



TRI - C I T I E S , T E N N E S S E E

2022 Sponsor's Packet

Saturday, August 27, 2022 :: 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: Continued Optimism Despite Setbacks

Coming into 2021, TriPride's organizers were faced with the same uncertainties caused by COVID-19 as were faced in 2020. However, as winter faded into spring and vaccinations became available to the general public, a renewed optimism bloomed. TriPride's Board of Directors re-engaged with our Bristol TN/VA city partners and picked up where we had left off in 2020. We were on track to bring Pride to Bristol on October 16, 2021. Businesses, organizations, and individuals signed up to march in the parade down State Street. Sponsors, vendors, exhibitors, food trucks, and entertainment were squared away. We were able to meet our fundraising budget despite the continued economic impacts from Covid-19. Street closures and Cumberland Square Park's layout was all planned and ready to go. We were ready to have Pride in Bristol!

However, with a little over a month until the event, our optimistic landscape began to shift. Local Covid-19 cases were once again rising due, in part, to a new, rapidly spreading variant and local reluctance to get vaccinated. The numbers were going in the wrong direction.

TriPride's organizers were faced with difficult questions that had to be answered: Do we continue with the parade and festival where an anticipated 10,000 people would join us? Would it be possible to bring that many people together safely, even though we were outside? If we did move forward, would it be seen as reckless by the community? Would we continue to have sponsor, vendor, and most importantly, community support?

These difficult questions, and more, weighed heavily on our Board of Directors. After much deliberation, TriPride's board unanimously agreed to the incredibly disappointing and frustrating decision to cancel our event once again. Despite obvious disappointment, the community remained supportive and, in most cases, praised the decision.

Despite the ultimate cancellation, TriPride continued to engage with the community and abroad. We were highlighted by TripAdvisor (https://www.tripadvisor.com/Articles-IPfOQP5Jg7k-Small_town_pride_celebrations.html). We partnered with Virginia Tourism who loaned us their Pride themed LOVE letters. The letters were erected in front of the Bristol Hotel for two weeks.

Board members joined the Johnson City Public Library for their teen book club with a Q & A session about two books, *Southernmost* and *The 57 Bus* and how the experiences of the books' characters related to local experiences. We joined local Juneteenth celebrations in both Bristol and Kingsport.



During what would have been our annual Pride week, we held our community hike and picnic in Steeles Creek Park in Bristol.

We also hosted our first-ever Teen event at the Bristol Public Library. The event was well attended and we hope to host more throughout the year. We continued to build upon our partnerships with other local organizations such as Appalachian Sustainable Development, our local Free Moms Hugs chapter, and the newly chartered DEI Alliance of Northeast TN and Southwest VA (www.deialliance.org). And finally, we joined other local and community organizations and decorated a tree for the annual Johnson City holiday presentation.

2020 also saw new board members join us as several board members chose to step down after fulfilling their term. Our gratitude goes out to Alan, Kavita, and Mason for working so hard and supporting TriPride and our community.

We are committed to bringing Pride to Bristol on August 27, 2022. We firmly believe the third time's a charm, and after three years of planning, we're convinced this will be the best

TriPride yet! Board members and city partners are determined to make 2022 happen.

We whole-heartedly thank our community for their continued support. Thank you to those who were able to financially contribute to us. And thank you to our community members who are part of our planning committee. TriPride is so much bigger than just its board. It's a reflection of our LGBTQ+ and allied community.



TriPride 2022 Planning

EVENT DATE

Saturday, August 27, 2022

PARADE

11:00am - 12:30pm**

State Street

FESTIVAL

1:00pm - 6pm**

Cumberland Square Park, Downtown Bristol



2022 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 the 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	ALLY 1	ALLY 2
COMMITMENT	\$10,000+	\$8,000+	\$5,000+	\$2,000+	\$500+	\$250+
SPONSOR LIMIT	1	2	Unlimited	Unlimited	Unlimited	Unlimited
BOOTH SPACE	2 (10'x10')	2 (10'x10')	1 (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	N/A
1 YEAR RIGHT TO EVENT LOGO	Y	Y	Y	Y	Y	Y
LOGO/LINK ON WEBSITE*	Y	Y	Y	Y	Y	N/A
SOCIAL MEDIA ACKNOWLEDGMENT*	Y	Y	Y	Y	Y	Y
LOGO ON EVENT T-SHIRT*	Y	Y	Y	Y		
ANNOUNCER MENTION*	Y	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	N/A				
FESTIVAL NAME RECOGNITION	Y	N/A				
PARADE NAME RECOGNITION	N/A	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

Anthony Piercy
TriPride Marketing

info@tripridetn.org
540.922.2869

marketing@tripridetn.org
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 acknowledgment, 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 acknowledgment, Announcer mention, 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 acknowledgment, Announcer mention, Small and large banners, Logo on event entrance, Logo on t- shirt, AND 1/2 full page preferred ad placements in TriPride Guide.

SUPPORTER

\$2,000+ (UNLIMITED)

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

ALLY 1

\$500+ (UNLIMITED)

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

ALLY 2

\$250+ (UNLIMITED)

1 (10 x 10) booth space for TriPride and Social media acknowledgment

TRIPRIDE GUIDE (\$500+)

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 (\$500+)

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

SOCIAL MEDIA LINK

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 (\$2000+)

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

ANNOUNCER MENTION(S) (\$2000+)

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 at the stage (size TBD).

NAME IN TITLE OF PARADE (\$8000)

Your Company will have primary positioning as a sponsor, such as "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, such as "TriPride Festival 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 2022 TriPride Parade and Festival is no exception. TriPride's organizers remain in close consultation with our Bristol, TN and Bristol, VA city partners. 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 2021. 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 August 27, 2022. 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 2022 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 2022 TriPride Parade and Festival is canceled, we will do our best to continue engaging and connecting with the community. TriPride will continue to celebrate Pride with our community however we can.