

# 2019 Sponsor's Packet

SATURDAY, SEPTEMBER 7, 2019 :: KINGSFORT TN



TRI-CITIES, TENNESSEE



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## Overview of TriPride 2018

- Week-long schedule of events leading up to TriPride 2018
- Approximately 10,000 participants and attendees
- Approximately 80 volunteers
- Over \$50,000.00 in pre-event donations collected
- 11 Lead Sponsors with significant contributions
- 11 Supporting Financial Sponsors
- Over 200 individual contributions

## The Parade

- Largest parade in Johnson City's history
- Over 700 people in the parade
- 12 Floats
- 29 Vehicles
- 50 Contingencies

## The Festival

- 76 Vendor Booths
- 5 Political/government groups
- 23 Non-profits & service providers
- 26 Merchant vendors
- 5 Businesses
- 12 Sponsors
- 5 Outreach providers



# TriPride 2019 Planning

## EVENT DATE

Saturday - September 7, 2019

## PARADE

11am

Downtown Kingsport

## FESTIVAL

12pm - 7pm

Downtown Kingsport

Broad Street



2019 Festival Details & Instructions will be published once elements have been finalized.

## Personal Message From The Community

*Thank you so much for stepping up and including the people of the Tri-Cities. You are standing up and supporting us, which I know is difficult to do with our area being a hard sell on the topic. Thank you for giving us hope. Thanks for taking the backlash for fighting with us so we can be treated like everyone else.*

*-Aaron Capener*

# 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

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.

## 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 our mission of equality and outreach.

Thank you,

Kenn Lyon  
President, TriPride





# 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 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.

## QUESTIONS?

Contact your TriPride liaison or contact:

Kenn Lyon  
TriPride President

lgbtkenn@aol.com  
323-620-4335

Georges Chamoun  
TriPride 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 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

**\$2,000+ (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 (\$2000+)

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) (\$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 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"

## NAME IN TITLE OF PARADE (\$8000)

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

# SPONSORSHIP FORM

TRIPRIDE LIAISON

## Sponsor Contact Information

Name \_\_\_\_\_

Organization/Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Sponsor Options** (Indicate if you or your organization would like to be in the parade, have booth space, and/or be recognized publicly as a sponsor. For parade and/or booth contingency, you're TriPride liaison will send you an additional form.)

PARADE       BOOTH SPACE       PUBLICLY ACKNOWLEDGE AS A SPONSOR

## Sponsorship Level (Vendors & Exhibitors, please see TriPride's Vendor Agreement)

TITLE (\$10K+)       ADVOCATE (\$8K+)       PARTNER (\$5K+)       SUPPORTER (\$2K+)       FRIEND (\$500+)

**Booth Space Options** (Booth space does not include tents, tables, or chairs. Power is limited to first come, first serve. If you request power and we are unable to fulfill this request, we will let you know in advance of the event.)

Modification/Special Requests \_\_\_\_\_

All vendors are allowed to give away food, water, and 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-10:30 a.m. on Saturday, September 7, 2019. Any vehicles pulled into the festival area to unload must be removed by 10:30 a.m. and won't be allowed back in until the event is over.**

Advertising images must be submitted in a High-Res PDF/TIF/JPG at, preferably, 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 [media@tripridetn.org](mailto:media@tripridetn.org) by 7/19/19 to guarantee your space in the book. Sponsors may also email a High-Res PDF/TIF/JPG logo for inclusion. NOTE: Different sponsor levels include an ad in the booklet.

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 and the TriPride Board approves. Please have your Sponsor Form returned by 6/1/19 to guarantee your space and receipt of all of your benefits. Sponsorships will be accepted after 6/1/19 on an as-available basis.

We reserve the right to deny a vendor or exhibitors' application to participate or to remove a vendor or exhibitor from TriPride at any time at our discretion. We strive to be an inclusive event, but if a vendor or exhibitor (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, INC. A 501(c)3 NON-PROFIT ORGANIZATION. ALL CHECKS SHOULD BE MADE PAYABLE TO TRIPRIDETN, INC. AND SENT, WITH YOUR SIGN-UP FORM, TO: P.O. BOX 4545 JOHNSON CITY, TN 37602.