PARTNERSHIP GUIDE KEY

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CONTACT INFORMATION

ATTN: Development
LGBT Community Center of Greater Cleveland
6705 Detroit Avenue, Cleveland, Ohio, 44102
216- 651 - 5428
Partner@PrideInTheCle.org
Greetings,

I'm excited for you to join myself and our team from the LGBT Community Center of Greater Cleveland for the fifth annual Pride in the CLE march and festival in Downtown Cleveland on Saturday, September 12, 2020. This year, Pride in the CLE will be bigger and better than ever before.

Cleveland's LGBTQ+ community is strong and vibrant, and having the privilege of planning the City's annual Pride event is a great honor that we take very seriously.

Pride itself is an act of resistance and a moment of visibility for all LGBTQ+ identifying people in Northeast Ohio. In Ohio, there are 26 municipalities and 1 county in Ohio who have passed nondiscrimination laws to protect LGBTQ+ folks in their workplaces, homes, and throughout their communities. Media portrayals of trans and queer youth, HIV-positive people, and LGBTQ+ people of color are starting to become more positive and less stigmatized. But, there's more work to do.

Join us at the Speak Out Stage to hear more from our partner organizations and allies in the movement to end discrimination against LGBTQ+ people.

Pride in the CLE brings our community together. As we march, celebrate, and stand together to honor our past and focus on our future, we do it in the face of opposition and with the courage to keep showing up. The festival will feature musical acts, programming from local community partners, and plenty of food and beverage options to keep everyone happy. There will be something for everyone.

When Pride ends, it will be time to continue to build community and work together to identify a path forward.

Phyllis "Seven" Harris
Presenting Partner / $50,000 (Cash)
Customized benefits limited to one cash Partner.

- Presenting Partner recognition for Pride in the CLE.
- Premium banner advertising on main stage – see graphics on page 5.
- Up to 15 :60 video ads on 16’x9’ LED video screen, played throughout the festival
- Presenting partner recognition added to the Pride in the CLE logo for the duration of the agreement.
- Listed as a partner on the Pride in the CLE website.
- Logo placement and name listed on partner pages. See above
- One full-page advertisement in the Pride in the CLE guide.
- :30 acknowledgement of your partnership by main stage hosts.
- One booth at Pride in the CLE (includes one 8’ table, two chairs and a 10x10 tent.)
- Logo placement on Pride in the CLE volunteer shirt.
- Logo placement on partner banner placed at entrance to Pride in the CLE.
- Listing as Presenting Partner in all press releases with active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated posts on Pride in the CLE and LGBT Community Center of Greater Cleveland social media pages. (Partner to provide hi-res pictures and/or artwork.)

Main Stage Partner / $25,000 (Cash)

- Main Stage name recognition at Pride in the CLE.
- Banner advertising on main stage – see graphic on page 5.
- Up to 8 :30 video ads on 16’x9’ LED video screen, played throughout the festival.
- Listed as a partner on the Pride in the CLE website and stage banner.
- Logo placement and name listed on partner pages/lists.
- One full-page advertisement in the Pride in the CLE Pride Guide.
- :30 acknowledgement of your partnership by main stage hosts.
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)
- Logo placement on Pride in the CLE volunteer shirt.
- Logo placement on partner banner placed at entrance to Pride in the CLE.
- Listing as Main Stage partner in all press releases with active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated social posts on Pride in the CLE social media pages. (Partner to provide hi-res pictures and/or artwork.)
Partnerships Levels (Cont.)

Lavender Partner/ $15,000 (Cash)
- Banner advertising on main stage - see graphic on page 5.
- Up to 4 :30 video ads on 16’x9’ LED video screen, played throughout the festival.
- Logo placement and name listed on partner pages/lists.
- ½ page advertisement in the Pride in the CLE Pride Guide.
- :30 acknowledgement of your partnership by main stage hosts.
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)
- Logo placement on Pride in the CLE volunteer shirt.
- Logo placement on partner banner placed at entrance to Pride in the CLE.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated posts on Pride in the CLE social media pages. (Partner to provide hi-res pictures and/or artwork.)

