



Capital Pride 2009 Sponsorship Opportunities

June 4-14, 2009

- Branding and Exposure with Key Demographic
 - Build Brand Loyalty

Contact:

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CAPITAL DISTRICT
PRIDE ▼ GROWTH ▼ STRENGTH
Gay & Lesbian Community Council, Inc.
518.462.6138 | fax: 518.462.2101 | PO Box 131, Albany, NY 12201

Capital Pride 2009 Sponsorship Opportunities

**THANK YOU for your interest in becoming a
Capital Pride 2009 Sponsor!**

**Becoming a sponsor is the first step to opening *your*
business to a larger and more diverse audience of lesbian,
gay, bisexual and transgender (LGBT) patrons!**

Purpose: The purpose of the Capital Pride Week is to highlight and celebrate the Capital Region's lesbian, gay, bisexual and transgender (LGBT) community. The Capital Region Pride Week is one of the longest running in the country, with almost 10,000 people participating in the various events.

A niche market worth targeting.

Wealthier and better educated. The average household income for gay people is \$61,300 compared with \$56,900 for heterosexuals. The income gap for men is negligible -- but gay women earn \$6,600 a year more than straight women do. Nineteen percent of both gay men and women have post-graduate degrees, compared with 14% of heterosexual men and 12% of heterosexual women.

Influential, trend-conscious, and eager for entertainment. Gays are more likely to agree with the statements: "I am a natural leader," "I like to show off my taste and style," and "I am influenced by what's hot and what's not." And they like to have a good time: Gays are far more likely to agree that they are "constantly looking for new ways to entertain myself," and except for those with children, far less likely to say "My family is the most important thing in my life."

Avid Internet users. 80% of gay men and 76% of lesbians are online, compared with 70% of straight men and 69% of straight women. And they're bandwidth-hungry: Wired gays are one-third more likely to have broadband than their heterosexual peers. Gays, in fact, were among the earliest Internet adopters: 29% have been online more than seven years, versus 18% of heterosexuals.

Online shoppers and bankers. From purchasing products, to banking, investing, and booking leisure travel online, gays are out ahead. Sixty-three percent of wired homosexuals have made a purchase online in the past three months, compared with 53% of heterosexuals. The gap is as large for online finance and travel.

SOURCE

* Forrester's Consumer Technographics 2003 North American Benchmark Study

About the Capital District Gay and Lesbian Community Council

Our Mission: The mission of the Capital District Gay and Lesbian Community Council is to promote the well being of all gay, lesbian, bisexual, transgender and queer identified people and those discriminated against based on gender identity and expression.



The Capital District Gay and Lesbian Community Council is:

- A 501(c)3 nonprofit organization dedicated to empowering the LGBT community in the Capital Region. A copy of our 501(c)3 letter is available upon request.
- The producer of Capital Pride 2009.
- The provider of direct social and support services to over 3000 people annually.
- The leader in the Capital Region in creating a more welcoming community for all!

CAPITAL DISTRICT
P R I D E ▼ G R O W T H ▼ S T R E N G T H

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Sponsorship Benefits

SPONSORSHIP LEVELS

There are seven (7) levels of sponsorship for Capital Pride 2009



Presenting Sponsor.....\$10,000+

(Minimum of \$7,000 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

Platinum Sponsor\$7,500

(Minimum of \$5,000 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

Gold Sponsorship\$5,000

(Minimum of \$3,000 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

Silver Sponsorship\$2,500

(Minimum of \$1,500 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

Bronze Sponsorship.....\$1,000

(Full monetary donation)

Corporate Leader Sponsorship.....\$300

(Full monetary donation)

Pride Contributor.....\$150

(Full monetary donation)

Sponsorship Benefits

Presenting Sponsorship

Presenting Sponsor.....\$10,000+

(Minimum of \$7,000 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

As a Presenting Sponsor, your company will enjoy the following benefits:

- Premier placement of your logo on all Capital Pride materials including the official T-shirt, radio and print advertisements, signs, media announcements, and mention in all media interviews as a Sponsor.
- Your logo on the Capital Pride banner on Main Stage at the Pride Festival in front of 6,000+ people.
- Premium back cover full color ad in the Pride Guide, distributed to over 5000 people around the Capital Region, as well as recognition on all sponsorship pages.
- Full color ad on the back cover of two issues of CommUNITY newspaper, reaching 5000 households.
- Recognition at all Capital Pride events (over 30) including at the Festival from the Main Stage.
- Your corporate tent at the Capital Pride Festival as well as placement of other displays, vehicles, etc.
- Ten complimentary passes to Pride-related events.
- Your logo and hyperlink prominently displayed throughout the CDGLCC and Capital Pride website.



