

Sponsorship
Opportunities

August 27, 2011

DO ASK!
DO TELL!

HUDSONPRIDE2011



2011 Hudson Pride Celebration Overview

The 2011 Hudson County LGBT pride week celebration will kick-off on Thursday, August 18th with a Grand Marshall reception and will conclude on Saturday, August 27th with a spectacular parade and outdoor festival on the beautiful Jersey City waterfront at One Exchange Place. (Just a few footsteps away from major public transportation: PATH, light rail, and bus stops).

The pride week celebration, formally managed by JCLGO, will be hosted by the Hudson Pride Connections Center (HPCC, 501(c)3) and will continue the tradition of celebrating the gay, lesbian, bisexual and transgender communities in Hudson County and throughout the New York metropolitan area. The Hudson Pride Festival is attended annually by more than 10,000 people and is recognized not only as the premier LGBT event in Hudson County, but also one of the largest festivals in the Northern New Jersey region. Our Pride season events are designed to bring visibility to the local LGBT community and its supporters. More importantly, the Hudson Pride celebration emphasizes the strength associated with unity, size and diversity, highlighting our individual and collective contributions to society. We invite you to be a major supporter of the 2011 Hudson Pride celebration.

Preliminary Schedule 2011 Hudson Pride Events

July, White Party

July, Clam Bake

August, LGBTQ Youth Event

August 18th, Grand Marshall Reception

August 20th, Women's T-Dance

August 22nd, Jersey City Flag Raising

August 23rd, Hudson County Flag Raising

August 24th, Volunteer Appreciation Event

August 27th, Pride Parade & Festival





2011 Hudson Pride Sponsorship Opportunities

Sponsorship Levels

	Platinum	Gold	Silver	Bronze	Patron	Friend
Sponsorship Amount (Cash or in-kind Value)	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250

Sponsorship Company Name & Logo Placement

Prominently featured on Hudson Pride Banners	X	X				
Featured in all Print Advertising	X	X	X			
On Hudson Pride Posters	X	X	X	X		
Ad in the Official Hudson Pride Guide	Premium Placement (2) Full Pages	Full Page (1)	1/2 Page	1/4 Page	Listing	Listing
Listed in all Hudson Pride "Thank You" Ads and Emails	X	X	X	X	X	X
Hudson Pride Newsletter	Logo	Logo	Listing	Listing	Listing	Listing

Sponsorship Recognition

Name recognition on all printed materials	Official Sponsor	Co-Sponsor	Co-Sponsor			
Name recognition on electronic communications	Official Sponsor	Co-Sponsor	Co-Sponsor			
On all media relations, including releases and advisories	Primary focus	Inclusion	Inclusion			
Logo/Link on Hudson Pride website (reciprocal link optional)	X	X	X			
Logo placement in Hudson Pride monthly updates — 3,000 people weekly	X	X	X	X		
Listed as a Sponsor in the Hudson Pride Guide	Platinum	Gold	Silver	Bronze	Patron	Friend
Registration for parade	Free	Free	Free	20% Off	10% Off	5% Off
Acknowledgement on Facebook and Twitter	X	X	X			
10'x10' Vendor space in 'Premium Area' at Festival	X	X	X			
Company mention during the Festival program	X	X	X			
Company mention after the Festival program in all emails	X	X	X			
Grand Marshall Ball Tickets (\$150 Value)	X (4)	X (2)	X (2)	20% Off	10% Off	5% Off
2012 Pride Festival Continuing Sponsor Renewal Discount	10%	10%	5%	5%		



2011 Hudson Pride Sponsor Responsibilities

The 2011 Hudson Pride Sponsorship Application must be completed and submitted to the Hudson Pride Executive Director, Nancy Caamaño. The application is subject to approval by the Pride Steering Committee. You will receive written notification and a signed copy of the sponsorship contract with additional information within 10 business days. Sponsorship recognition, including the use of logos on printed/viral materials will begin after the sponsorship contract completed and returned to the Hudson Pride Festival Committee.

