

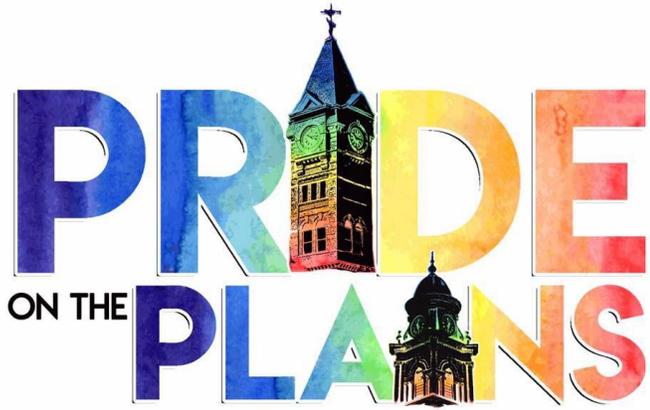


# 2018-2019 SPONSORSHIP PACKET

Pride on The Plains Board of Governors

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Online: [prideontheplains.com](http://prideontheplains.com) | Facebook: [www.facebook.com/prideontheplains/](https://www.facebook.com/prideontheplains/)



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# Dear Sponsor,

The Pride on The Plains Board of Governors is excited to announce that preparations are already underway for the Auburn/Opelika area's second annual Pride on The Plains, scheduled for May 31–June 1, 2019.

Since the Stonewall Uprising in 1969, June has been regarded as Pride month- a time to recognize the influence that lesbian, gay, bisexual, transgender, and queer/questioning (LGBTBQ+) people have had on history at the local, national, and international level. Today, Pride celebrations create an opportunity to celebrate together as a community through parades, workshops, performances, symposia, and concerts that open to everyone, regardless of orientation or identities, attracting millions of participants around the world.

At the first-ever Pride on The Plains in 2018, we saw more than 500 visitors to our parade through downtown Opelika and nearly 1,500 attendees at our Pride Festival in Auburn's Keisel Park. We know that with your support, we can continue to grow and create a lasting tradition of acceptance, inclusion, and family for everyone in Lee County and the surrounding areas.

In 2019, Pride on The Plains will feature a Pride Parade and Pride Festival, as well as several pre-Pride events aimed at stimulating community awareness and involvement. As a board, we are actively seeking local businesses, organizations, and individuals that want to make this event a community success. As such, I hope that you will consider becoming a sponsor. Events during Pride on The Plains will be free and open to the public, so your generous contribution would support costs associated with securities, insurance, audio/visual rentals, and other administrative expenses as needed (e.g., website services). As a leader in the Auburn/Opelika area, your charitable support would ensure that this community has a vibrant Pride celebration- one that promotes diversity, inclusion, and acceptance.

Sincerely,

*Chad Peacock*  
*President, Pride on The Plains Board of Governors*



## Executive Council:

*President—Chad Peacock*  
*Vice President—Julio Yanes*  
*Secretary—Do’Nyal Webb*  
*Treasurer—Seth McCullough*

## Members at Large:

*Benefits & Fundraisers—Tim Peacock*  
*Merchandise—Aaron Spraggins*  
*Parade & March—Marcus Gulatte*  
*Public Relations—Tyler Pierce*  
*Sponsorships & Vendors—Chris Landry*

# What is Pride on The Plains?

Pride on The Plains is the flagship LGBTQ Pride organization serving Auburn, Opelika, and the surrounding communities, affectionately referred to as “The Plains.” In addition to organizing two main events, the annual Parade and Festival, the Pride on The Plains Board of Governors operates with one overarching mission: celebration, education, empowerment, and inclusion among Alabama’s lesbian, gay, bisexual, transgender, queer, and allied peoples. All funds raised for Pride on The Plains, a 501c3 not-for-profit organization, go towards programming that supports this mission.



