

**LGBT
NETWORK**

Be Yourself. Stay Healthy. Change the World.

LGBTNETWORK.ORG

PRIDE

Sponsorships

THE NEW
**QUEENS
PRIDE**

JACKSON HEIGHTS • NY
SUNDAY 06.02.2024 • 12N - 5P

LONG ISLAND
PRIDE

HUNTINGTON • NY
SUNDAY 06.09.2024 • 12N - 5P

NORTH FORK
PRIDE

GREENPORT • NY
SATURDAY 06.22.2024 • 12N - 5P

The LGBT Network is a 501(c)(3) non-profit organization that is a home and voice for LGBT people, their families, and support systems of Long Island and Queens. The LGBT Network's four community centers help LGBT people to be themselves, stay healthy, and change the world. Since 1993, the LGBT Network has been pioneering advocacy and social change to promote safe spaces where LGBT people live, learn, work, play, and pray.



The LGBT Network provides direct services to more than **5,000** people annually. More than **25,000** visits are made to its community centers. Education services reach more than **10,000** youth, teachers, counselors, corporate professionals, healthcare providers, and other members of the community. Outreach initiatives engage more than **500,000+** people.

OUR CENTERS



Astoria
Queens LGBT Center
(Q Center)

Bay Shore
LGBT Friendly Senior
Housing & Center

Hauppauge
LGBT Network
Headquarters & Center

Sag Harbor
The Hamptons
LGBT Center

Bridgehampton
The Hamptons
LGBT Center



Thank You to our prior Sponsors of Pride!



QUEENS AND LONG ISLAND ARE A UNIQUE AND VALUABLE MEDIA MARKET WITH A COMBINED POPULATION OF **OVER 5.2 MILLION PEOPLE.**

DIGITAL ADVERTISING

Virtual live streamed event producing over 300K video views

Views were received from a total of 3,027 web sites and apps.

74% of all viewers watched 100% of the :15 video



MEDIA COVERAGE



SOCIAL MEDIA FOLLOWERS



22,151 followers



5,530 followers



18,425 followers



4,375 followers



NEW QUEENS PRIDE

SUNDAY JUNE 2, 2024
JACKSON HEIGHTS, NY

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Second Largest Pride in New York

The New Queens Pride Parade and Multicultural Festival is the second oldest and second largest pride parade in New York City. Founded in 1993, it is held annually on the first Sunday in June, in the neighborhood of Jackson Heights.

PRIDE PARADE

Nearly 100 organizations and groups march in this annual event maintaining a tradition of 31 years of Queens Pride!

MULTICULTURAL FESTIVAL

More than 40,000 spectators at the second largest Pride celebration in the New York metropolitan area. Sponsors receive a festival exhibitor booth, pre-event sponsor acknowledgement, and Pride Guide ad.



LONG ISLAND PRIDE

SUNDAY JUNE 9, 2024
HUNTINGTON, NY

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Largest LGBT Event on Long Island

LGBT Network produces the official Long Island Pride events - the Parade, Concert & Festival. Sponsors have a variety of opportunities for sponsorships. Premium sponsorships have the additional option to customize their activation for maximum impact.



PRIDE PARADE

Nearly 100 organizations and groups march in this annual event maintaining a tradition of 30+ years of Long Island Pride!



PRIDE CONCERT

Connect with thousands of LGBT people and their allies. Sponsors receive a festival exhibitor booth, pre-event sponsor acknowledgement, and Pride Guide ad.



PRIDE FESTIVAL

Join hundreds of exciting vendors, exhibitors & shops at LI Pride!



NORTH FORK PRIDE

SATURDAY JUNE 22, 2024
GREENPORT, NY

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Celebrate Pride on the East End

LGBT Network produces the official North Fork Pride events - Parade, Festival & Dance. Sponsors have a variety of opportunities for sponsorships. Premium sponsorships have the additional option to customize their activation for maximum impact.



PRIDE PARADE

With over 50+ organizations and groups participating in the 1st annual event, we plan to build a new tradition that is North Fork Pride.



