Dear Rhode Island Pride Supporter,

2021 was the 45th Anniversary of the first Pride march in June of 1976, where a group of 75 people took to the streets of Providence to be visible and chant: “gay, straight, black, white, same struggle, same fight.” Back then, they had to sue the City and the Bicentennial Committee to be able to participate in a celebration that was to commemorate the signing of the Declaration of Independence, how ironic? In “those days” the community financially supported these events, there were no corporate sponsors or benefactors. But that did not stop the work and the journey continues.

Today, Rhode Island Pride brings together over 100,000 people from the greater LGBTQIA+ community and their allies to commemorate our diverse heritage, foster inclusion, educate, create awareness of issues, and celebrate advancements of equality, diversity, and equity.

We create events and programming that are open and inviting to everyone, providing a safe environment in which individuals feel free to celebrate their personal identities. Rhode Island Pride is committed to supporting, promoting, and collaborating with groups in service to our LGBTQIA+ community.

We cannot do this alone! We acknowledge that our success would not be possible without your generosity and support! Like most organizations and businesses, none of us could have imagined the impact of the Covid-19 pandemic. However, despite this horrible tragedy, we recognize the importance of the work of Pride in our community. As an organization, we are working hard to produce events that are safe for all who attend. As a result, we are in the planning stages of producing a full Pride celebration in the month of June 2022.

When you partner with the Rhode Island Pride - you are making an important statement about your organization/business’ stand on the importance of a diverse and inclusive Rhode Island. Likewise, you are sending an affirming and significant message to the LGBTQIA+ community, who are your customers, employees, and colleagues.

The return on investment of support for Rhode Island Pride is measurable. For example, RI PrideFest and the Illuminated Night Parade is the perfect opportunity for you to brand, market, and give your company presence to over 100,000+ event-goers throughout the duration of the month’s events. This year, a combination of marketing channels such as social media, print, website/web links, and visual marketing will be utilized to increase the visibility of our Pride partners.

Please find the sponsorship opportunities included with this letter and let us know if you have any questions, comments, or suggestions. We would appreciate the chance to provide any details that may help in deciding your sponsorship.

With Pride and Gratitude,

Rodney P. Davis
President, Rhode Island Pride
Rhode Island Pride brings together the greater LGBTQIA+ community to commemorate our diverse heritage, foster inclusion, educate and create awareness of issues, and celebrate achievements in equality. Producers of the Rhode Island Annual PrideFest Celebration and Illuminated Night Parade, we create events that are open and inviting to everyone in the community, providing a safe environment in which individuals can feel free to celebrate their relationships and their identity. Rhode Island Pride is committed to supporting, promoting, and collaborating with community groups in service to the greater LGBTQIA+ community.
PRIDE 2022

New England’s Largest GLBT Marketplace & Business Expo with 250+ vendors, exhibitors and organizations represented!

Full-Service Beer, Wine and Spirits Garden

Local & national talent have included Jennifer Holliday, Martha Wash, from RuPaul’s Drag Race: Jujubee, Monét X Change & Alexis Mateo, Ultra Nate, CeCe Peniston, Kristine W, Crystal Waters, Simone Denny, Thea Austin, Frenchie Davis, Kimberley Locke, David Hernandez, Tiffany, Deborah Gibson, Amber and Thelma Houston

Audio/video broadcasting available

Massive visibility in the heart of the capital city close to the Arts District and Providence’s vibrant Nightlife

Opportunities for involvement include event, stage and entertainment sponsorship and can be tailored to your specific interests and objectives.
RHODE ISLAND PRIDE

Illuminated Night Parade

New England’s only Night-Time Illuminated Pride Parade
Over 60+ contingents, marching groups, floats and vehicles
Reviewing Stand at the historic Providence Performing Arts Center
A detailed listing of sponsorship opportunities can be found later in the document
PRIDE ART SHOWS

The Pride Art Show showcases the talents of the LGBTQIA+ community in a wide variety of medias. Past shows have included GalleryQ which was designed to acquire, conserve, preserve, restore, repair and exhibit objects, artwork and collections. These pieces were created in order to promote the recording of matters pertaining to the LGBTQIA+ community’s past, present and future in order to achieve a status of equality and recognition through heritage and development.

RHODE ISLAND PRIDE PAGEANTS

The RI Pride Pageant is an event that determines the yearly titleholders for the LGBTQIA+ community. The titles include Miss Gay RI, Mr. Gay RI, Ms. Lesbian RI, Mx. Trans, and Mx. Bisexual. As representatives of the organization, their roles included community outreach and advocacy and fundraising for Pride and individual causes.

THE GODDESS SHOW

The Goddess Show - a celebration of women in music has been a cornerstone event for Rhode Island Pride for over 20 years. This live music concert has included talents from throughout Rhode Island and Southern New England and has attracted international performers such as Ferron and Rachel Sage.