*Mr. Pride on The Plains 2018—Derrick H. Wood  
Miss Pride on The Plains 2018—Addison Vontrell*

## Community Connections

- Public Board of Governor meetings bi-weekly
- Mr. and Miss Pride on The Plains Pageant
- Parade Participation
  - *City of Opelika Christmas Parade*
  - *City of Auburn Christmas Parade*
  - *Krewe de Tigris Mardi Gras Parade with Krewe de Lagniappe including after party*
- Regular Drag Brunch/Dinner Benefits in partnership with Zazu Gastropub and Irish Bred Pub
- Wigs & Gigs Benefits in Downtown Opelika
- Involvement with Out of the Dark Walk
- Partnerships with Unity Wellness Center, Auburn University Spectrum, and other organizations
- Member of Auburn and Opelika Chambers of Commerce since July 2018

## 2018 Pride on The Plains

### June 1—Parade and Rally in Downtown Opelika

- Estimated Attendance: 600-700 guests
- Floats and walkers from more than 20 area organizations, performers, and more
- Grand Marshall: Jaidynn Diore Fierce
- Featured Speakers: Darcy Jada Corbitt, Que Bell, and Ambrosia Starling

### June 2—Pride Festival at Keisel Park in Auburn

- Estimated Attendance: 1,400+ guests
- Headliners: Chi Chi Devayne, Spikey Van Dykey, and Aurora Savage
- Vendors and Sponsors from more than 40 local organizations and businesses

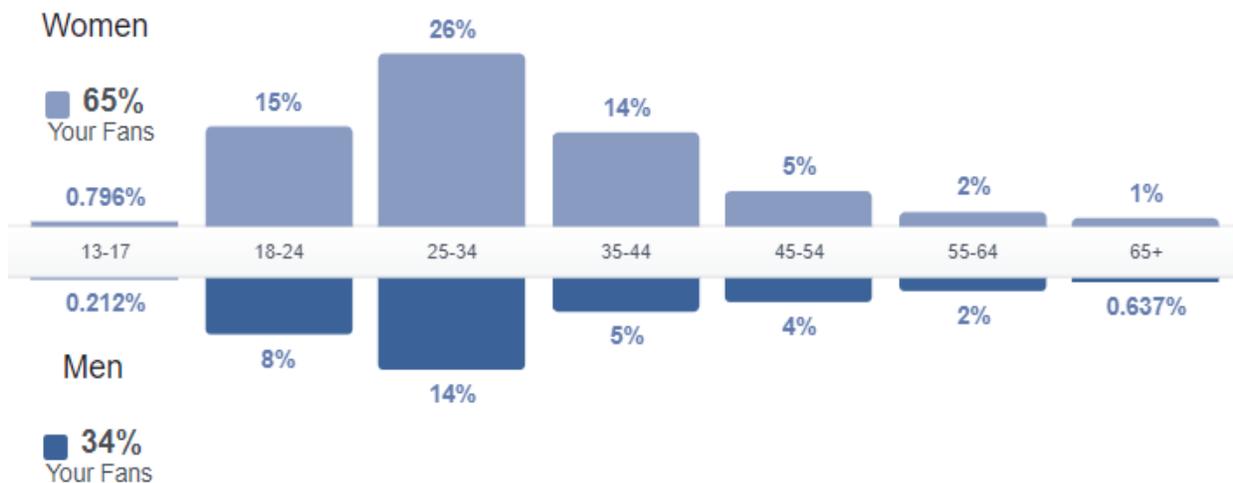


*Pride Festival Headliner Aurora Savage  
Pride Parade Grand Marshall Jaidynn Diore Fierce*

# Social Engagement

Pride on The Plains has an active social media presence on Facebook and Instagram as well as emerging followings on Snapchat and Twitter. Since its establishment in June 2017, Pride on The Plains' Facebook page has more than 1,900 followers. Posts routinely reach around 450-600 users with some reaching well beyond 2,000 particularly for fundraisers and benefit events. Sponsored posts and event promotions—that is, posts that Pride on The Plains has paid to be boosted to more directly connect with a target audience—reach 5,000–6,000 individuals and generate a significant number of click, engagements, and event responses.

As seen below, our followers are primarily women aged 18-34 and men aged 25-24. Nearly 25% of our followers identify that they are located in Auburn. Other locations include Opelika, Birmingham, Montgomery, Columbus, Atlanta, Nashville, Jacksonville, and many cities throughout Alabama and Georgia.



