



2018 SPONSORSHIP PACKET



Pride on the Plains Board of Governors
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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 first-annual Pride on the Plains, scheduled June 1-3, 2018.

EXECUTIVE COUNCIL:

President - Chad Peacock

Vice President - Shuji Miller

Secretary - Julio Yanes

Treasurer - Seth McCollough

MEMBERS AT LARGE:

Benefits & Fundraisers - Tim Peacock

Parade/March - Meghan Henry

Public Relations - Dylan Clark

Merchandising - Aaron Spraggins

Vendors & Sponsors - Ethan Burt

Since 1969, June has been regarded as Pride month- a time to recognize the impacts that lesbian, gay, bisexual, and transgender (LGTB) people have had on history at the local, national, and international level. Today, Pride celebrations can last an entire weekend, and commonly include parades, picnics, parties, workshops, symposia, and concerts that open to everyone, regardless of sexual orientations or identities, attracting millions of participants around the world.

In 2018, 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. Because events during Pride on the Plains will be free and open to the public, 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



What is Pride on the Plains?

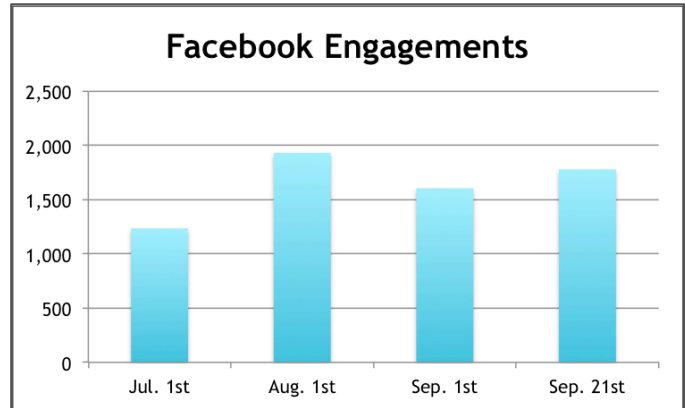
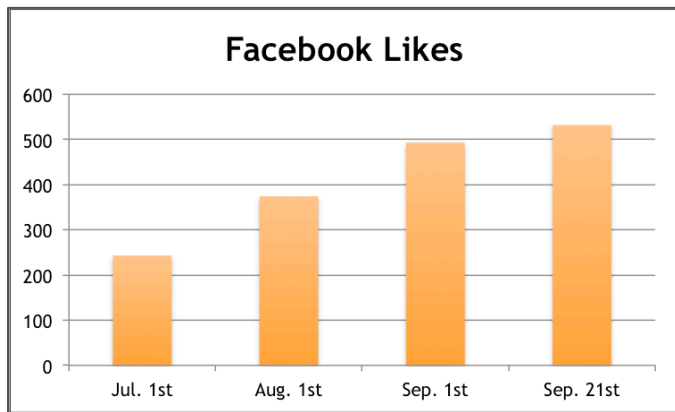
Pride on the Plains is the flagship “Pride” organization serving Auburn, Opelika, and the surrounding communities, affectionately referred to as “The Plains.” In addition to organizing two main events, the annual Parade and Festival, the Pride on the Plains Board of Governors operates with one overarching 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 soon-to-be 501c3 not-for-profit organization, go towards programming that supports this mission.

Community Events in 2017-2018

- ✚ The Pride on the Plains Board of Governors meets twice each month. Meetings are advertised to the public, allowing community members to actively participate.
- ✚ The Auburn Plainsman wrote about progress made by Pride on the Plains.
- ✚ Since June 2017, Pride on the Plains events have raised more than \$4,000. These events showcase talented entertainers from the Auburn/Opelika area.
- ✚ Kamikaze Karaoke is a family-friendly event. Bringing in more than \$300 for Pride on the Plains 2018, the event was a tremendous success.
- ✚ In October 2017, the “Pride on the Plains Pageant” crowned the first-ever Miss and Mr. Pride on the Plains.
- ✚ An excellent example of community partnership, Zazu Gastropub hosted the very first drag-themed brunch in the Auburn/Opelika area in September 2017.



