



2018 Sponsor's Packet

Sponsorship Info

Event Date

Saturday - September 15, 2018

PARADE

Noon

King Commons Park

FESTIVAL

1pm - 6pm

Downtown Johnson City

Founders Park



Source: Facebook TriPride Parade & Festival event demographics – March 5, 2018

Why Sponsor?

What is TriPrideTN

TriPrideTN (TriPride) is a new 501(c)(3) nonprofit organization formed to build a stronger and more inclusive community across northeast Tennessee and southwest Virginia. TriPrideTN welcomes and celebrates the LGBTQ+ community with their allies, with supportive nonprofit organizations, with faith communities, and with businesses.

Why the need for TriPrideTN

Because we need an organization that celebrates and welcomes the LGBTQ+ community and all who love and support them. Because we recognize that there is a general undercurrent of divisiveness in our country; anyone who spends time on social media sees and feels it on a daily basis. That divisiveness is disheartening. It's counterproductive. It drives unnecessary wedges between us.

TriPrideTN's Aspirations

- 1) Provide a sense of belonging for people who need it
- 2) Reduce divisiveness by bringing people together to share different perspectives and commonalities.
- 3) Build Tri-Cities' reputation as a welcoming place to live and work – which is good for people and good for business.

Our members believe we live in a great region – and we feel a shared responsibility to help make it even better.

Why Corporations and Large Businesses should sponsor TriPrideTN

The LGBTQ+ community, especially in the South, still has to contend with prejudice and bias on many fronts. The generous support of individuals, small businesses, organizations, and corporations is necessary to build our commitment of growth to better serve our community. Corporate sponsorship of TriPrideTN is an incredible opportunity to get your brand and message in front of a large audience while showing your support and acceptance of them and their families. All the corporate sponsor packages can be customized to fit your needs, and if you have something else in mind, we'd love to hear from you. No matter what you choose, you'll be showing your support for our mission of equality and outreach. Thank you,

Kenn Lyon
President, TriPrideTN



Sponsorship Levels

Sponsorship Levels	Title	Advocate	Partner	Supporter	Friend
Commitment	\$10,000+	\$8,000+	\$5,000+	\$2,000+	\$500+
Sponsor Limit	1	2	Unlimited	Unlimited	Unlimited
Booth Space	2 (10'x10')*	2 (10'x10')*	1 (10'x10')*	1 (10'x10')	1 (10'x10')
TriPride Guide Pages	2	1	1/2	1/4	1/8
Right to Event Logo (1YR)	Y	Y	Y	Y	Y
Logo/Link on Website	Y	Y	Y	Y	Y
Social Media Link	Y	Y	Y	Y	
Logo on Event T-Shirt	Y	Y	Y	Y	
Announcer Mention	Y	Y	Y		
Logo on Print Campaign	Y	Y	Y		
Small Banners	Y	Y	Y		
Large Banner	Y	Y	Y		
Logo on Event Entrance	Y	Y	Y		
Front Stage Banner	Y	Y			
Name on Title of Stage	Y				
Name of Title of Festival	Y				
Name in Title of Parade		Y			

Contact Information

Exclusive sponsorships must be discussed & approved by TriPrideTN.

Kenn Lyon,
President
lgbtkenn@aol.com
 323-620-4335

Georges Chamoun,
Vice President
gc.chamoun@gmail.com
 310-749-2448

Sponsorship Benefits

Title

\$10,000+ (Limit One)

2 (10 x 10) booth space with premium placement for TriPride Festival, Naming rights to the main stage, Logo/Link on website, Social media link, Announcer mentions, Small and large banners, Front stage banner, Logo on print campaign, Logo on event entrance, Name in title of the Festival, Logo on t-shirt, 2 full page premium ad placements in TriPride Guide.

Advocate

\$8,000+ (Limit Two)

2 (10 x 10) booth space with premium placement for TriPride festival, Naming rights to the TriPride Parade (for first sponsorship only), Logo/Link on website, Social media link, Announcer mentions, Small and large banners, Front stage banner, Logo on print campaign, Logo on event entrance, Logo on t-shirt, 1 full page premium ad placements in TriPride Guide.

Partner

\$5,000+ (No Limit)

1 (10 x 10) booth space with preferred placement for TriPride, Logo/Link on website, Social media link, Announcer mentions, Small and large banner, Logo on print campaign, Logo on event entrance, Logo on t-shirt, & 1/2 full page preferred ad placements in TriPride Guide.