It is extremely important to the leadership of Pride on The Plains that we develop and maintain consistent, honest relationships with our community members. According to Facebook, our messaging response rate is 94% with an average response time of 5 minutes. In a 2017 community survey that amassed nearly 60 respondents, notable points of interest included the following:

- When asked to describe how important it is for businesses and local organizations to support Pride on The Plains, 90% of those surveyed responded positively.
- When asked how many people they would bring with them to Pride on The Plains events, nearly every respondent said that they would bring 4 friends, family members, neighbors, and/or co-workers.

*"It was awesome going to the first Pride on the Plains. I have been living stealth as a transman down here in Alabama since transitioning. It is so nice to be acknowledged and welcomed into that beautiful city. I struggled finding Healthcare, struggled finding friends who could relate. It was definitely life-changing to go to a pride here in Auburn where my heart really is."*

- 2018 Festival Attendee comment via Facebook

# Pride on The Plains in the News

Pride on The Plains has been featured in numerous articles, new reports, blogs, and other media ranging from local to global sources. Below are just a few highlights from 2017-2018 and more can be found in our Media Archives at [www.prideonthepains.com/news](http://www.prideonthepains.com/news)

- The New York Times (June 2018) “Love and Pride in Alabama: A Photo Album” by Rebecca Lieberman and Annie Flanagan via [www.nytimes.com/interactive/2018/06/29/us/alabama-lgbt-gay-communities-organizations.html](http://www.nytimes.com/interactive/2018/06/29/us/alabama-lgbt-gay-communities-organizations.html)
- U.S. News & World Report (June 2018) “These Cities Hadn’t Celebrated Pride—Until Now” by Katelyn Newman via [www.usnews.com/news/articles/2018-06-27/6-cities-around-the-world-just-held-their-first-pride-parade](http://www.usnews.com/news/articles/2018-06-27/6-cities-around-the-world-just-held-their-first-pride-parade)
- WBRL News 3 (June 2018) “East Alabama celebrates inaugural Pride on The Plains” by Darian Aaron via [www.wrbl.com/news/alabama/east-alabama-celebrates-inaugural-pride-on-the-plains/1213926520](http://www.wrbl.com/news/alabama/east-alabama-celebrates-inaugural-pride-on-the-plains/1213926520)
- CityLab (June 2018) “When Pride Comes to Town” by Karen Loew via [www.citylab.com/life/2018/06/new-lgbtq-pride-parades-2018/563513](http://www.citylab.com/life/2018/06/new-lgbtq-pride-parades-2018/563513)
- Auburn University Plainsman (June 2018) “‘This was all love’: Lee County’s first Pride Parade marches through Opelika” by Paul Brock via [www.theplainsman.com/article/2018/06/this-was-all-love-lee-countys-first-pride-parade-marches-through-opelika](http://www.theplainsman.com/article/2018/06/this-was-all-love-lee-countys-first-pride-parade-marches-through-opelika)
- NBC News (December 2017) “As Roy Moore seeks Senate seat, Alabama community embraces its LGBTQ neighbors” by Julie Compton via [www.nbcnews.com/feature/nbc-out/roy-moore-seeks-senate-seat-alabama-community-embraces-its-lgbtq-n828461](http://www.nbcnews.com/feature/nbc-out/roy-moore-seeks-senate-seat-alabama-community-embraces-its-lgbtq-n828461)



“That day for us was one of the most exciting days that we had, not just because we were getting married but because we were blending two different families.

JEFF CLEGHORN-WILLIAMS AND JEREMIAH WILLIAMS OF AUBURN, ALA., WERE MARRIED AT PRIDE ON THE PLAINS.

*(photo courtesy of Annie Flanagan of The New York Times)  
Jeff Cleghorn-Williams and Jeremiah Williams who spoke to The New York Times about their experience at Pride on The Plains which included their wedding ceremony among its festivities.*