Green Partner/ $10,000 (Cash)
- Stage banner recognition and listed as a sponsor on Pride in the CLE webpage
- Logo placement and name listed on partner pages/lists.
- ½ page advertisements in the Pride in the CLE Pride Guide.
- :30 acknowledgement of your partnership by main stage hosts.
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)
- Logo placement on PRIDE in the CLE volunteer shirt.
- Logo placement on partner banner placed at entrance to PRIDE in the CLE.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated posts on Pride in the CLE and LGBT Community Center of Greater Cleveland social media pages. (Partner to provide hi-res pictures and/or artwork.)

Orange Partner/ $7,500 (Cash)
- Stage banner recognition and listed as a partner on the Pride in the CLE webpage.
- Logo placement and name listed on partner pages/lists.
- ¼ page advertisement in the Pride in the CLE guide.
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)
- Logo placement on Pride in the CLE volunteer shirt.
- Logo placement on partner banner placed at entrance to PRIDE in the CLE.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Two dedicated posts on Pride in the CLE social media pages. (Sponsor to provide hi-res pictures and/or artwork.)
Partnerships Levels (Cont.)

**Red Partner/ $5,000 (Cash)**
- Stage banner recognition and listed as a partner on the Pride in the CLE webpage.
- Logo placement on website and name listed on all partner pages/lists without including corresponding emails.
- Name listed on partnership page in Pride in the CLE Pride Guide.
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)

**Blue Partner/ $2,500 (Cash)**
- Stage banner recognition and listed as a partner on the Pride in the CLE webpage.
- Logo placement on website and name listed on all partner pages/lists.
- Name listed on partnership page in Pride in the CLE Pride Guide

**Yellow Partner/ $1,000 (Cash)**
- Listed as a partner on Pride in the CLE webpage.
- Logo placement on website and name listed on partner pages/lists.
- Name listed on partnership page in Pride in the CLE Pride Guide
- 1/4 page advertisement in the Pride in the CLE Pride Guide.

For partnership opportunities under $1,000, see "advertising" on page 8.
Media partnership levels are based on the value of media coverage offered to
Pride in the CLE by the LGBT Community Center of Greater Cleveland. Ad
trades are also available and can include banner placement at festival.

**Diamond / $20,000**
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)
- Diamond level logo placement in Pride in the CLE Pride Guide.
- One full-page advertisement in the Pride in the CLE Pride Guide.
- :30 acknowledgement of your partnership by main stage hosts.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated posts on the Pride in the CLE social media pages.

**Platinum / $10,000**
- One booth at Pride in the CLE (includes one 8’ table, two chairs a 10x10 tent.)
- Platinum level logo placement in Pride in the CLE guide.
- One full-page advertisement in the Pride in the CLE guide.
- :30 acknowledgement of your partnership by main stage hosts.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated posts on the Pride in the Cle social media pages.

**Bronze / $5,000**
- Bronze level logo placement in Pride in the CLE Pride Guide.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Two dedicated posts on the Pride in the Cle social media pages.

**Silver / $1,000**
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- One dedicated posts on the Pride in the Cle social media pages.
The following list outlines the “in-kind” partnership needs of Pride in the CLE.

**Gift Bags / Raffle / Auction Items**
Sponsors to provide items for Pride in the CLE to use at its discretion for gift-bags, event prizes, raffle drawings, etc.

**Party Rental and Supplies**
Partner to provide tablecloths, skirting, and other decorations for use at Pride in the CLE.

**Car Rental**
- Provide 3 high-end or luxury SUV rental cars for official Pride in the CLE use.
- Sponsor should provide car magnets with logo for additional branding on all vehicles.
- Provide rental discount throughout the year for PRIDE travel.

**Truck Rental**
Provide one rental truck free of charge for official Pride in the CLE use.

**Family Activity Area**
Provide owned or rented play / recreational equipment suitable for all ages as well as licensed personnel to operate equipment safely. Partner will receive recognition as the Family Activity Area presenting partner.

