



*"Honor the Legacy.
Celebrate the Future."*



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Pride Center of the Capital Region's 2024 Pride Parade & Festival SPONSORSHIP OPPORTUNITIES

SHOW YOUR SUPPORT WHILE REACHING TENS OF THOUSANDS IN THE LGBTQ COMMUNITY

Capital PRIDE in Albany, NY
is a week-long celebration marking the
anniversary of the gay rights movement.

The **CAPITAL PRIDE Parade & Festival**
is the largest in upstate New York and one
of the Capital Region's biggest events.

Each June, Capital PRIDE draws over
45,000 people in celebration of the LGBTQ
community.

*This is the most important sponsorship
opportunity to connect with LGBTQ
community members.*



Results from Capital Pride 2024 Week long attendance: 45,000

Estimated impressions through radio, print media and event:

Times Union: 75,000 impressions

Pride Center website: 80,000 unique views

Social Media: 350,000 impressions

Radio (Fly 92.3, WAMC, Albany Broadcast, I Heart Media): 300+ mentions/ co-promotional
ads on air during peak times

Capital Pride Festival attendance: 38,000

Capital Pride FESTIVAL registrations: 125 businesses/organizations total

Capital Pride PARADE attendance: 95 businesses/organizations total/20,000+ spectators

SPONSORSHIP LEVELS & BENEFITS

Each sponsorship level provides you visibility to this important audience, and can be tailored to your needs.

****EXCLUSIVE NAMING RIGHTS CAN BE SECURED FOR AN ADDITIONAL SPONSORSHIP AMOUNT.**

Presenting Sponsor - \$25,000 CAPITAL PRIDE WEEK

- Industry Specific Naming Rights option for Capital PRIDE Week
- Speaking Opportunity at the Pride Festival in Washington Park
- Mention in all Radio & Print media at Capital PRIDE Events
- 3 Full Pages in the 2023 Capital PRIDE Guide
- Inclusion in our online CommUNITY Newsletter for a full year
- Corporate banner at ALL Capital PRIDE Events
- Your CORPORATE TENT at the Capital PRIDE Festival
- 2023 Capital PRIDE website branding
- 10 special posts on all of the Pride Center's social media sites
- Acknowledgments from Capital PRIDE Stage
- VIP access for Pride Festival
- Link on the Capital PRIDE website

Premier Sponsor - \$20,000 PRIDE FESTIVAL

- Industry Specific Naming Rights option for Capital PRIDE Festival
- Mention in all radio & print media
- 2 Full Page Color Ads in the 2023 Capital PRIDE Guide
- Full Page ad in 3 CommUNITY Newsletters
- Vendor Space at Capital PRIDE Festival
- 2023 Capital PRIDE website branding
- 8 special posts on all of the Pride Center's social media sites
- Acknowledgment from Capital PRIDE Stage
- Printed logo recognition on all sponsor pages
- Link on the Capital PRIDE website

Platinum Sponsor - \$15,000 PRIDE PARADE

- Industry Specific Naming Rights option for Capital PRIDE Parade
- Mention in all radio & print media
- 2 Full Page Color Ads in the 2023 Capital PRIDE Guide
- Full Page ad in 2 CommUNITY Newsletters
- Vendor Space at Capital PRIDE Festival
- 2023 Capital PRIDE website branding
- 8 special posts on all of the Pride Center's social media sites
- Acknowledgment from Capital PRIDE Stage
- Printed logo recognition on all sponsor pages
- Link on the Capital PRIDE website

Diamond Sponsor - \$10,000

- Mention in all radio & print media
- Full Page color ad in the 2023 Capital PRIDE Guide
- Full Page ad in 3 Community Newsletters
- Vendor Space at Capital PRIDE Festival
- 2023 Capital PRIDE Site wide branding
- 6 special posts on all of the Pride Center's social media sites
- Acknowledgment from Capital PRIDE Stage
- Printed logo recognition on all sponsor pages
- Link on the Capital PRIDE website

Rainbow Sponsor - \$7,500 PRIDE 5K, Cruise

- Industry Specific Naming Rights option for the Capital PRIDE 5K, Gay Cruise or PAWrade Events
- Mention in all Radio & Print Media
- 1/2 Page Color Ad in the 2023 Capital PRIDE Guide
- 1/2 Page ad in one CommUNITY Newsletter
- Corporate Banner at PRIDE 5K
- 2023 Capital PRIDE Sponsor Page logo and link
- 5 posts on all of the Pride Center's Social Media sites
- Acknowledgment from Capital PRIDE Stage
- Printed logo recognition on all Sponsor Pages

Gold Sponsor - \$5,000

- Half page color ad in the 2023 Capital PRIDE Guide
- 2023 Capital PRIDE Sponsor Page logo and link
- 4 special posts on the Pride Center's Social Media sites
- Acknowledgment from Capital PRIDE Stage
- Printed logo recognition on all Sponsor Pages

Silver Sponsor - \$2,500

- Half page color ad in the 2023 Capital PRIDE Guide
- Acknowledgment from stage
- Website link on Pride Center website
- 2 special posts on the Pride Center's Social Media sites

Bronze Sponsor - \$1,250

- Printed recognition on all sponsor pages
- Quarter page color ad in the 2023 Capital PRIDE Guide
- Special posts on the Pride Center's social media sites

Pride Center of the Capital Region's
2024 Pride Parade & Festival



SPONSORSHIP FORM

Company Information

Company Name: _____

Contact Person (Day of Pride 2023) _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Contact Mobile Phone: _____

Email Address: _____

SPONSORSHIP LEVEL

PLEASE CHECK ONE AND INITIAL BELOW:

_____ Presenting Sponsorship - \$25,000 **CAPITAL PRIDE WEEK**

_____ Premier Sponsorship - \$20,000 **CAPITAL PRIDE FESTIVAL**

_____ Platinum Sponsorship - \$15,000 **CAPITAL PRIDE PARADE**

_____ Diamond Sponsorship - \$10,000

_____ Rainbow Sponsorship - \$7,500 **Pride 5K, Cruise or PAWrade**

_____ Gold Sponsorship - \$5,000

_____ Silver Sponsorship - \$2,500

_____ Bronze Sponsorship - \$1,250

(Initial here) _____ Yes, I/We would like to sponsor at the level indicated above.

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Sponsorship Form
Payment Information

TOTAL AMOUNT DUE: _____

Form of Payment: (please choose one)

_____ Credit Card (MC/Visa) _____ Check _____ Please invoice

Credit Card Number: _____

Exp Date: _____ Name on Card: _____

Security Code: _____

Signature: _____

Please make checks payable to the **Pride Center of the Capital Region**



Please return the completed form to:
ngray@capitalpridecenter.org

or mail to:
Pride Center of the Capital Region
332 Hudson Avenue
Albany, NY 12210

Or fax to: 518.462.2101 ATTN: Nate Gray

If you have questions, please call Nate
at 518.462.6138 x11