Supporter

\$2,000 + (No Limit)

1 (10 x 10) booth space for TriPride, Logo/Link on website, Social media link, Announcer mentions, Small banner, Logo on print campaign, Logo on t-shirt, & 1/4 full page ad in TriPride Guide.

Friend

\$500+ (No Limit)

1 (10 x 10) booth space for TriPride, Logo/ Link on Website, Social media link, & 1/8 page ad in TriPride Guide.

BOOTH SPACE

Tent and equipment to be provided by sponsor. Electricity is available upon request.

TRIPRIDE GUIDE

Your Company will have ad space and sponsor recognition in the TriPride Parade and Festival Guide.

RIGHT TO EVENT LOGO (1YR)

Right to use event logo for one year on your promotional materials.

LOGO/LINK ON WEBSITE

Your logo and/or name will appear on the TriPrideTN website based on the level of your sponsorship.

SOCIAL MEDIA LINK

TriPrideTN will mention your sponsorship with a link to your website or social media page in the post to help promote your brand.

LOGO ON EVENT T-SHIRT

Your company name and logo will be on the event t-shirts.

ANNOUNCER MENTION(S)

You will be mentioned as a sponsor by an announcer on stage during the Pride event.

LOGO ON PRINT CAMPAIGN

Your logo will appear on printed material such as post cards, posters, and/or other print media outlets.

SMALL BANNER(S)

Banners provided by you will be placed in prime locations at the festival (size TBD).

LARGE BANNER(S)

Large banners provided by you will be placed in prime locations at the festival (size TBD).

LOGO ON EVENT ENTRANCE

Your logo will appear on the two event welcoming structures

FRONT STAGE BANNER(S)

A large banner provided by you will be placed above the stage (size TBD).

NAME ON TITLE OF STAGE

Your company name and logo will be on the stage name at the event, on the map, and on any printed materials mentioning the stage including the performance itinerary.

NAME IN TITLE OF FESTIVAL

Your Company will have primary positioning as a sponsor, "TriPride presented by Your Company"

NAME IN TITLE OF PARADE

Your Company will have primary positioning as a sponsor, "TriPride Parade presented by Your Company"

Sponsorship Form

Contact Information

Name _____

Organization/Business _____

Address _____

Phone _____ Email _____

Sponsorship Level (Vendors & Exhibitors – please see TriPrideTN's Vendor Agreement)

Title (\$10K+)

Advocate (\$8K+)

Partner (\$5K+)

Supporter (\$2K+)

Friend (\$500+)

Booth Space Options (Booth space does not include tents, tables, nor chairs. Power is limited to first come-first served.)

_____ Power (\$25)

Modification/Special Requests _____

All vendors are allowed to give away food, water & merchandise, but you need to be registered as a Food/Beverage Vendor to sell soft drinks and/or food, whether it is prepared on or off site.

Booth set-up will run from 7:30am-11am on Sat, 9/15.

Any vehicles pulled on the lawn to unload must be removed by 11am and won't be allowed back on the lawn until the event is over.

Advertisement for TriPride Book

Full page (\$250) Half Page (\$150) 1/4 Page (\$75) 1/8 Page (\$50)

TriPride Creates Your Ad (\$50)

Advertising images must be submitted in a High-Res PDF with a minimum of 300 DPI. You can provide your own advertisement or TriPride can create or edit one on your behalf for an additional fee. Please email your questions/design to _____ by ___/___/18 to guarantee your space in the book.

All Sponsorships, Booth Reservations & Advertisements are Non-Refundable once received. You may carry your payment over to next year's festival provided no expenditure has been made on your behalf & the TriPride Board approves. Please have your Sponsor Form returned by 7/1/18, to guarantee your space and receipt of all of your benefits. Sponsorships will be accepted after 7/1/18 on an as-available basis.

We reserve the right to deny a vendor's application to participate or to remove a vendor from TriPride at any time at our discretion. We strive to be an inclusive event, but if a vendor (or their messaging) is counter to the goals of the event, creates a safety hazard, compromises security, or causes a disruption they will be removed from TriPride.

I agree to the Terms

Signature

Date

† TriPride IS PRESENTED BY TriPrideTN, A 501(C)3 NON-PROFIT ORGANIZATION. ALL CHECKS SHOULD BE MADE PAYABLE TO TriPrideTN AND SENT, WITH YOUR SIGN-UP FORM, TO: P.O. BOX 4545 Johnson City, TN 37602