



TRI - CITIES , T E N N E S S E E

2021 Sponsor's Packet

Saturday, October 16, 2021 :: Bristol TN/VA

Visit www.tripridetn.org/become-a-sponsor to complete your sponsorship information.

Detailing Our 2019 Success

Overview:

- 3,908 Facebook likes - a 47.75% increase from November 2018
Note: Facebook is our primary messaging outlet in addition to press releases sent to local media
- Approximately 10,000 participants in the parade and festival, with many attendees sharing this was their first Pride event.
- Approximately 110 volunteers
- Overwhelming positive feedback from attendees, exhibitors and parade participants
- 10 Lead Sponsors with significant contributions
- 16 Supporting Financial Sponsors

Parade Information:

- Over 1,100 parade participants - a 62% increase from 2018
- 9 floats
- 37 vehicles
- 72 contingencies - a 44% increase from 2018
- Partial breakdown of contingencies:
 - 11 Spiritual groups / churches
 - 5 performance groups
 - 11 LGBTQ+ organizations
 - 5 Political / Government groups
 - 17 Nonprofits & Service Providers
 - 6 National Organizations / Corporations
 - 12 Small Businesses
 - 2 National organizations

Festival Information:

- 110 Exhibitor Booths - a 30% increase from 2018
 - 7 Spiritual groups / churches
 - 5 Political / Governmental Groups
 - 43 small / local Businesses and artisan merchants
 - 12 larger businesses and corporations
 - 5 Academic Organizations (includes colleges / universities)
 - 33 Nonprofits & Service Providers
 - 6 Health Partners who provided STI screening, health counseling, sunscreen, and more information
- 4 Entertainment Acts (including Eureka) + 6 local drag performers
- 13 Food Trucks
- 2 Weddings (Yes! It's now tradition! Folks want to get married at Pride!)

Selected Media Coverage:

- <https://www.wjhl.com/news/local/tripride-celebrates-2019-parade-and-festival-in-downtown-kingsport>
- <https://www.timesnews.net/Community/2019/09/09/TriPride-draws-10-000.html>
- <https://wcyb.com/news/local/lgbt-people-describe-second-tripride-as-emotional>
- <https://easttennessean.com/2019/09/08/look-how-far-weve-come-tripride-2019>
- <https://www.ehc.edu/live/news/962-eamph-takes-part-in-second-tripride-parade>

TriPride 2021 Planning

EVENT DATE

Saturday, October 16, 2021

PARADE

11:00am - 12:30pm**

State Street

FESTIVAL

1:00pm - 6pm**

Cumberland Square Park, Downtown Bristol



2021 Festival Details & Instructions will be published once elements have been finalized.

**Exact time schedules will be published. These are current estimates.

Personal Messages From The Community

The most fun local event I've been to in a LONG time. Keep up the good work.

Alethea S.

The Festival was a fantastic place, safe and full of love and hope. It really made me feel at home.

Stefan N.

Why Become A Sponsor?

What is TriPride

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

Why the need for TriPride

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, which can be seen by anyone who spends time on social media or watches the news. That divisiveness is disheartening. It's counterproductive. It drives unnecessary wedges between us. Building bridges between segments of the community, starting with the LGBTQ+ segment, works to counteract the divisiveness.

TriPride's Aspirations

- Provide a sense of belonging for people who need it
- Reduce divisiveness by bringing people together to share different perspectives and commonalities
- 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 & Businesses should sponsor TriPride

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 TriPride 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 equity, inclusion, and diversity.