Sponsorship Benefits

Platinum Sponsorship

Platinum Sponsor\$7,500

(Minimum of \$5,000 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

As a Platinum Sponsor, your company will enjoy the following benefits:

- Corporate logo and recognition of your support in all Capital Pride materials including the official T-shirt, radio and print advertisements, signs, media announcements
- Your logo on the Capital Pride banner on Main Stage at the Pride Festival in front of 6,000+ people.
- Premium placed full color ad in the Pride Guide, distributed to over 5000 people around the Capital Region, as well as recognition on all sponsorship pages.
- Full color ad in an issue of the CommUNITY newspaper, reaching 5000 households.
- Recognition at all Capital Pride events (over 30) including at the Festival from the Main Stage.
- Corporate booth with preferred placement at the Capital Pride Festival.
- Six complimentary passes to Pride-related events.
- Your logo and hyperlink prominently displayed throughout the CDGLCC and Capital Pride website.



Sponsorship Benefits



Gold Sponsorship

Gold Sponsor\$5,000

(Minimum of \$3,000 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

As a Gold Sponsor, your company will enjoy the following benefits:

- Recognition in all Capital Pride materials including the official T-shirt, including radio and print advertisements, signs, and media announcements.
- Placement of your logo on Capital Pride banner displayed on the Festival Main Stage
- Full page ad in the Pride Guide and CommUNITY newspaper, distributed to over 5000 households.
- Your company mentioned at the Pride Festival from the Main Stage.
- Corporate booth with preferred placement at the Pride Festival.
- Four complimentary passes to Capital Pride events.
- Your logo and hyperlink prominently displayed throughout the CDGLCC and Capital Pride website.

Silver Sponsorship

Silver Sponsor\$2,500

(Minimum of \$1500 monetary donation required with the balance to include in-kind products or services for events up to and including the Pride Festival.)

As a Silver Sponsor, your company will enjoy the following benefits:

- Recognition in all Capital Pride materials including the official T-shirt, radio and print advertisements, signs, and media announcements.
 - Placement of your logo on Capital Pride banner displayed on the Festival Main Stage.
 - Half page ad in the Pride Guide, and CommUNITY newspaper, distributed to over 5000 households.
 - Your company mentioned at the Pride Festival from the Main Stage.
 - Complimentary corporate booth at the Capital Pride Festival.
 - Two complimentary passes to Capital Pride events.
 - Your logo and hyperlink included in the CDGLCC and Capital Pride website.
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Sponsorship Benefits



Bronze Sponsorship

Bronze Sponsorship.....\$1,000

(Full monetary donation)

As a Bronze Sponsor, your company will enjoy the following benefits:

- Placement of your logo on Capital Pride banner displayed on the Festival Main Stage and on the official T-shirt.
- Quarter page ad in the Pride Guide and CommUNITY newspaper, distributed to over 5000 households.
- Complimentary corporate booth at the Pride Festival.
- Your logo and hyperlink included in the CDGLCC and Capital Pride website.

Corporate Leader Sponsorship

Corporate Leader Sponsorship.....\$300

(Full monetary donation)

As a Corporate Leader, your company will enjoy the following benefits:

- Recognition on the Sponsorship page of the Pride Guide
- Eighth page ad in the Pride Guide, distributed to over 5000 households.
- Your logo and hyperlink included in the CDGLCC and Capital Pride website.