All logos for advertisements and publications must be provided to Hudson Pride by the deadlines published at www.hudsonpride.org. We cannot guarantee inclusion of materials received after those deadlines. Logos should be provided in one of the following formats: *.eps, *.pdf, *.jpg, *.tif at 300 dpi or greater. Please contact nancy@hudsonpride.org if you have questions or need assistance with graphics.

The Hudson Pride Vendor/Parade/Pride Guide Application must be submitted, whether your booth space is part of your sponsorship package or you are paying a rental fee. Register early for best placement.

All camera-ready artwork for the Hudson Pride Guide must be provided to Nancy Caamaño by the deadlines published on www.hudsonpride.org. If your camera ready artwork is not received by the deadlines, we cannot guarantee the inclusion or quality of the appearance of your ad in the printed Guide. Please contact nancy@hudsonpride.org for additional assistance or questions about graphics or artwork requirements.

All monies associated with application fees are due in full at the time your application is submitted. Once an application is submitted and approved, it will be considered a final non-cancellable contract.

In-kind donation value statements should be emailed to Nancy@hudsonpride.org or mailed to Hudson Pride Festival at 32 Jones Street, Jersey City, NJ 07306.

Information related to deadlines will be periodically updated online at www.hudsonpride.org. Please check or contact Nancy@hudsonpride.org if you have questions.



2011 Hudson Pride Sponsorship Application

- Presenting Platinum Sponsor \$10,000
 Gold Sponsor \$5,000
 Silver Sponsor \$2,500
 Bronze Sponsor \$1,000
 Pride Patron Sponsor \$500
 Pride Friend \$250

Name to be recognized as Sponsor (business or individual):

Contact Person: _____

Address: _____

Primary Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment Information

Please Invoice us; Purchase Order if applicable: _____

Check Enclosed (made payable to: Hudson Pride Connections)

Visa / MC

Card Number: _____ Expiration: _____

Name: _____ Signature: _____

By signing this form, the named entity agrees that this is a binding contract.

Mail application and payment to : Hudson Pride Connections Center
32 Jones Street
Jersey City, NJ 07307
Attention: Nancy Caamaño

For more information contact: Nancy@hudsonpride.org or 201-963-4779, ext 112



Why Marketing to the LGBTQ Community Can be an Opportunity For Your Company

Being a sponsor of Hudson Pride 2011 makes a tremendous amount of exposure available for your business to the LGBTQ community and its allies. With an estimated 15,000 people participating in this year's celebration, your company will enjoy an excellent opportunity to reach a large, diverse, visible and LOYAL community. The total number of market impressions given throughout the event season based on print, web, television, radio and outdoor advertisements, reaches even greater numbers.

In 2010, the buying power of the LGBT community was estimated at **\$610 billion**, and is expected to top \$835 billion in 2011.

Despite the bad economy and a great deal of turbulence in the advertising and publishing worlds, LGBT Publications managed to accomplish a banner year in several respects, earning a record of **\$349.6 million** in advertising revenues (up to 13.6% over 2008).

National magazines have the highest proportion (**87.7%** of all ads are gay-specific), followed by local A&E guides (**77.1%**) local magazines (**65.9%**) and local newspapers (**55.5%**) Thus, for the first time, gay-specific ads now account for a majority of ads in all types of publications.

LGBT consumers make up **5% to 10%** of the U.S. consumer market. Gay men and lesbians own more homes and cars, travel more, and have the largest amount of disposable income of any niche market.

Source: Community Marketing, Inc., (2010)

From 50,000+ Gay, lesbian, bisexual and transgender consumers surveyed, **84%** are employed.

69% drink at bars and restaurants, and spend \$100 at bars and restaurants per week.

More than **80%** agree gays and lesbians are restaurant trendsetters and believe they dine out more than the average American.

More than three-quarters (**76%**) are more likely to dine at a chain restaurant if they outreached to the gay community.

Out of almost 5000 people surveyed, nearly **25%** reported traveling to another city to attend a Pride event. Nationally, Pride events continue to move millions of hotel nights in the United States, and Pride remains an important motivator for LGBT travelers under 35.