



## AN INVITATION TO INVEST IN PRIDE

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*We invite you to be one of our sponsors for the  
2021 Delaware Pride Parade and Festival.*

Dear Community Supporters,

Since our formation in 1997 we have been producing Delaware’s largest Lesbian, Gay, Bisexual, Transgender, and Intersex public celebration. The annual Delaware Pride Festival is shaping up to be a monumental event bringing Delaware & the Tri-State area together for a celebration of our community. With great excitement we are proud to announce our new date for the 2021 event, to kick off PRIDE month this year’s Delaware Pride Parade and Festival is being held on Saturday, June 5<sup>th</sup>, 2021 from 9am – 5pm.

***We invite you to become one of our valued sponsors for the 2021 Delaware Pride Parade and Festival.*** Your support is indicative of not only your generosity, but the value and need for Pride to continue and thrive. As a 501(c)3 not-for-profit organization, we rely on the kind support of Corporations, local businesses, and donors in the community to fund the success of PRIDE each year. PRIDE works hard to utilize all of our generous contributions to maximize the impact within the community through the festival and other programs. In return for your investment, we offer unique marketing options and exposure for your brand throughout the year.

Delaware Pride offers a range of valuable sponsorship, marketing and advertising opportunities for companies both large and small to connect with the LGBT and allied community. The official PRIDE Parade and Festival will be held Saturday, June 5 at the Legislative Mall / Green Park from 9am – 5pm and will feature vendors, food and performers throughout the day to keep everyone entertained. We will have quite the line up!

We look forward to working with you in making this year’s PRIDE an even greater success. We encourage and invite you to take part in the legacy of Delaware Pride and making it more memorable than ever! For anything related to pride or general questions, please feel free to visit our website at [delawarepride.org](http://delawarepride.org) or call us at (302) 265-3020.

Yours in Service,

Steve Newman Jr.  
Delaware Pride Sponsorship Chairman



**EXECUTIVE COMMITTEE OF  
DELAWARE PRIDE, INC.**

Steve Newman Jr.  
*President*

Amanda White  
*Vice President*

Elizabeth Newman  
*Treasurer*

# ABOUT DELAWARE PRIDE

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Delaware Pride began in 1997, spawned from a conversation among four friends about the need for a more visible and cohesive LGBT Delaware community. The initially half-serious, overwhelming concept of an annual Delaware Pride festival quickly blossomed into reality through the community's generous support and the tireless involvement of numerous volunteers. The organization was officially formed on April 29, 1997. For several years, the annual festival was held in Wilmington's Rodney Square. Then, it relocated to Cape Henlopen State Park in Rehoboth, where it would remain for the next 10 years. Then in 2012 the event was moved to Blue Diamond Park in New Castle County in an attempt to have a rotating location for the festival. However as luck would have it in 2014 the Delaware Pride Festival found its new and permanent home at our states capital in Dover, DE directly in front of the state capitol building this allowed us to have a larger venue that was more easily accessible to all Delaware citizens and regional travelers and for the first time be able to offer it as a free event to attendees.

Since the first festival, which drew only a few hundred attendees and featured about a dozen vendors, it has grown exponentially and has received thousands of visitors, showcasing top-notch entertainers, vendors, and local LGBT organizations. 2019 saw another first for Delaware Pride as we held our first ever Pride Parade. With year round support from community volunteers and sponsors, thousands from near and far continue to gather annually to celebrate Delaware Pride, our community and our diversity. Volunteers run the Delaware Pride Festival and thousands of volunteer hours are dedicated to planning and hosting the various events.

Delaware Pride, Inc. is also a proud member of Interpride.org, an international association for organizations that produce pride events around the world. Its member organizations are dedicated to producing Pride events for the global Lesbian, Gay, Bisexual, Transgender, Intersex (LGBTI) community.

## FESTIVAL HIGHLIGHTS

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The Delaware Pride Festival is an ever-changing, evolving and growing event. Our planning teams work diligently to ensure that all of the programming is relevant to our community's interest and simply first-rate.

### ★ **Pride Parade – Saturday, June 5<sup>th</sup>**

The Delaware Pride Parade steps off on Saturday, June 6<sup>th</sup>, at 9am traveling just under a mile through the city of Dover. The parade will include floats, vehicles, walkers, and entertainment – consisting of local businesses, the Delaware Pride Grand / Youth Marshals, politicians, community groups, drag queens, and much more. The starting point of the parade is still being ironed out but the event will be ending on Martin Luther King Blvd S. at the Main Pride Celebration!!

### ★ **Main Stage Pride Celebration – Saturday, June 5<sup>th</sup>**

Our main stage comes alive with entertainers far and wide. The festival grounds will also feature various vendors, food trucks and informational booths. This Pride Celebration is a Free Admission event which runs from 10am – 5pm.

### ★ **Side Stage Pride Celebration – Saturday, June 5<sup>th</sup>**

Our side stage comes alive with drag entertainers far and wide. The festival grounds will also feature various vendors, food trucks and informational booths. This Pride Celebration is a Free Admission event which runs from 10am – 5pm.

### ★ **Pride Afterparty – Saturday, June 5<sup>th</sup>**

After the Festival keep the party going by attending our Pride Afterparty featuring dancing and drinks the event runs from 9pm – Midnight. The official location has not been confirmed yet but is currently under review.