Thank you,
The TriPride Board of Directors



Sponsorship Levels

	TITLE	ADVOCATE	PARTNER	SUPPORTER	FRIEND
COMMITMENT	\$10,000+	\$8,000+	\$5,000+	\$2,500+	\$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 Pages	1 Page	1/2 Page	1/4 Page	1/8 Page
1 YEAR RIGHT TO EVENT LOGO	Y	Y	Y	Y	Y
LOGO/LINK ON WEBSITE*	Y	Y	Y	Y	Y
SOCIAL MEDIA ACKNOWLEDGMENT*	Y	Y	Y	Y	
LOGO ON EVENT T-SHIRT*	Y	Y	Y	Y	
ANNOUNCER MENTION*	Y	Y	Y		
LOGO ON BANNERS & CERTAIN FESTIVAL SIGNAGE*	Y	Y	Y		
LOGO ON EVENT ENTRANCE*	Y	Y	Y		
SMALL BANNER**	Y	Y	Y		
LARGE BANNER**	Y	Y	Y		
FRONT STAGE BANNER**	Y	Y			
STAGE NAME RECOGNITION	Y				
FESTIVAL NAME RECOGNITION	Y				
PARADE NAME RECOGNITION		Y			

SPONSORSHIPS ARE SUBJECT TO APPROVAL BY TRIPRIDE.

*Requires approval from Sponsor

**Banners provided by the sponsor. Size TBD.

Visit www.tripridetn.org/become-a-sponsor to complete your sponsorship information.

QUESTIONS?

Contact your TriPride liaison or contact:

Jason Willis
TriPride President

info@tripridetn.org
540.922.2869

Anthony Piercy
TriPride Marketing

anthony.piercy@gmail.com
423.330.7884

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 event entrance, Name in title of the Festival, Logo on t- shirt, 2 full pages 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 event entrance, Logo on t-shirt, 1 full page premium ad placement in TriPride Guide.

PARTNER

\$5,000+ (UNLIMITED)

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

SUPPORTER

\$2,500+ (UNLIMITED)

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

FRIEND

\$500+ (UNLIMITED)

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

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, with permission, will appear on the TriPrideTN website based on the level of your sponsorship.

SOCIAL MEDIA LINK (\$2500+)

TriPrideTN will mention with permission 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 (\$2500+)

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

ANNOUNCER MENTION(S) (\$5000+)

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

SMALL BANNER(S) (\$5000+)

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

LARGE BANNER(S) (\$5000+)

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

LOGO ON EVENT ENTRANCE (\$5000+)

Your logo will appear on or near two event welcoming structures

FRONT STAGE BANNER(S) (\$8000+)

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

NAME IN TITLE OF PARADE (\$8000)

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

NAME IN TITLE OF STAGE (\$10,000)

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 (\$10,000)

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

Considerations Regarding COVID-19

We are committed to the safety and well-being of our community.

COVID-19 continues to present challenges to planning any type of event. The 2021 TriPride Parade and Festival is no exception. TriPride's organizers remain in close consultation with our Bristol, TN and Bristol, VA city partners. The October 16, 2021 date was chosen primarily to provide a longer timeline to get COVID-19 under control in our community and nation. All planning parties are committed to producing an incredible Pride event in Bristol this year. However, if the health landscape is still impacted by COVID-19 when it comes time for the event, our commitment to our community will demand we cancel the parade and festival, as we did in 2020. As much as organizers and community members want to get back to normal and have our Pride event, we also want to be responsible leaders and do what's best for the community.

Who and what determines if the event is canceled?

TriPride's Board of Directors, in consultation with key planning partners from the cities of Bristol, TN and Bristol, VA will continuously evaluate the event's viability as we progress towards October 16, 2021. We will look at any and all available health data to determine the best path forward.

If the event is canceled, what happens to my sponsorship?

Since our founding, TriPride organizers have sought to be as transparent as possible regarding financial contributions and support. In the event that the 2021 TriPride Parade and Festival is canceled due to Covid-19 concerns, TriPride will offer you the option to hold the sponsorship and keep it active for the next parade and festival *OR* TriPride will refund 100% of your sponsorship. The choice is yours.

If the parade and festival are canceled, will other TriPride events occur?

If the 2021 TriPride Parade and Festival is canceled, we will do our best to continue engaging and connecting with the community. In 2020, we helped promote and organize, along with other organizations, the Pride Car Parade in Johnson City, TN. TriPride provided free rainbow Pride flags to the community. We participated in a voter registration drive and Juneteenth celebration in Bristol. We collaborated with local musicians and community members to produce a music video celebrating Pride. 2021 contingency events and promotions are still being considered, but it is certain TriPride will continue to celebrate Pride with our community however we can.