



VIRTUAL NY PRIDE SPONSORSHIPS



Contact:

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Presenting Sponsor

\$25,000

Adds to or upgrades Platinum Sponsorship benefits with:

- Exclusive integration of your company logo or name with the Virtual Pride NY branding across all platforms
- Your company logo featured in all graphic marketing and promotions
- Announcement of your company's sponsorship within the LGBT Network's Press Release section of web site
- Exclusive opportunity to run two 60-second commercials (total of 120 seconds of run time) during Virtual Pride NY, for example, *"special remarks from our CEO..."* or *"We're so proud to be contributing an additional \$\$\$\$ (>\$5,000) to the NY LGBT Cares Fund - we know ..."*
- Special verbal acknowledgement of sponsorship at beginning and end of Virtual Pride
- Exclusive opportunity to be acknowledged as sponsor of NY LGBT Cares Fund during Virtual Pride

Platinum Sponsor

\$15,000

The Platinum Sponsorship level provides access to an array of premium benefits and opens the door to exclusive branding for specific segments or parts of Virtual Pride, including (1) Entertainment; (2) Parade; and (3) 5K Sponsorship. Each Platinum Sponsorship adds to or upgrades Titanium Sponsorship benefits with:

- Opportunity to run a 30-second commercial during Virtual Pride NY, for example, *“special remarks from our CEO...”*
- Logo and/or name featured and integrated into the targeted marketing for each event component, e.g. *“Virtual Pride Entertainment sponsored by Your Company”*
- Unique opportunity for your company to be featured for adding to your sponsorship with a matching gift to the NY LGBT Cares Fund, e.g. *“LGBT Network thanks Your Company for an additional \$\$\$\$\$ (>\$5,000) gift above and beyond their sponsorship for the NY LGBT Cares Fund - thank you Your Company. Please donate so that we can fulfill this matching pledge. Every dollar we raise up to \$\$\$\$\$ (>\$5,000) will be matched one for one.”*
- Complimentary Diamond Membership in LGBT Business Directory

Opportunity #1: Entertainment Sponsor

- Logo placement on Entertainment virtual banners
- Opportunity for company representative to introduce celebrity talent segments

Opportunity #2: Parade Sponsor

- Logo placement on Parade virtual banners
- Opportunity to voice-over introduction of Parade groups

Opportunity #3: 5K Sponsor

- Logo placement on runner bibs sent to each runner
- Logo placement on t-shirts sent to each runner to wear while running their 5K
- Logo incorporated into the online assets for registration and page announcing results

Titanium Sponsor

\$10,000

Adds to or upgrades Gold Sponsorship benefits with:

- Logo included in all Facebook and other digital ads
- Full-page ad in Virtual Pride Guide
- Complimentary Gold Membership in LGBT Business Directory

Gold Sponsor

\$5,000

Adds to or upgrades Silver Sponsorship benefits with:

- Logo included on sponsor/donor scroll at bottom of screen
- Half-page ad in Virtual Pride Guide
- Recognition in Virtual Pride Guide Supporter Listing with logo
- Complimentary Silver Membership in LGBT Business Directory

Silver Sponsor

\$2,500

Adds to or upgrades Bronze Sponsorship benefits with:

- Quarter-page in Virtual Pride Guide
- Logo with URL link to your company web site on LGBT Network Corporate Supporter web page
- Complimentary Bronze Membership in LGBT Business Directory

Bronze Sponsor

\$1,250

Adds to or upgrades Community Sponsorship benefits with:

- Virtual Pride Parade corporate group entry
- Company/group name listed on sponsor/donor scroll at bottom of screen

Community Sponsor

\$500

- Company/group name listed on sponsor/donor scroll at bottom of screen

Friend Sponsor

\$250

Sponsorship for individuals and family households that wish to support Virtual Pride and the NY LGBT Care Fund

- Recognition in Virtual Pride Guide Supporter Listing with text
- Recognition within “donor listing credits” at end of Virtual Pride

VIRTUAL NY PRIDE SPONSORSHIPS BENEFITS GRID

	Bronze	Silver	Gold	Titanium	Platinum	Presenting
	\$1,250	\$2,500	\$5,000	\$10,000	\$15,000	\$25,000
Branding & Pre-Event Marketing						
Recognition in Virtual Pride Guide Supporter Listing	✓	✓	Logo	Logo	Logo	Logo as largest
Ad in Virtual Pride Guide		¼-Page	½-Page	Full-Page	Full-Page	Full-Page
Logo included in digital ads				✓	✓	✓
Your company logo featured in all graphic marketing and promotions					Select Events	✓
Special logo placement in exclusive components, e.g. Parade, Fund, 5K					✓	✓
Exclusive integration of your company logo with the Virtual Pride NY branding						✓
Announcement of your company's sponsorship within Press Release section						✓
Visibility During Virtual Pride Event						
Virtual Pride Parade Group Entry	✓	✓	✓	✓	✓	✓
Company/group name listed on sponsor/donor scroll at bottom of screen	Text	Text	Logo	Logo	Logo	Logo
Recognition within "donor listing credits"	Text	Text	Logo	Logo	Logo	Logo
Exclusive opportunity to run commercial(s)					One:30	Two :60
Opportunity for company representative to be integrated into the broadcasting of a specific element of Virtual Pride					✓	✓
Unique opportunity for your company to be featured for adding a matching gift to the NY LGBT Cares Fund					✓	✓
Special verbal acknowledgement at beginning and end of Virtual Pride						✓
Ongoing Marketing & Visibility						
LGBT Business Directory Membership		Bronze	Silver	Gold	Diamond	Diamond
Logo with URL link to your company web site on Corporate Supporter web page		✓	✓	✓	✓	✓