PRIDE FESTIVAL

Join hundreds of exciting vendors, exhibitors & shops at North Fork Pride!



PRIDE DANCE

Connect with hundreds of LGBT people and their allies as we dance and celebrate together!



SPONSORSHIP OPPORTUNITIES

FOR MORE INFORMATION OR QUESTIONS, PLEASE CONTACT:

Brian Rosen, Director of Development
631.665.2300 | brosen@lgbtnetwork.org



NEW QUEENS PRIDE Sunday, 6.2.2024 • Jackson Heights, NY
LONG ISLAND PRIDE Sunday, 6.9.2024 • Huntington, NY
NORTH FORK PRIDE Saturday, 6.22.2024 • Greenport, NY

SINGLE EVENT SPONSORSHIPS

SPONSORSHIP	FRIEND \$500	COMMUNITY \$1,000	BRONZE \$2,500	SILVER \$5,000	GOLD \$10,000	TITANIUM \$15,000	PLATINUM \$25,000	PRESENTING \$50,000
PARADE ENTRY	✓	✓	✓	✓	✓	PREFERRED	PREFERRED	PREMIUM
PRIDE GUIDE AD	1/8 PAGE	1/8 PAGE	1/4 PAGE	1/2 PAGE	FULL PAGE	PREFERRED	PREFERRED	PREMIUM
SOCIAL MEDIA SPONSOR LOGO POST		✓	✓	✓	✓	✓	✓	✓
ACKNOWLEDGEMENT ON PRIDE WEBSITE		✓	✓	✓	✓	✓	✓	✓
FESTIVAL VENDOR SPACE			10x10	10x10	10x10	PREFERRED	PREFERRED	PREMIUM
LOGO INCLUDED IN DIGITAL PROMOTION			✓	✓	✓	✓	✓	✓
LOGO INCLUDED ON SOUVENIR T-SHIRT				✓	✓	✓	✓	✓
LOGO PLACEMENT ON SPONSOR SIGNAGE				✓	✓	✓	✓	✓
WORKPLACE 'LGBT 101' EDUCATION				✓	✓	✓	✓	✓
SOCIAL MEDIA SPONSORSHIP FEATURE				✓	✓	✓	✓	✓
* SPONSORSHIP NEWS/MEDIA WEBSITE ANNOUNCEMENT					✓	✓	✓	✓
* SELECT EXCLUSIVE BRANDED ELEMENT (entertainment, parade, or festival)							✓	
LOGO FEATURED ON STREET BANNERS								✓
BRAND ON ALL MARETING MATERIALS								✓

Pride More & Save More

DUO & TRIO SPONSORSHIPS

GOLD	TITANIUM	PLATINUM	PRESENTING
DUO \$15K / TRIO \$20K	DUO \$25K / TRIO \$35K	DUO \$40K / TRIO \$60K	DUO \$75K / TRIO \$100K
PREFERRED	PREFERRED	PREMIUM	PREMIUM
FULL PAGE	FULL PAGE	PREFERRED	PREMIUM
✓	✓	✓	✓
✓	✓	✓	✓
10x10	10x10	PREFERRED	PREMIUM
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
	✓	✓	✓
		✓	
			✓
			✓

Presenting Sponsor

\$50,000 For either Queens Pride,
Long Island Pride, and
North Fork Pride

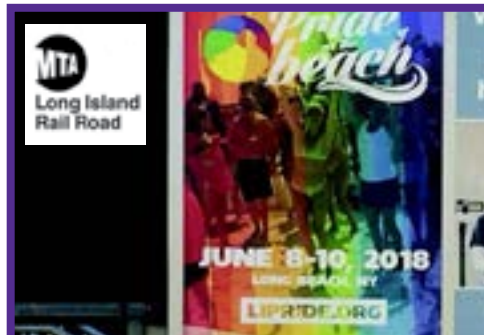
\$75,000 for Duo
\$100,000 for Trio

The Presenting Sponsorship level is the top tier of sponsorship for Long Island Pride & Queens Pride. The Presenting Sponsor receives unparalleled, integrated brand marketing for a unique alignment of your name with ours – a trusted community resource. In doing so, you will create an affinity between your company and the LGBT community.