Points of Interest



Pride on the Plains is active on Facebook, Instagram, and Twitter. Since its establishment in June 2017, the Pride on the Plains Facebook Page (www.facebook.com/prideontheplains) has garnered more than 500 “Likes” (above, orange). In addition, our posts receive approximately 1,500 likes, comments, and shares each month (above, blue). Recently, we launched a community questionnaire that amassed almost 60 responses. Below, we’ve provided some noteworthy points of interest.

- ✚ When asked to describe how important it is for businesses and local organizations to support Pride on the Plains, community members responded with: **9/10**.
- ✚ When asked how many people they’d bring to Pride on the Plains events, **56** community members said they’d bring **4** friends, family members, neighbors, and/or co-workers.
- ✚ One community member wrote, “I think it’s absolutely amazing to see this growth!”



Sponsorship Levels

Since June 1978, the Pride Flag has been a beacon to Pride movements around the world. Designed by Gilbert Baker, the flag was debut at the San Francisco Gay Freedom Day Parade. The commonly accepted version contains six 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 Pride on the Plains needs diverse community sponsors to succeed. In adoration, the Board has adopted the following sponsorship structure that embodies the colors of the Pride Flag:

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





Sponsorship Levels and Benefits

POTP Friend

Sponsorship Value: \$50

Highlights and Benefits:

- ✚ Name recognized on www.prideontheplains.com.



Sponsorship Levels and Benefits

Red

Sponsorship Value: \$100

Highlights and Benefits:

- ✚ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✚ Logo/name featured on www.prideontheplains.com.
- ✚ Name printed on Pride on the Plains Festival official t-shirt.
- ✚ Name printed in Pride on the Plains Festival booklet.
- ✚ One (1) complimentary admission to each Pride on the Plains event.
- ✚ One (1) complimentary “Pride Pal” package.



Sponsorship Levels and Benefits

Orange

Sponsorship Value: \$200

Highlights and Benefits:

- ✚ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✚ Logo/name featured on www.prideontheplains.com.
- ✚ Logo/name printed in half-page advertisement in Pride on the Plains Festival booklet.
- ✚ Name printed on Pride on the Plains Festival official t-shirt.
- ✚ Two (2) complimentary admissions to each Pride on the Plains event.
- ✚ Two (2) complimentary “Pride Pal” packages.



Sponsorship Levels and Benefits

Yellow

Sponsorship Value: \$300

Highlights and Benefits:

- ✦ Logo/name featured on Pride on the Plains banner (2½ feet x 6 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✦ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✦ Logo/name and website link featured on www.prideontheplains.com.
- ✦ Logo/name printed in half-page advertisement in Pride on the Plains Festival booklet.
- ✦ Logo/name printed on Pride on the Plains Festival official t-shirt.
- ✦ Two (2) complimentary admissions to each Pride on the Plains event.
- ✦ Two (2) complimentary “Pride Pal” packages.
- ✦ One (1) waived Pride on the Plains Parade entry fee.



Sponsorship Levels and Benefits

Green

Sponsorship Value: \$500

Highlights and Benefits:

- ✚ Logo/name printed on sponsor-specific banner (2½ feet x 4 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✚ Logo/name featured on Pride on the Plains banner (2½ feet x 6 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✚ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✚ Logo/name and website link featured on www.prideontheplains.com.
- ✚ Logo/name printed in full-page advertisement in Pride on the Plains Festival booklet.
- ✚ Logo/name printed on Pride on the Plains Festival official t-shirt.
- ✚ Four (4) complimentary admissions to each Pride on the Plains event.
- ✚ Four (4) complimentary “Pride Pal” packages.
- ✚ One (1) waived Pride on the Plains Parade entry fee.