RHODE ISLAND PRIDE HONORS

The Rhode Island Pride Honors is an annual gala event which recognizes and celebrates the contributions of volunteers, businesses, organizations, and sponsors who have made Rhode Island Pride and its events and programs a tremendous success. The event which was created in 2000 as the Spotlight Awards, continues the tradition of honoring individuals and organizations with our lifetime achievement award called the Pyramid of Pride and other community recognitions.
RHODE ISLAND PRIDE Sponsorship Opportunities

The total buying power of the adult U.S. lesbian, gay, bisexual, transgender and queer population is projected to be $917 billion - Witeck Communications

70% OF LGBTQIA ADULTS stated they would pay a premium for a product from a company that supports the LGBTQIA community. Rhode Island PrideFest and Illuminated Night Parade sponsors and production partners receive a tremendous amount of brand exposure both through direct and indirect marketing. - Community Marketing, Inc & Harris Interactive
PRESENTING $25,000

- 10 x 30 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- Choice ad placement in the official RI Pride Guide (back cover, inside front, back cover or inside page)
- Special recognition in one regional media release
- Special recognition at RI Pride Honors Gala
- Admission for Two to the mainstage entertainment meet & greet
- Name recognition/logo placement on Rhode Island Pride Honors parade awards 2021/22

RED $15,000

- 10 x 20 premium vendor booth during PrideFest
- Premium choice placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- Choice ad placement in the official RI Pride Guide (back cover, inside front, back cover or inside page)

ORANGE $10,000

- 10 x 20 premium vendor booth during PrideFest
- Premium placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for six to the RI Pride VIP Party
- Name/logo displayed at official Rhode Island Pride events
- Opportunity for ad placement on prideri.com homepage
- Opportunity to table and promote brand at key Countdown to Pride events
- One dedicated social media post (sponsor responsible for marketing materials)
- Click-thru logo included in one Pre-Pride E-Blast
- One half-page ad placement in the official RI Pride Guide
**YELLOW**

- 10 x 20 premium vendor booth during PrideFest
- Premium placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page
- Admission for four to the RI Pride VIP Party

**GREEN**

- 10 x 10 vendor booth during PrideFest
- Placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo
- Click-thru logo placement on sponsorship web page

**BLUE**

- 10 x 10 vendor booth during PrideFest
- Placement in the Illuminated Night Parade
- Use of the annual theme and RI Pride logo

**VIOLET**

- 10 x 10 vendor booth during PrideFest
- Use of the annual theme and RI Pride logo

**PRICING**

- **$7,000**
  - Name/logo displayed at official Rhode Island Pride events
  - Opportunity for ad placement on prideri.com homepage
  - Opportunity to table and promote brand at key Countdown to Pride events

- **$5,000**
  - Admission for four to the RI Pride VIP Party
  - Name/logo displayed at official Rhode Island Pride events
  - Opportunity for ad placement on prideri.com homepage

- **$3,000**
  - Static logo placement on sponsorship web page
  - Admission for two at the RI Pride VIP Party
  - Name/logo displayed to official Rhode Island Pride events

- **$1,500**
  - Static logo placement on sponsorship web page
  - Admission for two to the RI Pride VIP Party
For over 40 years, Rhode Island PrideFest has opened its gates to everyone. The Rhode Island Pride KidZone is an area where families can go and have their own Pride experience. Packed with fun games, interactive performances and more! This production partnership allows businesses to brand the KidZone with their business and funding will be used to pay for programming and logistics related to the Rhode Island Pride KidZone production.

**KIDZONE PARTNERSHIP**
$3,500

**MAINSTAGE PARTNERSHIP**
$20-30,000

Brand our mainstage and have your business front and center for over 100,000 people to see. The opportunities for this production partnership are endless and really allow businesses to benefit from our live local and regional acts and the diverse exposure that they bring.

New England's only Illuminated Nighttime Pride Parade, brand your business with this production partnership and receive exposure to over 100,000 people in Downtown, Providence.

**PARADE SQUARE PARTNERSHIP**
$3,500

**VOLUNTEER WELLNESS & HOSPITALITY PARTNERSHIP**
$3,500

Help us say thank you to the 300+ volunteers that make Rhode Island PrideFest and the Illuminated Night Parade possible. This production partnership allows businesses to brand the volunteer hospitality area (a 20’ x 20’ centrally located tented space) and the option of including their name/logo* on the rear side of volunteer t-shirts. Funding through this partnership also allows us to provide sunscreen, water, snack, lunch and more for our team!

*Logos are screen printed in one color, multiple colors are available at increased cost.

The sponsorship packages in this presentation are not limited to what is listed. Rhode Island Pride’s sponsorship team are more than happy to customize a sponsorship to fit your needs.
IN-KIND PARTNERSHIP OPPORTUNITIES

**Media Sponsor**
Media Sponsors can offer TV, radio, and digital or print advertising for Rhode Island Pride.

**Airline Sponsor**
Airline sponsors can offer seats for staff, speakers, artists, and other VIP guests.

**Host Hotel Sponsor**
Sponsors should have the ability to provide 8-10 comp rooms for two-nights.

**Car Dealership Sponsor**
Sponsors should have the ability to provide 5-10 vehicles to be used in the Illuminated Night Pride Parade.

**Raffle/Auction Sponsor**
Sponsors should provide items to use in our gift-bags, event prizes, drawings, etc.