# 2021 Delaware Pride Sponsorship Options

	Festival Presenting Sponsorship \$10,000	Parade Presenting Sponsorship \$7,500	Festival Main Stage Sponsorship \$5,000	Festival Side Stage Sponsorship \$5,000	Beer Garden Sponsor – \$5,000	Kids Zone Sponsor – \$3,000	Rainbow Sponsor – \$4,000	Red Sponsor – \$3,500	Orange Sponsor – \$2,500	Yellow Sponsor – \$2,000	Green Sponsor – \$1,500	Blue Sponsor – \$1,000	Purple Sponsor – \$500	Community Sponsor – \$250
<b>Sponsor Benefits</b>														
<b>Parade / Festival Space</b>														
Parade Space	■	■	■	■	■	■	■	■	■	■	■	■	■	■
12' x 12' Festival booth						■	■	■	■	■	■	■	■	■
12' x 24' Festival booth	■	■	■	■	■									
<b>Print Name/Logo inclusion on</b>														
All print marketing	■	■	■	■	■									
Promoted on Social Media	■	■	■	■	■									
Listed on Delawarepride.org for 1 year	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Official Pride Guide	3 Page	2 Page	1 Page	1 Page	1 Page	Half Page	Half Page	Half Page	1/4 Page	1/4 Page	1/4 Page	1/4 Page	1/8 Page	1/8 Page
Logo on volunteer shirts at Festival	■	■	■	■	■	■	■	■						
Logo on Beer Garden wristbands					■									
Sponsor Provided Banner on Main Stage			■											
Sponsor Provided Banner on Side Stage				■										
Sponsor Provided Banner at Beer Garden					■									
Sponsor Provided Banner at Kid Zone						■								
Sponsor Provided Banner on Tent							■	■						
Sponsor Provided Banner at Parade Start		■												
Sponsor Provided Banner at After Party	■	■			■									
<b>Recognition</b>														
Award Presented on Main Stage	■													
Verbal recognition on Main Stage	■	■	■		■	■	■	■	■	■				
Verbal recognition on Side Stage	■	■		■	■	■	■	■	■	■				
Speaking Opportunity on Main Stage	■		■											
Speaking Opportunity on Side Stage	■	■		■										
Complimentary After Party Tickets	10	8	5	5	5		4	4						
Complimentary Pride Shirts	10	8	5	5	5	4	4	4	4	4	2	2		

## SOME OF OUR PAST SPONSORS





## DID YOU KNOW?

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The national annual value of the LGBTQ+ market is estimated to be worth over \$917 BILLION and expected to surpass \$1 TRILLION by 2020.

Same sex households make 16% more trips to the store compared to average households.

55% OF LGBTQ+ consumers will choose to do business with companies that are committed to the diversity/equal treatment of the LGBTQ+ community.

70% of LGBTQ+ adults stated they would pay a premium for a product from a company that supports the LGBTQ community.

78% of LGBTQ+ adults and their friends, family and relatives would switch to brands that are known to be LGBTQ+-friendly.

## WHY YOUR SUPPORT IS IMPORTANT

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- We are only as strong as our community supporters.
- Becoming a sponsor is a great opportunity to support the Delaware Pride and also demonstrate your support and commitment to the LGBTQ community.
- Remember: United We Shine!
- Without the generous financial support of businesses and corporations this event would not be possible.
- Your sponsorship is a great way to strengthen our community while building your brand's presence.
- Your support in the form of cash donations, sponsorships, and advertising are critical to the survival of this event. If financial support is not possible please consider donations of products or services. Any support you can provide would be greatly appreciated.
- Ideal opportunity to talk face-to-face with thousands of potential customers.
- Get brand awareness.

# DELAWARE PRIDE 2021 SPONSORSHIP FORM

Thank you for taking the time to review our sponsorship opportunities, and we appreciate your support of our event. We hope that you will contact us soon to secure your spot as a 2021 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages.

## YOUR INFORMATION

NAME/BUSINESS/ORGANIZATION

CONTACT REPRESENTATIVE

ADDRESS (CITY, STATE, & ZIP CODE)

PHONE NUMBER

EMAIL ADDRESS

WEBSITE ADDRESS

## Please check your Sponsorship Level

	<b>Festival Presenting</b>	<b>\$10,000</b>
	<b>Parade Presenting</b>	<b>\$7,500</b>
	<b>Festival Main Stage</b>	<b>\$5,000</b>
	<b>Festival Side Stage</b>	<b>\$5,000</b>
	<b>Beer Garden</b>	<b>\$5,000</b>
	<b>Kids Zone</b>	<b>\$3,000</b>
	<b>Rainbow Sponsor</b>	<b>\$4,000</b>
	<b>Red Sponsor</b>	<b>\$3,500</b>
	<b>Orange Sponsor</b>	<b>\$2,500</b>
	<b>Yellow Sponsor</b>	<b>\$2,000</b>
	<b>Green Sponsor</b>	<b>\$1,500</b>
	<b>Blue Sponsor</b>	<b>\$1,000</b>
	<b>Purple Sponsor</b>	<b>\$500</b>
	<b>Community Sponsor</b>	<b>\$250</b>
	<b>Media Sponsor</b>	<b>Contact Us</b>
	<b>In Kind Sponsor</b>	<b>Contact Us</b>

## PAYMENT INFORMATION

**Delaware Pride accepts Checks, Money Order, or via PayPal.**

**Please make checks payable to Delaware Pride. Mail to PO BOX 9834, Newark, DE 19714-4934**

**Please print and fill out this page.**

**Once completed, please scan and email a copy to: DP\_Sponsorship@delawarepride.org**

**By signing this agreement, you are agreeing to the sponsorship as explained in the 2021 Delaware Pride Sponsorship Packet. Remember sponsorships are eligible for tax deductions. Delaware Pride Inc. reserves the right to accept/deny sponsorships. You will be notified upon approval.**

**Sponsorship not considered secured until balance is paid in full.**

**We thank you for your support!**

Signature:

Date:

## TO TAKE ADVANTAGE OF ADVERTISING BENEFITS:

Promotional Materials and Pride Guide

Ready to Print/hi-resolution artwork must be submitted

NO LATER THAN APRIL 30, 2021