Pride Contributor

Pride Contributor.....\$150

(Full monetary donation)

As a Pride Contributor, your company will enjoy the following benefits:

- Recognition on the Sponsorship page of the Pride Guide
 - Your company listing included in the CDGLCC and Capital Pride website.
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Capital Pride 2009 Sponsorship Opportunities

What Happens Next

To finalize your sponsorship, simply fill out the Sponsorship Form included in this packet, and mail it along with your payment information to:

Capital District Gay and Lesbian Community Council
PO Box 131
Albany, NY 12201



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Capital Pride 2009 Sponsorship

Display Specifications

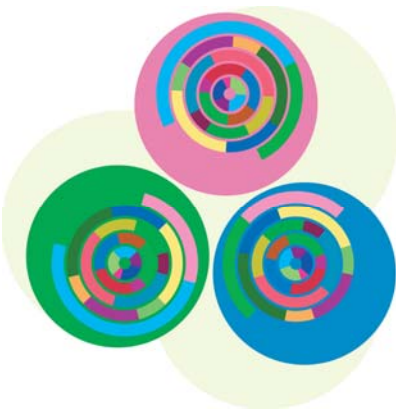
Logo placement

If logo placement is part of your sponsorship, we ask that you provide us with a large image of your logo in .jpeg or .gif format. Please don't send images less than 400 pixels (1.33") in length/height.

Logos are due March 1, 2009.

Advertisements

If an advertisement is part of your sponsorship, the deadline for submission is **March 15, 2009.**



All ads should be submitted as an electronic file. Acceptable file formats are PDF, Publisher, PageMaker, Illustrator, or Photoshop. Please make sure that all fonts are embedded in the files to ensure accurate printing. We ask that all files be PC compatible. Image resolution should be at least 300dpi. If you are unable to submit an electronic ad copy or have any questions regarding these submission guidelines please call the CDGLCC office at (518) 462-6138, x.11 to make other arrangements. **Ads that are not submitted according to these guidelines will be subject to a \$15.00/hour charge for layout and design.**

Capital Pride 2009 In-Kind and Media Sponsorship



In– Kind Sponsorship Opportunities

Capital Pride 2009 benefits from donations from companies to help offset the costs of the event. In-kind sponsorship is available for:

- *Printing Sponsor: for printing of Pride Guide*
- *Food and beverage sponsors: for events and the Festival*
- *Hotel Sponsor: for lodging of entertainment and speakers*
- *Inquire about how your company's goods and services can be highlighted during Capital Pride 2009!*

Media Sponsorship

The Capital District Gay and Lesbian Community Council welcomes the support of media organizations as sponsors of Capital Pride 2009. The aim of media sponsorship is to gain and reinforce visibility for both your organization and Capital Pride 2009. Media sponsorships require a matching dollar value exchange for goods and services to media organizations.

Media Sponsor Benefits:

As part of your sponsorship, you would be designated as an official “Media Sponsor” of Capital Pride and benefits may include the following, depending on value of visibility:

- Media sponsor branding on conference marketing materials
- Name and logo listed as “Media Sponsor” on Pride Guide sponsor page and website
- Placement of your publication at key Capital Pride events, including the Festival
- Half page Pride Guide ad
- Complimentary booth at Capital Pride festival

In exchange, your organization would offer the following benefits (as applicable):

- Advertisement for Capital Pride 2009
 - Editorial coverage about the CDGLCC or Capital Pride
 - Ad for Capital Pride 2009 on your website and listing in “upcoming events/calendar” section
 - We welcome your ideas!
-

Capital Pride 2009 Sponsorship Form

Company information

Company Name: _____

Address: _____

City, State, Zip: _____

Contact Name: _____

Daytime Phone: _____

Email Address: _____

Contact Person (Day of Festival): _____

Sponsorship Level

PLEASE CHECK ONE AND INITIAL BELOW:

_____ Presenting Sponsorship

_____ Platinum Sponsorship

_____ Gold Sponsorship

_____ Silver Sponsorship

_____ Bronze Sponsorship

_____ Corporate Leader

_____ Pride Contributor



_____ In-kind Sponsorship

_____ Media Sponsorship

(Initial here) _____ Yes, I/We would like to sponsor at the level indicated.

Capital Pride 2009 Sponsorship Form

Payment Information

Form of Payment: _____ (please choose one)

TOTAL AMOUNT DUE: _____

_____ Credit Card (MC/Visa) _____ Check _____ Please invoice

Credit Card Number: _____

Exp Date: _____ Name on Card: _____

Signature: _____

Please make checks payable to the Capital District Gay and Lesbian Community Council

Please indicate in-kind contribution and fair market value:

Please send both pages of the Sponsorship Form to:

**Capital District Gay and Lesbian
Community Council
PO Box 131
Albany, NY 12201**

Or fax the two-page form to: 518/462.2101 ATTN: Nora Yates

**If you have questions, please call Nora Yates, Executive Director
at 518/462.6138**