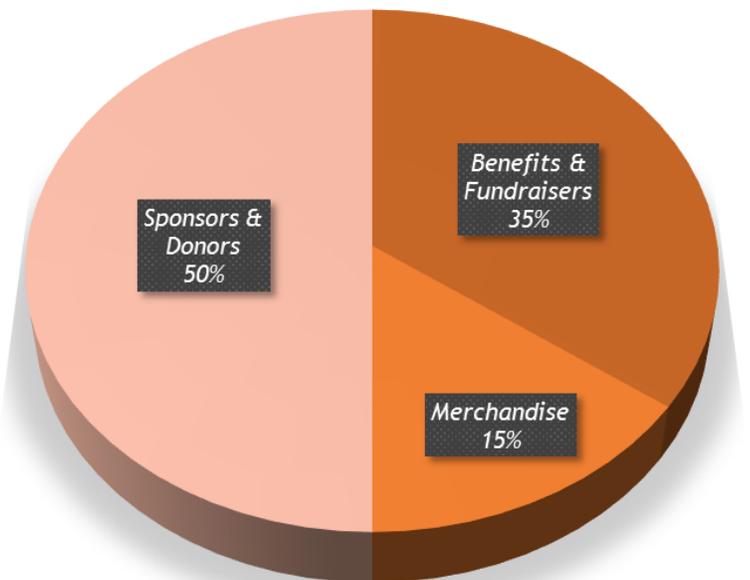
# Financial Information

Pride on The Plains had a successful first year fiscally with the partnerships and support of community sponsors and fundraising events such as car washes, drag benefit shows, drag brunches and dinners. We also partnered with local merchants, **Mammoth Print Shop** and **Queer & Company**, to produce merchandise available to the public for a monetary donation. In total, Pride on The Plains was able to raise almost \$30,000 in our first year.

Going into our second year, we hope to use a portion of our finances to facilitate LGBTQ+ community events, LGBTQ+ informational panels, Drag Queen Story Time, and much more programming to build support and engagement leading into the Pride Parade and Festival. Additionally, investments were made during our first year to ensure stability and to reduce financial burdens for future years. These include purchasing supplies such as tents, marketing materials, and production equipment.

Looking to the future, as a board and organization, we are setting our roots and reaching out into the community to give back and to build a strong foundation of community, acceptance, and pride.

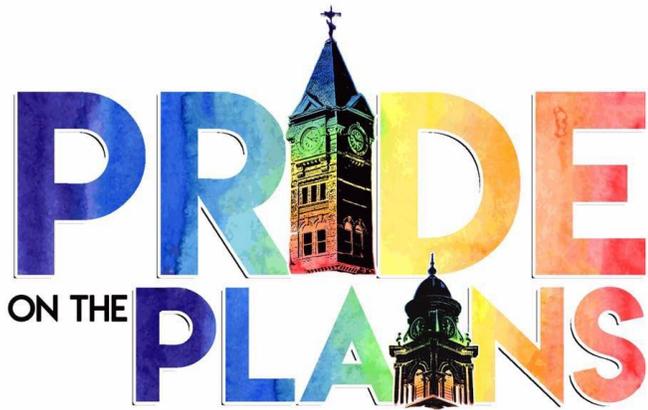
## 2017-18 Financial Distribution



## How Your Sponsorship Supports Pride on The Plains

Here are a few things that your money goes toward when investing in Pride on The Plains

- **Rental Costs**—venues and equipment necessary to host our events includes the following:
  - *Opelika's Courthouse Square for our end of the parade Community Rally*
  - *Auburn's Kiesel Park for our family-friendly Pride Festival*
  - *Stages, tents, audio equipment, and other supplies for Pride Festival and Pride Parade*
- **Booking Fees**—performers charge varying rates for travel, accommodations, and appearances at the Pride Festival and Parade
- **Security**—privately contracted security teams and local police officers provide security for our performers, merchants at the festival, and the public
- **Merchandise and Marketing**—materials include shirts, sunglasses, stickers, banners, advertisements, publications, and more to promote Pride on The Plains to the community
- **Programming**—fundraisers and benefits held throughout the year, such as Drag Brunch, parade participation, focus groups, and other benefits, each involve unique logistics and resources



## Sponsorship Levels

Since June 1978, the pride flag has been a beacon to pride movements and LGBTQ+ individuals around the world. Designed by Gilbert Baker, the flag was debuted at the San Francisco Freedom Day Parade. Today's version often contains six main colors, each with its own meaning and importance: red (life), orange (healing), yellow (sunlight), green (nature), blue (harmony), and purple (spirit).

