



TRI-CITIES, TENNESSEE

# 2023 Sponsor's Packet

**Saturday, September 23, 2023 :: Johnson City, TN**

Visit [www.tripridetn.org/become-a-sponsor](http://www.tripridetn.org/become-a-sponsor) to complete your sponsorship information.



[WWW.TRIPRIDETN.ORG](http://WWW.TRIPRIDETN.ORG)

V2.1-182023



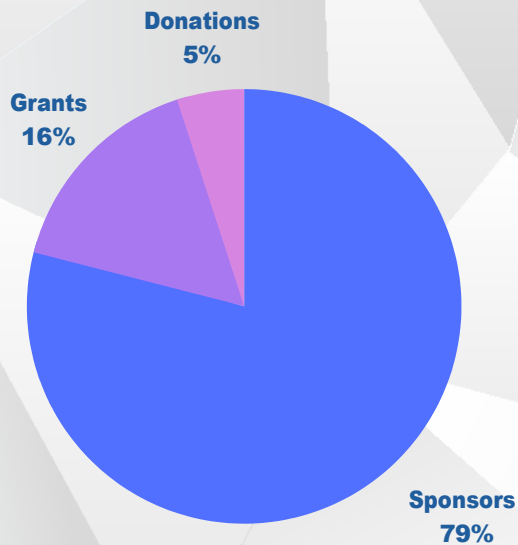
<#> [twitter](#) [facebook](#) [instagram](#) /TRIPRIDETN

# Detailing Our 2022 Successes

## Overview:

- 6,909 Facebook Likes
- 2,877 Instagram followers
- Approximately 13,000 participants in the parade and festival with overwhelming positive feedback
- Approximately 105 volunteers
- Extremely positive feedback from exhibitors and parade participants
- 17 leading sponsors with significant contributions
- 26 supporting sponsors

## Fundraising breakdown:



## Parade Information:

- Over 1,100 parade participants
- 15 Floats
- 41 vehicles
- 64 contingencies
- Partial Breakdown of contingencies
  - 6 religious organizations
  - 11 LGBTQ+ groups
  - 10 non-profits/service providers
  - 9 small businesses
  - 7 national organizations/corporations
  - 10 political/government groups

## Festival Information:

- 134 vendor exhibitors- 22% increase from 2019
- Partial breakdown of exhibitors:
  - 6 spiritual groups/churches
  - 12 political/Governmental groups
  - 41 small businesses
  - 20 larger businesses and corporations
  - 44 non-profits
  - 17 health services providers
- 6 entertainment acts plus 10 local drag performers
- 10 Food Trucks

## Selected Media Coverage:

<https://wcyb.com/news/local/bristol-tripride-festival-makes-history-takes-place-in-2-states-simultaneously>

[https://www.timesnews.net/feast-and-field/lifestyles/tripride-hosts-historic-event-in-bristol-after-two-year-covid-hiatus/article\\_527cf0f4-2659-11ed-8ce3-0b26e79ee968.html](https://www.timesnews.net/feast-and-field/lifestyles/tripride-hosts-historic-event-in-bristol-after-two-year-covid-hiatus/article_527cf0f4-2659-11ed-8ce3-0b26e79ee968.html)

<https://easttennessean.com/2022/08/23/tripride-transcends-boundaries-a-personal-experience/>

<https://www.wjhl.com/news/tripride-first-event-in-the-nation-to-occur-in-two-states-at-the-same-time/>

# TriPride 2022: Overcoming Adversity

The 2022 theme for TriPride was “A Great Place for Pride “. This played off the iconic Bristol TN/VA sign and Bristol’s slogan “A Good Place to Live”. With Bristol culminating our lap around the Tri-Cities, the theme also signified that our region is in fact a great place for Pride!

With your continued support, we once again brought Bristol’s first ever TriPride Festival and Parade. **Bristol was even more historic with, to our knowledge, the first Pride parade to be in two states at once by going down the historic State Street.** With an estimated 13,000 attendees throughout the day, this was our highest attended event yet! It was obvious people were ready for TriPride after Covid had denied them the previous two years. This year we saw an increase in attendees from more rural areas in Southwest Virginia, many of whom stated it was their first Pride event. TriPride is very honored to continue our reputation of being a family friendly event with high participation from families of all backgrounds. It was truly an amazing day full of smiling faces, celebrating diversity and inclusion.

**We continued our mission of Health Services with 17 vendors focused on a range of health-related information and services.** They provided STI/HIV testing, Narcan education and distribution, Covid vaccines and at home test distribution. Beyond immediate services provided, there were numerous informational brochures and items given out across various topics including: mental health, domestic violence, PrEP, STI prevention and safe sex.

With Bristol’s history of providing large scale festivals, they brought excellent insight and preparedness in planning TriPride’s parade and festival. Although each year provides it’s challenges, both Bristol cities and their management were

supportive and encouraging in working through the logistics. They were enthusiastic to see TriPride held in their city and **we couldn’t have asked for the day to be any better!**

Along with our event growth, we continue to grow as a community organization and non-profit. We elevated our GuideStar seal of transparency to Silver and will continue to strive for Gold. We maintain our professional accounting services to ensure funds are managed most efficiently. An accountant’s report can be made available to any large donor who requests documentation. We have also focused on increased presence in the community throughout SWVA & NETN this year and partnering with other local organizations. For example, **we partnered with the Bristol Public Library to host a LGBTQ+ teen game night which was well attended by local youth.** We also continued our tradition of a pride week leading up to the parade and festival with 7 days of events hosted at local businesses and locations most of which are in the host city.

