



Pride Month Event Partners Program

Benefits Summary & Application Instructions

Pride Week 2012: June 16 – June 24, 2012

Pride Month Event Partners Program

NYC Pride, a subsidiary of Heritage of Pride the 501(c)3 not-for-profit organization, hosts “Pride Week” each year in New York City. The *Pride Month Event Partners Program* is aimed at partnering with community events during the month of June in New York City to help raise awareness of other non-Heritage of Pride events that continue to enlighten and raise awareness within the LGBT community.

Registering to be a *Pride Month Event Partner* has a multitude of benefits that can help increase the profile of your event. Participation as a *Pride Month Partner* clearly demonstrates to both the local community and visitors from around the world that your event is proud to partner with NYC Pride for the month of June. A *Pride Month Partner* link will be posted on the NYC Pride website so that local and visiting patrons can browse the participating events to attend. Additionally, NYC Pride has unparalleled digital marketing capabilities with over 15,200 fans on Facebook, 5,200 followers on Twitter and over 10,000 active email addresses. We are consistently able to increase awareness among an interested and eager group of LGBT attendees. Enclosed you will find a summary of benefits for the two benefit levels.

We are excited to partner with you for the upcoming year and we welcome your feedback and questions at any point as we prepare for another successful festival.

















Warmest Regards,

Brian Sullivan,

Development Director, NYC Pride

development@nycpride.org

Summary of Benefits:

BENEFIT DESCRIPTION	OFFICIAL PRIDE PARTNER \$150.00	OFFICIAL PRIDE EVENT \$500.00
1. Allowed usage of "Official Partner of NYC Pride" verbiage in any promotional materials		
2. Allowed usage of the Heritage of Pride logo and/or NYC Pride logo on any promotional materials for the event		
3. Listing on NYC Pride official calendar on www.nycpride.org		
4. Event Name/Logo (hyperlinked), and event name listing on Event Partners section of nycpride.com/sponsor/pride-partners/		
5. Two (2) exclusive Twitter mentions on NYC Pride's official page (5,200+ follower as of 9/22/2011)		
6. One (1) exclusive tip left on Foursquare at location of where event is held urging our followers to		
7. Two (2) exclusive Facebook mentions on NYC Pride's official page (15,200+ likes as of 9/22/2011)		
8. One (1) exclusive e-mail blast to NYC Pride's email list totalling roughly 10,000 emails		
9. 10% Discount on Pride Guide Advertising, Deadline for payment and artwork submission is April 20, 2012		
10. Banner ad unit promoting the event on www.nycpride.org		
11. 2 general admission tickets to Dance on the Pier <u>or</u> Rapture on the River.		

Registration Fees 2012:

1) SUPPORTER LEVEL:

Register as a Supporter for a fee of \$150.00 cash or check.

Full registration fee is required with your application.

Application deadline for SUPPORTER LEVEL ONLY: May 28, 2012.

2) PARTNER LEVEL:

Register as a Partner for a fee of \$500 cash and two complimentary tickets to the partnered event.

Full registration fee and two complimentary tickets to Partner's event are required with your application.

Application deadline for PARTNER LEVEL: May 28, 2012.

Pride Week Partner Registration 2012

REGISTRATION DEADLINE: MAY 28, 2012

Organization Name: _____ Bus Phone: _____

Event Name: _____ Event Date: _____

Contact Person: _____ Mobile: _____

Contact email: _____

PLEASE CHECK ONE:

Pride Month Partner, Supporter Level. I have enclosed a check payable to Heritage of Pride for \$150.00

Pride Month Partner. I have enclosed a check payable to Heritage of Pride for \$500.00 and two complimentary tickets to your event.

Please include your payment, and this registration form and deliver **to our address** at:

Pride Month Partners Program

ATTN: Brian Sullivan

154 Christopher Street, #1D

New York, NY 10014