Just as the pride flag cannot be complete without each symbolic color, the Pride on The Plains Board of Governors recognizes that our work needs diverse community sponsors and support to be successful. In observation of the flag's rich heritage and meaning, the Board has adopted the following sponsorship structure that embodies the colors of the pride flag:

<i>Level</i>	<i>Minimum Amount</i>
<b>POTP Ally</b>	\$50
<b>Red</b>	\$100
<b>Orange</b>	\$200
<b>Yellow</b>	\$300
<b>Green</b>	\$500
<b>Blue</b>	\$1,000
<b>Purple</b>	\$2,500
<b>Rainbow</b>	\$5,000



Participant's sign following the 2018 Pride Parade and Community Rally in Downtown Opelika

*Note: Sponsorships are primarily considered monetary donations to Pride on The Plains. Contributions of goods, services, and other such items that may have a monetary or other value may be eligible for the above levels and recognition thereof; however, this distinction will be identified at the sole discretion of the Pride on The Plains Board of Governors. Tips to performers, entry charges, monies spent during benefits, and other associated fees may not count toward recognition at this time.*

# Sponsorship Levels

## Pride on The Plains Ally

**\$50 Donation**

For individuals or businesses that donate at least \$50 in advance of Pride on The Plains 2019, your name will be recognized on [www.prideontheplains.com](http://www.prideontheplains.com) as a donor.

## Red Level Sponsors

**\$100 Donation**

For individuals or businesses that donate at least \$100 in advance of Pride on The Plains 2019, your name will be recognized on [www.prideontheplains.com](http://www.prideontheplains.com) as a donor.

Additionally, Red Level Sponsors receive the following benefits:

- Logo/name featured during Pride on The Plains special events, benefits, and fundraisers, and during Pride on The Plains Parade and Festival
- Name included on the official Pride on The Plains Festival t-shirt
- Name printed in the Pride on The Plains Festival booklet

## Orange Level Sponsors

**\$200 Donation**

For individuals or businesses that donate at least \$200 in advance of Pride on The Plains 2019, your name and/or logo will be recognized on [www.prideontheplains.com](http://www.prideontheplains.com) as a donor.

Additionally, Orange Level Sponsors receive the following benefits:

- Logo/name featured during Pride on The Plains special events, benefits, and fundraisers, and during Pride on The Plains Parade and Festival
- Name included on the official Pride on The Plains Festival t-shirt
- Logo/name printed in quarter-page advertisement the Pride on The Plains Festival booklet (for business sponsors) and/or in sponsor acknowledgements (for individual sponsors)
- Complimentary admission for one person (1) to a select Pride on The Plains benefit or other fundraising event
  - *Available on first come, first served basis at the discretion of Sponsorship Chairperson and Pride on The Plains Board of Governors*

## Yellow Level Sponsors

## \$300 Donation

For individuals or businesses that donate at least \$300 in advance of Pride on The Plains 2019, your name and/or logo as well as a link to your website will be recognized on [www.prideonthepains.com](http://www.prideonthepains.com) as a donor.

Additionally, Yellow Level Sponsors receive the following benefits:

- Logo/name featured on banner that will be prominently displayed during Pride on The Plains special events, benefits, and fundraisers, and during Pride on The Plains Parade and Festival
- Name included on the official Pride on The Plains Festival t-shirt
- Logo/name printed in half-page advertisement the Pride on The Plains Festival booklet (for business sponsors) and/or in sponsor acknowledgements (for individual sponsors)
- Complimentary admission for two (2) people at a select Pride on The Plains benefit or other fundraising event
  - *Available on first come, first served basis at the discretion of Sponsorship Chairperson and Pride on The Plains Board of Governors*
- One (1) waived Pride on The Plains Parade entry fee
  - *Benefit is only available to business sponsors not individuals, additional information may be required; waiver does not include float, trailer, or decorations*

## Green Level Sponsors

## \$500 Donation

For individuals or businesses that donate at least \$500 in advance of Pride on The Plains 2019, your name and/or logo as well as a link to your website will be recognized on [www.prideonthepains.com](http://www.prideonthepains.com) as a donor.