**In 2023, TriPride will head back to Johnson City and began our second lap through the Tri-Cities.** Now as an established event and organization we have attendees and sponsors alike asking about our next moves. We cannot wait to be back were it all started and show how much we continue to grow and thrive. We are already in initial talks with Johnson City and plan to announce our date in January. With everything we’ve learned along the way we are hoping this year will be the best one yet!

We could not provide this special event without your continuing support. We hope you are just as excited to participate in 2023 as we are to have you!

**Thank you for everything! Hope to see you in 2023!**



# TriPride 2023 Planning

## EVENT DATE

Saturday, September 23, 2023

## PARADE

11:00am - 12:30pm\*\*

## FESTIVAL

1:00pm - 7pm\*\*

Founders Park, Downtown Johnson City



2023 Festival Details & Instructions will be published once elements have been finalized. \*\*Exact time schedules will be published. These are current estimates.

## What the Community is Saying...

"In my 20+ years of law enforcement, I can say this is one of the happiest, well-organized events I've ever worked out. The people here are genuinely happy to be here, and you don't get any feeling from them that they're only here because of obligation like you do with some other local festivals."

- paraphrased from a police officer at the event

"As a cishet hillbilly from Wise County who is relieved to be enveloped by the love and acceptance that is Pride, I loved hearing and seeing Appalachian music respected and appreciated at Pride! Plus that it was an adaptation of a rap song? With flatfooting? Icing on that cake."

-Nisi S.

"Being an ally and supporter of the LGBTQ+ community and being able to spend the day at such a monumental event was a true honor. Love is love and we in SWVA embrace everyone who lives here, loves here and visits here!"

-Taysha DeV Vaughan

"I never want to forget what yesterday felt like for the rest of my life. The organizers of the historic, loudly hopeful TriPride in Bristol made real life magic for thousands of people yesterday. Beating back the darkness of oppression may look like a brightly colored, fiercely joyful mobilization of many in the places they'd least expect us, but where we've always been and belong... Thank you to all the organizers, vendors, performers, staff, and attendees for making the day possible. What y'all pulled off yesterday was courageous and necessary."

-Lynlee T.

"TriPride Board, Planning Committee, and Volunteers - Thank you for providing a safe environment where people can be authentic, for creating a path in which businesses and the Tri-Cities community can express support, and for providing a venue for nonprofits and health care agencies to reach out to the LGBTQ community. It's a place where everyone is joyful, smiling, and hugging. The hard work and effort that went into the parade and celebration was recognized and appreciated by the 1000's who chose to attend."

- James M.

# 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	FRIEND	ALLY 1	ALLY 2
COMMITMENT	\$15,000+	\$10,000+	\$7,500+	\$4,000+	\$2,000+	\$500+	\$250+
SPONSOR LIMIT	1	2	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
BOOTH SPACE	2 (10'x10')	2 (10'x10')	1 (10'x10')	1 (10'x10')	1 (10'x10')	1 (10'x10')	1 (10'x10')
TRIPRIDE GUIDE PAGES*	2 Pages	1 Pages	1/2 Page	1/4 Page	1/8 Page	1/8 Page	N/A
1 YEAR RIGHT TO EVENT LOGO	Y	Y	Y	Y	Y	Y	Y
LOGO/LINK ON WEBSITE*	Y	Y	Y	Y	Y	Y	N/A
SOCIAL MEDIA ACKNOWLEDGMENT*	Y	Y	Y	Y	Y	Y	Y
LOGO ON EVENT T-SHIRT*	Y	Y	Y	Y	Y		
ANNOUNCER MENTION**	Y	Y	Y	Y			
LOGO ON BANNERS & CERTAIN FESTIVAL SIGNAGE*	Y	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](http://www.tripridetn.org/become-a-sponsor) to complete your sponsorship information.

## QUESTIONS?

Contact your TriPride liaison or contact:

**Melody Taylor** TriPride President - [president@tripridetn.org](mailto:president@tripridetn.org)

**Justin Hall** TriPride Vice President - [vicepresident@tripridetn.org](mailto:vicepresident@tripridetn.org)



# Sponsorship Benefits

## TITLE

**\$15,000+ (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

**\$10,000+ (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

**\$7,500+ (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

**\$4,000+ (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.

## FRIEND

**\$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,

## 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

**\$500+ (UNLIMITED)**

1 (10 x 10) booth space for TriPride, Logo/Link on Website, 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 the event logo for one year on your promotional materials.

## LOGO/LINK ON WEBSITE (\$500+)

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

## SOCIAL MEDIA LINK

TriPrideTN will mention, with permission, your sponsorship with a link to your website in the post to help promote your brand.

## LOGO ON EVENT T-SHIRT (\$2,000)

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

## ANNOUNCER MENTION(S) (\$4,000+)

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

## SMALL BANNER(S) (\$7,500+)

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

## LARGE BANNER(S) (\$7,500+)

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

## LOGO ON EVENT ENTRANCE (\$7,500)

Your logo will appear on or near two event welcoming structures.

## FRONT STAGE BANNER(S) (\$10,000+)

A large banner provided by you will be placed at the stage (Size TBD.)

## NAME IN TITLE OF PARADE (\$10,000+)

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

## NAME IN TITLE OF STAGE (\$15,000)

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 THE TITLE OF FESTIVAL (\$15,000)

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 2023 TriPride Parade and Festival is no exception. TriPride's organizers remain in close consultation with our Johnson City, TN city partners.

All planning parties are committed to producing an incredible Pride event in Johnson City 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 city of Johnson City, TN will continuously evaluate the event's viability as we progress towards September 23, 2023. 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 2023 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 2023 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.

thank  you