The Presenting Sponsor receives the unique opportunity to be acknowledged as the Presenting Sponsor in all marketing and event promotion.

PRESENTING SPONSORSHIP BENEFITS:

- Premium Parade Entry
- Pride Guide Ad with premium placement
- Social Media Sponsor Logo Post
- Acknowledgment on Pride Website
- Premium Festival Vendor Space (10' x 20')
- Logo included in digital promotion
- Logo included on souvenir t-shirt
- Logo placement on sponsor signage
- Workplace 'LGBT 101' education
- Social media sponsorship post with featured content (*sharing a company blog post, running company creative, etc*)
- Enhanced Announcement of your sponsorship with a picture of the check presentation linked to an article about your company's sponsorship featured on the organization's News & Media webpage
- Logo featured on street banners
- Brand on all marketing materials



Platinum Sponsor

\$25,000 For either Queens Pride
or Long Island Pride

\$40,000 for Duo
\$60,000 for Trio

The Platinum Sponsorship level provides access to an array of premium benefits and opens the door to exclusive branding for specific segments or parts of Pride – entertainment, parade, or festival.

PLATINUM SPONSORSHIP BENEFIT:

- Recognition and Branding during selected Pride element
- Preferred Parade entry
- Pride Guide ad with preferred placement
- Social Media Sponsor Logo Post
- Acknowledgment on Pride Website
- Preferred placement Vendor space (10' x 20')
- Logo included in digital promotion
- Logo included on souvenir t-shirt
- Logo placement on sponsor signage
- Workplace 'LGBT 101' education
- Social media sponsorship post with featured content (*sharing a company blog post, running company creative, etc*)
- Enhanced Announcement of your sponsorship with a picture of the check presentation linked to an article about your company's sponsorship featured on the organization's News & Media webpage
- Logo featured on street banners
- Select exclusive branded element (entertainment, parade, or festival)



Titanium Sponsor

\$15,000 For either Queens Pride
or Long Island Pride

\$25,000 for Duo
\$35,000 for Trio

TITANIUM SPONSORSHIP BENEFITS:

- Logo included on sponsor signage
- Parade Entry (*Duo Sponsorship includes preferred placement*)
- Full page ad in Pride Guide
- Vendor space (10'x20')
- Logo included on souvenir t-shirt
- Logo included in digital promotion
- Acknowledgement on Pride Website
- Social Media Sponsor Announcement
- Workplace 'LGBT 101' education
- Social media sponsorship post with featured content (*sharing a company blog post, running company creative, etc*)
- Enhanced Announcement of your sponsorship with a picture of the check presentation linked to an article about your company's sponsorship

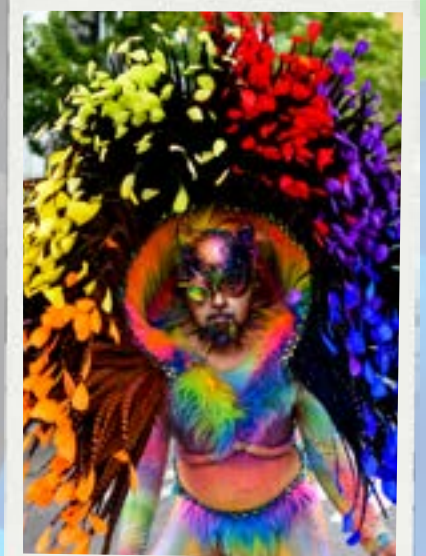
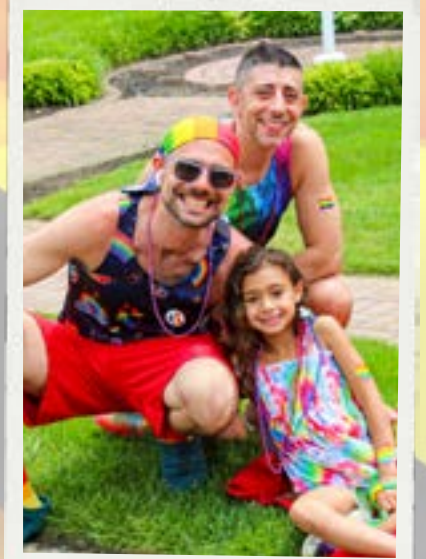
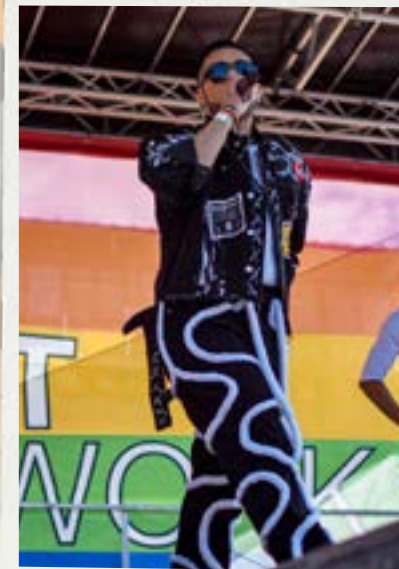
Gold Sponsor

