFFIC** avg. 12,000/month
- **EMAIL SUBSCRIBERS** 1,900
- **INSTAGRAM FOLLOWERS** 527 @pridecentervt 302 @glamvt
- **FACEBOOK AUDIENCE** 4,125 Pride Center Page 1,623 Pride Vermont Group 450 GLAM VT Page
- **TWITTER FOLLOWERS** 1,633 @pridecentervt 589 @glamvt

**CALENDAR VIEWS** avg. 5,500/month

2,000 Attendees
**Glitter Fabulous**

- Sponsorship of all 4 Pride Center Events
  - Pride Festival & Parade (September)
  - Pride Center of Vermont’s Annual Celebration (May)
  - Whatever Floats Your Boat LGBTQ Lake Champlain Cruise (July)
  - Vermont Drag Idol (July)
- Full Page Advertisement in Pride Guide (1000 copies)
  - Full color, Premium Placement (near agenda, inside cover, or back cover)
- Full Page Advertisement in Annual Celebration Program (400 copies)
  - Color ad
- Your logo on all printed materials
- Event Presence
  - 6 tickets to the Pride Center Celebration
  - Ad displayed on screen during the Pride Center Celebration event
  - Banner at events
  - Multiple “Thank You’s” from the stage at the Festival
  - Booth at Festival
  - Parade Fee waived
- Pride Center Business Membership (1 year)
  - Complete Listing (photo, description, map, logo, contact info)
- Website Presence
  - Logo on homepage
  - Logo on Calendar and Pride pages
- Social Media
  - Thank you post
  - Logo on Facebook event page

$5,000

**Rainbow**

- Sponsorship of 3 Pride Center Events (your choice)
  - Pride Festival & Parade (September)
  - Pride Center of Vermont’s Annual Celebration (May)
  - Whatever Floats Your Boat LGBTQ Lake Champlain Cruise (July)
  - Vermont Drag Idol (July)
- Full Page Advertisement in Pride Guide (1000 copies)
  - Full color
- Full Page Advertisement in Annual Celebration Program (400 copies)
  - Color ad
- Your logo on all printed materials
- Event Presence
  - 4 tickets to the Pride Center Celebration
  - Ad displayed on screen during the Pride Center Celebration event
  - Banner at events
  - Multiple “Thank You’s” from the stage at the Festival
  - Booth at Festival
  - Parade Fee waived
- Pride Center Business Membership (1 year)
  - Complete Listing (photo, description, map, logo, contact info)
- Website Presence
  - Logo on homepage
  - Logo on Calendar and Pride pages
- Social Media
  - Thank you post
  - Logo on Facebook event page

$3,000
**SPONSORSHIP LEVELS**

**Diamond**

- Sponsorship of 2 Pride Center Events (your choice)
  - Pride Festival & Parade (September)
  - Pride Center of Vermont’s Annual Celebration (May)
  - Whatever Floats Your Boat LGBTQ Lake Champlain Cruise (July)
  - Vermont Drag Idol (July)
- Full Page Advertisement in Pride Guide (1000 copies)
  - Grayscale
- Half Page Advertisement in Annual Celebration Program (400 copies)
  - Color ad
- Event Presence
  - 2 tickets to the Pride Center Celebration
  - Multiple “Thank You’s” from the stage at the Festival & Celebration
  - Booth at Festival
  - Parade Fee waived
- Pride Center Business Membership (1 year)
  - Enhanced Listing (description, map, logo, contact info)
- Website Presence
  - Logo on homepage
  - Logo on Calendar (1 week) and Pride pages
- Social Media
  - Thank you post
  - Logo on Facebook event page

**Platinum**

- Sponsorship of 2 Pride Center Events (your choice)
  - Pride Festival & Parade (September)
  - Pride Center of Vermont’s Annual Celebration (May)
  - Whatever Floats Your Boat LGBTQ Lake Champlain Cruise (July)
  - Vermont Drag Idol (July)
- Half Page Advertisement in Pride Guide (1000 copies)
  - Grayscale
- Half Page Advertisement in Annual Celebration Program (400 copies)
  - Color ad
- Your logo on all printed materials
- Event Presence
  - Multiple “Thank You’s” from the stage at the Festival
  - Booth at Festival
  - Parade Fee waived
- Pride Center Business Membership (1 year)
  - General Listing (short description, logo, contact info)
- Website Presence
  - Logo on homepage
- Social Media
  - Thank you post

**$2,000**  **$1,000**
# Sponsorship Levels

<table>
<thead>
<tr>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sponsorship of Pride Festival &amp; Parade</td>
<td>• Sponsorship of Pride Festival &amp; Parade</td>
</tr>
<tr>
<td>• Quarter Page</td>
<td>• Eighth Page</td>
</tr>
<tr>
<td>Advertisement in Pride Guide (1000 copies)</td>
<td>Advertisement in Pride Guide (1000 copies)</td>
</tr>
<tr>
<td>– Grayscale</td>
<td>– Grayscale</td>
</tr>
<tr>
<td>• Event Presence</td>
<td>• Event Presence</td>
</tr>
<tr>
<td>– Booth at Festival</td>
<td>– Booth at Festival</td>
</tr>
<tr>
<td>– Parade Fee waived</td>
<td>– Parade Fee waived</td>
</tr>
<tr>
<td>• Pride Center Business Membership (1 year)</td>
<td>• Pride Center Business Membership (1 year)</td>
</tr>
<tr>
<td>– General Listing (description, map, logo, contact info)</td>
<td>– Basic Listing (contact info)</td>
</tr>
<tr>
<td>• Social Media</td>
<td>• Social Media</td>
</tr>
<tr>
<td>– Thank you post</td>
<td>– Thank you post</td>
</tr>
</tbody>
</table>

$500  $300

*Thank you for your consideration*
Please make checks payable to PRIDE CENTER OF VERMONT