Additionally, Green Level Sponsors receive the following benefits:

- Logo/name printed on sponsor-specific banner which hangs during Pride on The Plains events, benefits, and fundraisers and during Pride on The Plains Parade and Festival
- Logo/name featured on banner that will be prominently displayed during Pride on The Plains special events, benefits, and fundraisers
- Logo/name included on the official Pride on The Plains Festival t-shirt
- Logo/name printed in half-page advertisement the Pride on The Plains Festival booklet (for business sponsors) and/or in sponsor acknowledgements (for individual sponsors)
- Complimentary admission for four (4) people at a select Pride on The Plains benefit or other fundraising event
  - *Available on first come, first served basis at the discretion of Sponsorship Chairperson and Pride on The Plains Board of Governors*
- One (1) waived Pride on The Plains Parade entry fee
  - *Benefit is only available to business sponsors not individuals, additional information may be required; waiver does not include float, trailer, or decorations*

# Blue Level Sponsors

# \$1,000 Donation

For individuals or businesses that donate at least \$1,000 in advance of Pride on The Plains 2019, your name and/or logo as well as a link to your website will be recognized on [www.prideonthelains.com](http://www.prideonthelains.com) as a donor.

Additionally, Blue Level Sponsors receive the following benefits:

- Logo/name printed on sponsor-specific banner which hangs during Pride on The Plains events, benefits, and fundraisers and during Pride on The Plains Parade and Festival
- Logo/name featured on banner that will be prominently displayed during Pride on The Plains special events, benefits, and fundraisers
- Logo/name included on the official Pride on The Plains Festival t-shirt
- Logo/name printed in full-page advertisement the Pride on The Plains Festival booklet (for business sponsors) and/or in sponsor acknowledgements (for individual sponsors)
- Complimentary admission for two (2) people at all select Pride on The Plains benefits or other fundraising events
  - *Available on first come, first served basis at the discretion of Sponsorship Chairperson and Pride on The Plains Board of Governors*
- One (1) waived Pride on The Plains Parade entry fee
  - *Benefit is only available to business sponsors not individuals, additional information may be required; waiver does not include float, trailer, or decorations*
- One (1) complimentary Pride on The Plains Festival tent package for Business sponsors
  - *Additional information may be required. Includes setup, breakdown, table, two chairs, and tent. Site selection will be on first come, first served basis at the Festival.*
- Five (5) complimentary drink tickets during Pride on The Plains Festival
  - *Must be 21 or older to purchase alcohol*



(photo courtesy of Christiane Robinson)

This exclusive shirt was available at the Pride Festival in multiple styles and quickly sold out. Pride on The Plains sponsor [Queer & Company](#) printed additional shirts for anyone who was not able to get one at the festival. All sponsors from the Red Level and above have their name and/or logo included as a special thank you for supporting Pride on The Plains!

# Purple Level Sponsors

# \$2,500 Donation

For individuals or businesses that donate at least \$2,500 in advance of Pride on The Plains 2019, your name and/or logo as well as a link to your website will be recognized on [www.prideonthelains.com](http://www.prideonthelains.com) as a donor.

Additionally, Purple Level Sponsors receive the following benefits:

- Logo/name printed on sponsor-specific banner which hangs during Pride on The Plains events, benefits, and fundraisers and during Pride on The Plains Parade and Festival
- Logo/name featured on banner that will be prominently displayed during Pride on The Plains special events, benefits, and fundraisers
- Logo/name included on the official Pride on The Plains Festival t-shirt
- Logo/name printed in full-page advertisement the Pride on The Plains Festival booklet (for business sponsors) and/or in sponsor acknowledgements (for individual sponsors)
- Complimentary admission for four (4) people at all select Pride on The Plains benefits or other fundraising events
  - *Available on first come, first served basis at the discretion of Sponsorship Chairperson and Pride on The Plains Board of Governors*
- One (1) waived Pride on The Plains Parade entry fee
  - *Benefit is only available to business sponsors not individuals, additional information may be required; waiver does not include float, trailer, or decorations*
- One (1) complimentary Pride on The Plains Festival tent package for Business sponsors
  - *Additional information may be required. Includes setup, breakdown, table, two chairs, and tent. Site selection will be on first come, first served basis at the Festival.*
- Ten (10) complimentary drink tickets during Pride on The Plains Festival
  - *Must be 21 or older to purchase alcohol*
- Recognized as a Pride on The Plains special event host with naming of specific stages and entertainment areas such as the Main Stage, Family Zone, Rally following the Pride Parade, Parade or Festival after party areas, and more.



