



BLUE RIDGE PRIDE FESTIVAL 2019

CORPORATE SPONSORSHIP PACKAGES

Benefits	Sponsorship Level			
	\$1,000 Gold	\$2,500 Emerald	\$5,000 Sapphire	\$10,000 Diamond
Featured on BRPC Web Site	●	●	●	●
Logo on Main Stage Banner ¹	●	●	●	●
Logo on Marketing Materials ¹	●	●	●	●
Featured in Festival Map / Print Materials	●	●	●	●
Banner to Display on Tent (e.g., "Gold Sponsor")	●	●	●	●
Option to Sponsor Special Use Area (e.g., Children's Area, Café Stage)		●	●	●
Option to List as Sponsor for Blue Ridge Pride Pageant		●	●	●
Option to Display Corporate Banner Separately on Main Stage ²			●	●
Recognized Sponsor for Blue Ridge Pride WNC Virtual LGBTQ Center ³ NEW!			●	●
Recognized Sponsor for Blue Ridge Pride WNC Community Development Fund ³ NEW!				●
Vendor Space & Amenities (table, 2 chairs, anchors, electricity)	10x10	10x10	10x20	10x20
Admission Tickets to VIP Tent	4	8	12	16

Notes: ¹ Sponsor must supply camera ready copy for print and electronic sharing. | ² Custom stage banners to be supplied by sponsor subject to size restrictions. ³ See below for more information on these programs.

Other Sponsorship Opportunities (contact sponsor@blueridgepride.org for further details)

Hotel Sponsor

Marketing Sponsor

Media Sponsor

Production Sponsor

TWO GOOD REASONS TO SPONSOR

It makes good business sense.

Supporting the Blue Ridge Pride Festival visibly demonstrates your business' commitment to an important community in western North Carolina.

- **You reach an important audience.** There are an estimated 34,000 LGBTQ adults in western North Carolina. The Asheville area alone has 83% more LGBTQ-identified people than the average American city or town (U.S. Census). These individuals are part of the nearly \$1 trillion-dollar LGBTQ market in the U.S.
- **You reach a diverse audience.** Since 2009, the Blue Ridge Pride Festival has continued to grow and attract attendees from across the Southeast, typically 10,000 to 15,000 attendees. We have worked hard to ensure that our festival is family-friendly, welcoming to all, with an emphasis on local entertainment and sponsorship.
- **You reach a loyal audience.** LGBTQ populations are loyal to businesses that support them. 55% of LGBT consumers will choose to do business with companies that are committed to the diversity/equal treatment of the LGBT community. 70% of LGBT adults said they would pay a premium for a product from a company that supports the LGBT community. 78% of LGBT adults and their friends, family and relatives would switch to brands that are known to be LGBT- friendly.



You support a stronger community.

From the Executive Director down, Blue Ridge Pride is 100% volunteer-driven. We apply all net funds from our festival to our community programs and to funding local partners. This year, we are launching three important new programs.

Unique Issues to Address

The classic urban solution to LGBTQ community-building is a brick-and-mortar LGBTQ Center. But rural LGBTQ communities face a unique set of issues that render this conventional, big-city solution ineffective.

- **Our community is isolated and invisible.** Many of the neediest in our community live far from the few large town centers in our region. This issue will only grow as our population increases and our larger towns become more difficult to afford. Sadly, the fear and hopelessness of LGBTQ people living in rural isolation is invisible to the rest of us. Big cities get all the tweets.
- **Our service providers are many and passionate, but tiny.** In western North Carolina, we are blessed by a stunning number of local organizations and groups that want to support and welcome our community. Unfortunately, most of these organizations and groups are small and geographically limited. They lack the scale and infrastructure to reach many of the people who need them most.
- **Our local donors are generous, but overwhelmed.** We are also blessed by an abundance of loving souls who are happy to offer their funds and their time to support our community. But they are overwhelmed by the breadth of issues, organizations, funding requests, and information sources. They are generally unaware of needs and groups that lie outside their everyday circle of friends. How to help them to look more broadly?

We are launching three programs in 2019 that were designed with these issues in mind.

Program 1. The WNC LGBTQ Virtual Community Center

This summer, we are launching what we believe to be the first all-virtual LGBTQ center in the country. We hope that it becomes a model for other rural communities. Some of things it will feature in its first release:

- A searchable calendar of events, meetings, seminars, and entertainment that target and/or welcome our community;
- Directories of welcoming service providers, support groups, social groups, employers, and organizations;
- A catalogue of locally available seminars and speakers that address issues of importance to our community and allies;
- Pages devoted to building a more welcoming WNC: Welcoming Faith, Welcoming Schools, Welcoming Sports, Welcoming Healthcare, Welcoming Workplaces.

Our goal is to keep this resource free to the community. We want groups and non-profit service providers to be able to post their information without worrying about cost. We plan to rely on sponsorships, donations and local patron support.

Program 2. The Blue Ridge Pride Community Partnership Fund

We have recently established the Blue Ridge Pride Community Partnership Fund. The goal of the fund is threefold:

- Make it easy for qualifying organizations – especially small ones – to apply for financial support.
- Make it easy for local donors to support a greater variety of local groups and services.
- Create a sense of shared community and a greater awareness of all the organizations that support it.

Grants will be available to local groups that demonstrably support western North Carolina's LGBTQ and allied communities. We will maintain a public posting of requests received and grants awarded. Each quarter, we will set a funding target based on available funds. We are starting small, but we hope to see this program grow considerably. We welcome founding grants from corporate sponsors.

Program 3. The WNC LGBTQ Oral History Project

The LGBTQ Oral History Archive project is a collaboration of the Blue Ridge Pride Center and UNC Asheville, with generous seed funding from the YMCA of Western NC. We aim to document a richer, fuller, and more inclusive history of our region by recording the stories and memories of people in our community. In the future, we plan to capture the history of some of our more storied LGBTQ institutions and events.

Any residual funds from our 2019 festival program go to support these programs. Sapphire and Diamond sponsors are automatically recognized as founding sponsors of one or more of these.

Contacts

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