Sponsorship Levels and Benefits

Blue

Sponsorship Value: \$1,000

Highlights and Benefits:

- ✦ Logo/name printed on sponsor-specific banner (2½ feet x 4 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✦ Logo/name featured on Pride on the Plains banner (2½ feet x 6 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✦ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✦ Logo/name and website link featured on www.prideontheplains.com.
- ✦ Logo/name printed in full-page advertisement in Pride on the Plains Festival booklet.
- ✦ Logo/name printed on Pride on the Plains Festival official t-shirt.
- ✦ Four (4) complimentary admissions to each Pride on the Plains event.
- ✦ Four (4) complimentary “Pride Pal” packages.
- ✦ One (1) waived Pride on the Plains Parade entry fee.
- ✦ One (1) complimentary Pride on the Plains Festival tent package. Includes setup, breakdown, table, two chairs, and tent. Includes preferred site selection.
- ✦ Ten (10) complimentary drink tickets during Pride on the Plains Festival.



Sponsorship Levels and Benefits

Purple

Sponsorship Value: \$2,000

Highlights and Benefits:

- ✚ Logo/name printed on sponsor-specific banner (2½ feet x 4 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✚ Logo/name featured on Pride on the Plains banner (2½ feet x 6 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✚ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✚ Logo/name and website link featured on www.prideontheplains.com.
- ✚ Logo/name printed in full-page advertisement in Pride on the Plains Festival booklet.
- ✚ Logo/name printed on Pride on the Plains Festival official t-shirt.
- ✚ Five (5) complimentary admissions to each Pride on the Plains event.
- ✚ Five (5) complimentary “Pride Pal” packages.
- ✚ One (1) waived Pride on the Plains Parade entry fee.
- ✚ One (1) complimentary Pride on the Plains Festival tent package. Includes setup, breakdown, table, two chairs, and tent. Includes preferred site selection.
- ✚ Twenty (20) complimentary drink tickets during Pride on the Plains Festival.
- ✚ Recognized as a Pride on the Plains special-event host.



Sponsorship Levels and Benefits

Rainbow

Sponsorship Value: \$5,000

Highlights and Benefits:

- ✦ Logo/name printed on sponsor-specific banner (2½ feet x 4 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✦ Logo/name featured on Pride on the Plains banner (2½ feet x 6 feet), which hangs during Pride on the Plains special events, benefits, and fundraisers.
- ✦ Logo/name featured in presentation during Pride on the Plains special events, benefits, and fundraisers. Also during Pride on the Plains Parade and Festival.
- ✦ Logo/name and website link featured on www.prideontheplains.com.
- ✦ Logo/name printed in full-page advertisement in Pride on the Plains Festival booklet.
- ✦ Logo/name printed on Pride on the Plains Festival official t-shirt.
- ✦ Five (5) complimentary admissions to each Pride on the Plains event.
- ✦ Five (5) complimentary “Pride Pal” packages.
- ✦ One (1) waived Pride on the Plains Parade entry fee.
- ✦ One (1) complimentary Pride on the Plains Festival tent package. Includes setup, breakdown, table, two chairs, and tent. Includes preferred site selection.
- ✦ Twenty (20) complimentary drink tickets during Pride on the Plains Festival.
- ✦ Recognized as Pride on the Plains special event host.
- ✦ Named a “presented by” sponsor for Pride on the Plains.



PRIDE ON THE PLAINS PARTNERSHIP FORM

Partnership Registration

Please complete one partnership registration form per sponsor, vendor, and/or parade entrance. Online registration is available via www.prideontheplains.com. How would you like to work with us? Please select one (or more) of the following options.

Sponsor Vendor Parade Float Parade Team

First Name:		Last Name:	
Street Address:			
City:		State:	Zip:
Phone Number:		Email:	

Sponsors

Sponsor Name:	
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Please select your desired sponsorship level below:

Friend Red Orange Yellow Green Blue Purple Rainbow

For green-level sponsors and above, will you want a tent during the Festival? Yes No

Vendors

Business Name:	
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Will you rent a tent through our tent vendor? Yes No Have One Already

Parade Floats / Teams

Team Name:	
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How many people are on your float / team? 1-10 11-20 21-30 31+