



www.outCT.org

IN-KIND AND MEDIA SPONSORSHIP OPPORTUNITIES NEW LONDON PRIDE AT OCEAN BEACH PARK SATURDAY AUGUST 26, 2017

We are proud to announce the launch of the 5th annual Pride Festival at Ocean Beach Park on August 26, 2017. This year OutCT is collaborating with local business that will help us create a week of festivities in Southeastern, CT.

You can be part of our pride week by becoming a sponsor in support of GLBTQ awareness and our mission:

“Building a community through educational, cultural, and social programming that promotes acceptance, tolerance and understanding of all sexual orientations and gender identities.”

Sponsorship packages offer a wide range of opportunities for your support and participation. The 2017 pride festival will feature activities and entertainment for all ages with local talent, performers, musicians, vendors, resource booths, dance party on the beach, Youth explosion and a “diva” center.

THE AUDIENCE: The audience for our premiere event, and other events throughout the year, consists of members of the gay, lesbian, bisexual, transgender, and queer (GLBTQ) community as well as our families, friends, and supporters in New London, across the state of Connecticut and southwestern Rhode Island.

“Our target audience is well known for its high level of disposable income as well as brand loyalty to those who support the GLBTQ community.”

“OutCT provides high profile visibility and access to thousands of members of our community in a variety of ways. After four years, OutCT’s name and marketing efforts have grown significantly. New London Pride 2017 will be even bigger as we expect over 2,000 in attendance.

BECOMING A PARTNER: Sponsorship at all levels establishes you not only as a sponsor of both OutCT and New London Pride 2017, but as a supporter of the GLBTQ community. Please review the attached sheet for sponsorship opportunities and advertising benefits

As a sponsor of New London Pride, you help ensure another successful event. Thank you very much for your consideration and support!

Sincerely,

Your Friends at OutCT

Our Mission:

OutCT is a non-profit organization that builds community that promotes acceptance, tolerance and understanding of all sexual orientations and gender identities.



New London Pride encompasses a variety of programming aimed at a wide range of demographics including a festival filled with entertainment and resources at Ocean Beach Park in New London, Connecticut.

OUTCT

PO Box 255

New London, CT 06320

860- 339-4060

Email: info@outct.org

www.NewLondonPride.com

www.OutCT.org





In-kind and Media Sponsorships

\$5,000

Gold Sponsor

- Two Banners at Ocean Beach Park on Saturday with prominent placement (provided by business)
- Recognition from the main stage as an event sponsor
- Full page 4-7/8" x 3-3/4" color ad in program book
- Logo and link on website
- Two Booth Spaces
- Promotional vehicle parked at Ocean Beach Park Saturday
- Live Social Media mention at site and social media post
- Mention on TV and Radio Advertisements
- Name listed on major outCT advertising
- Four OutCT Pride Tee Shirts (Please Provide Sizes in Advance)

\$2,500

Silver Sponsor

- Two Banners at Ocean Beach Park on Saturday with prominent placement (provided by business)
- Recognition from the main stage as an event sponsor
- Half page 4-7/8" x 3-3/4" color ad in program book
- Logo and link on website
- Booth Space
- Live Social Media mention at site and social media post
- Mention on TV and Radio Advertisements
- Name listed on major OutCT advertising
- Two OutCT Pride Tee Shirts (Please Provide Sizes in Advance)

\$1500

Bronze Sponsor

- Banner at Ocean Beach Park on Saturday with prominent placement (provided by business)
- Recognition from the main stage as an event sponsor.
- Quarter Page: 5" x 1-3/4" color ad in program book
- Logo and link on website
- Booth Space
- Social Media Post with a mention of sponsor
- Name listed on major outCT advertising
- One OutCT Pride Tee Shirt (Please Provide Size in Advance)

**Gift Bag / Raffle Prizes- Items for OutCT to use in gift bags, event prizes, raffle drawings, etc. appreciated.*



OUTCT IS A 501C3 TAX-EXEMPT ORGANIZATION AND YOUR DONATION IS FULLY TAX-DEDUCTIBLE LESS SPONSORSHIP BENEFITS.

Please Make checks payable to “OutCT” and mail to:

OutCT

PO Box 255

New London, CT 06320

Special Notes:

Sponsor commitments must be received by May 31, 2017.

All payments and artwork must be received by June 15, 2017.

Sponsors must supply banners at least 2 days prior to event to insure prominent display.

For questions, please contact Mario de Lucia, OutCT President Ext. 203 or Edwin Nieves, Director Ext. 209 at 860-339-4060 or email info@outct.org

Contact Name _____

Email: _____

Telephone: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Sponsorship Level:

_____ Gold Sponsor

_____ Silver Sponsor

_____ Bronze Sponsor

Pride Guide Ad Sizes

Full Page: 4-7/8” x 3-3/4”

Half Page: 4-7/8” x 3-3/4”

Quarter Page: 5” x 1-3/4”