\$10,000 For either Queens Pride
or Long Island Pride

\$15,000 for Duo
\$20,000 for Trio

GOLD SPONSORSHIP BENEFITS:

- Parade Entry (*Duo Sponsorship includes preferred placement*)
- Full Page Pride Guide ad
- Social media sponsor logo post
- Acknowledgement on Pride website
- Festival Vendor Space (10' x 10')
- Logo included in digital promotion
- Logo included on souvenir t-shirt
- Logo placement on sponsor signage
- Workplace 'LGBT 101' education
- Social Media sponsorship feature with picture of check presentation



Silver Sponsor

\$5,000 *For either Queens Pride or Long Island Pride*

SILVER SPONSORSHIP BENEFITS:

- Parade entry
- ½ page Pride Guide ad
- Social media sponsor logo post
- Acknowledgment on Pride website
- Festival vendor space (10' x 10')
- Logo included in digital promotion
- Logo included on souvenir t-shirt
- Logo placement on sponsor signage

Bronze Sponsor

\$2,500 *For either Queens Pride or Long Island Pride*

BRONZE SPONSORSHIP BENEFITS:

- Parade Entry
- ¼ page Pride Guide ad
- Social media sponsor logo post
- Acknowledgment on Pride website
- Festival vendor space (10' x 10')
- Logo included in digital promotion

Community Sponsor

\$1,000 *For either Queens Pride or Long Island Pride*

COMMUNITY SPONSORSHIP BENEFITS:

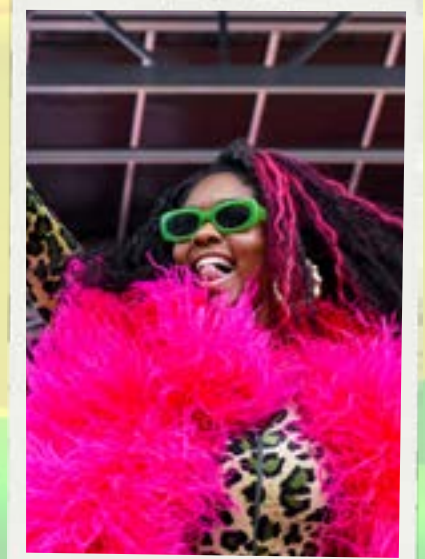
- Parade entry
- 1/8 page Pride Guide ad
- Social Media sponsor logo post
- Acknowledgement on Pride website

Friend Sponsor

\$500

SPONSORSHIP FOR HOUSEHOLDS THAT WISH TO SUPPORT PRIDE:

- Parade entry
- 1/8 page Pride Guide ad





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SUNDAY
6.2.2024

JACKSON HEIGHTS, NY
NEWQUEENSPRIDE.ORG



SUNDAY
6.9.2024

HUNTINGTON, NY
LIPRIDE.ORG



SATURDAY
6.22.2024

GREENPORT, NY
NORTHFORKPRIDE.ORG

For more information or questions, please contact:

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