*(photo courtesy of Christiane Robinson and Ted Bodenheimer)*

*At the 2018 Pride Festival, members of the Firefly Nights Belly Dance troupe perform on the Derailed Bar & Grill Main Stage.*

*Naming rights for specific stages and entertainment areas comes with sponsorship at the Purple Level. This could include the main stage, our family friendly area, the community rally after the Pride Parade, and the portions of the after parties which follow the parade and the festival.*

# Rainbow Level Sponsors

# \$5,000 Donation

For individuals or businesses that donate at least \$5,000 in advance of Pride on The Plains 2019, your name and/or logo as well as a link to your website will be recognized on [www.prideonthepains.com](http://www.prideonthepains.com) as a donor.

Additionally, Rainbow Level Sponsors receive the following benefits:

- Logo/name printed on sponsor-specific banner which hangs during Pride on The Plains events, benefits, and fundraisers and during Pride on The Plains Parade and Festival
- Logo/name featured on banner that will be prominently displayed during Pride on The Plains special events, benefits, and fundraisers
- Logo/name included on the official Pride on The Plains Festival t-shirt
- Logo/name printed in full-page advertisement the Pride on The Plains Festival booklet (for business sponsors) and/or in sponsor acknowledgements (for individual sponsors)
- Complimentary admission for six (6) people at all select Pride on The Plains benefits or other fundraising events
  - *Available on first come, first served basis at the discretion of Sponsorship Chairperson and Pride on The Plains Board of Governors*
- One (1) waived Pride on The Plains Parade entry fee
  - *Benefit is only available to business sponsors not individuals, additional information may be required; waiver does not include float, trailer, or decorations*
- One (1) complimentary Pride on The Plains Festival tent package for Business sponsors
  - *Additional information may be required. Includes setup, breakdown, table, two chairs, and tent. Site selection will be on first come, first served basis at the Festival.*
- Twenty (20) complimentary drink tickets during Pride on The Plains Festival
  - *Must be 21 or older to purchase alcohol*
- Recognized as a Pride on The Plains special event host with naming of specific stages and entertainment areas such as the Main Stage, Family Zone, Rally following the Pride Parade, Parade or Festival after party areas, and more.
- Named a Pride on The Plains presenter so that the event title will be “Pride on The Plains Presented by (your organization)” for all events, marketing, and promotion associated with Pride on The Plains 2019.

## Special Thanks to our 2018 Rainbow Level Sponsors:

- Dillard’s of Auburn
- L. Nick Davis & Sergio Marentes
- Derailed Bar & Grill

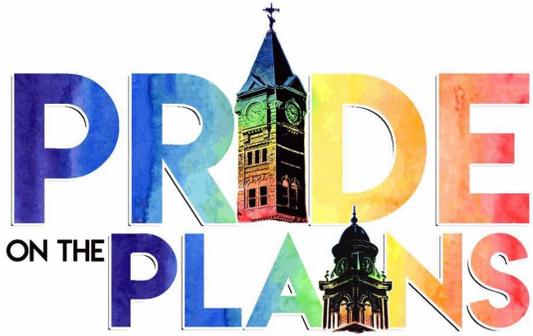
*Tito's*<sup>®</sup>



*Handmade*

VODKA

AUSTIN ★ TEXAS



# 2018-2019 SPONSORSHIP REGISTRATION FORM

## Partnership Information

Complete one sponsorship registration form completely to allow us to best identify ways in which you or your organization could partner with Pride on The Plains. In the months leading to Pride on The Plains 2019's festivities, additional details for vendors and parade participation will be shared.

*How would you like to work with us? Please select your desired sponsorship level:*

- POTP Ally (\$50)       Red (\$100)       Orange (\$200)       Yellow (\$300)  
 Green (\$500)       Blue (\$1,000)       Purple (\$2,500)       Rainbow (\$5,000)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Additional Information

As we prepare for the events leading to and during Pride on The Plains 2019, there will be additional opportunities for sponsors to engage with our guests and programming.

*How else might you like to be involved with Pride on The Plains 2019? Please select all that apply:*

- Parade Participant**—enters Pride Parade (May 31, 2019) as a parade or group of walkers. Yellow Level sponsors and above have the Parade entry fee waived as a token of appreciation for their support.
- Festival Vendor**—sets up booth at Pride on The Plains festival to provide goods, services, or information about your business. Green Level sponsors and above have fees associated with vendor tents waived as a token of appreciate for their support.

