



www.outCT.org

SPONSORSHIP OPPORTUNITIES

NEW LONDON PRIDE AT OCEAN BEACH PARK SATURDAY AUGUST 25, 2018

We are proud to announce the launch of the Sixth Annual Pride Festival at Ocean Beach Park on August 25, 2018. This year OutCT is collaborating with local businesses that will help us create a weekend 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 awareness”

Sponsorship packages offer a wide range of opportunities for your support and participation. The 2018 pride festival will feature a Carnival Theme with activities and entertainment for all ages with local talent, performers, sideshows, musicians, vendors, resource booths, Youth explosion and a “diva” center.

Our Patrons: The Patrons for our premiere events, 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.

OutCT provides high profile visibility and access to thousands of members of our community in a variety of ways. After five years, OutCT's name and marketing efforts have grown significantly. New London Pride 2018 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 2018, 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 2018, 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, CT.



OUTCT

PO Box 255

New London, CT 06320

860-339-4060

Email: info@outct.org

www.NewLondonPride.com

www.OutCT.org

\$2,500 - Event Sponsor

- Two banners at Ocean Beach Park on Saturday with prominent placement (provided by sponsor)
- Recognition from the main stage as an Event Sponsor
- Full page Inside cover color ad may be located on the inside front or inside back cover
- Logo and link on our website
- Booth space at pride festival
- Live social media mention at site and Facebook post
- Mention on TV and radio advertisements
- Name listed on major OutCT advertising
- Four OutCT pride tee shirts (please provide sizes in advance)

\$1,500 - Partnering Sponsor

- Banner at Ocean Beach Park on Saturday (provided by business)
- Recognition from the main stage as an Partnering Sponsor
- Full page color ad in program book
- Logo and link on our website
- Booth space at pride festival
- Social media mention and Facebook post
- Mention on TV and radio advertisements
- Name listed on major OutCT advertising
- Three OutCT pride tee shirts (please provide sizes in advance)

\$1,000 - Supporting Sponsor

- Banner at Ocean Beach Park on Saturday (provided by business)
- Recognition from the main stage as an Event Sponsor
- Half page color ad in program book
- Logo and link on our website
- Booth space at pride festival
- Social media mention and Facebook post
- Mention on TV and radio advertisements
- Name listed on major OutCT advertising
- Two OutCT pride tee shirts (please provide sizes in advance)

\$500 - Community Sponsor

- Banner at Ocean Beach Park on Saturday (provided by business)
- Recognition from the main stage as a Community Sponsor
- Quarter page color ad in program book
- Logo and link on our website
- Social media mention and Facebook post
- Mention on TV and radio advertisements
- One OutCT pride tee shirt (please provide size in advance)



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, 2018.
All payments and artwork must be received by June 15, 2018.
Sponsors must supply banners at least 2 weeks prior to event to insure prominent display.

For questions, please contact Edwin Ivey, Festival Chair by email: Sponsorship@outct.org or phone: 860-339-4060 Ext. 209

Contact Name _____

Email: _____

Telephone: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Sponsorship Level:

- ___ Event Sponsor (\$2,500)
- ___ Partnering Sponsor (\$1,500)
- ___ Supporting Sponsor (\$1000)
- ___ Community Sponsor (\$500)