**Host Hotel**
- Partner commitment must be confirmed by April 1, 2020 to meet media deadlines.
- Provide a discounted room rate for Pride in the CLE attendees wishing to book hotel stays.
- Provide up to 15 regular hotel room nights and 2 suite nights for Pride in the CLE’s use during the event. Partner will gain recognition as the official hotel partner of Pride in the CLE and be mentioned as such in all out-of and in-state marketing.
- Non-exclusive partnership.
The Pride in the CLE Pride Guide is a 8/12 X 11 inch glossy magazine-style publication that includes events and maps plus highlights organizations supporting the celebration. 15,000 copies will be distributed the first week of June. Pride Guides are printed in/for LGBTQ+ markets to show those who support our community and who we should be supporting. Each advertisement purchase includes a name or company listing on the Pride in the CLE partnership page online.

Advertising Rates
- Full Page • $750
- 1/2 Page • $500
- 1/3 Page • $400
- 1/4 Page • $250

Advertising Sizes
- Full Page • 7.4 by 10 inches
- 1/2 Page • Horizontal: 7.4 by 4.875 inches / Vertical: 3.7 by 9.875 inches
- 1/3 Page • Horizontal: 7.4 by 3.2 inches / Vertical: 2.25 by 9.875 inches
- 1/4 Page • 3.7 by 4.875

Ad Submission Specifications
- The Pride in the CLE Pride Guide is entirely full color and all pages are printed on a coated (glossy) stock.
- Ad Design is not included in the ad placement price. Advertisers are responsible for submitting acceptable artwork as specified below. Graphic design services are available by separate arrangement or referral to local graphic designers.
- Preferred submission is high resolution PDF, Photoshop tif, eps, or jpeg. Eps files require type conversion to paths. No gif or Microsoft Word/Publisher files can be accepted.
- Ads may be submitted on CD or via email to Marketing@PrideintheCLE.org.
- Submission or Questions: Contact Marketing@PrideintheCLE.org.
LET'S TAKE THIS PARTNERSHIP TO THE NEXT LEVEL!
Event Information:
Date: September 12, 2020 / Application Deadline: August 6, 2020
Fill out the form digitally at LGBTCleveland.org/PridePartners2020/

Partnership Level Interest
- Presenting Partner / $50K
- Main State Partner / $25K
- Lavender Partner / $15K
- Green Partner / $10K
- Orange Partner / $7,500
- Red Partner / $5K
- Blue Partner / $2,500
- Yellow Partner / $1,000

Media Partner Interest
- Diamond / $20K
- Platinum / $10K
- Bronze / $5K
- Silver / $1K

In-Kind
- Gift Bags / Raffle Items
- Party Rental and Supplies
- Car Rental
- Truck Rental
- Family Activity Area
- Host Hotel

Advertising
- Full Page / $750
- 1/2 Page / $500
- 1/3 Page / $400
- 1/4 Page / $250

Booth Extras
- Extra Table / $25
- Extra Chair / $15

Your Information:
Contact Name (Required) ________________________________
Home Address 1 (Required) ________________________________
City (required) __________________________________________
State (required) __________________________________________
Phone (Required) _________________________________________
Business Name (Required) _________________________________
Address 1 (Required) ______________________________________
City (Required) __________________________________________
State (Required) __________________________________________
Email (Required) _________________________________________
Does your business include protections for LGBTQ people in its employment non-discrimination policy?
___________________________________________________________________________________________

Have you participated in Pride in the CLE before? If so, explain:
___________________________________________________________________________________________

How did you discover Pride in the CLE?
___________________________________________________________________________________________

Email the application to Partner@PrideintheCLE.org or drop off/mail the application to:
ATTN: Development / LGBT Community Center of Greater Cleveland / 6705 Detroit Avenue, Cleveland, Ohio, 44102
SAVE THE DATE
FOR MORE PARTNERSHIP OPPORTUNITIES
TRANS IN THE CLE - SEPTEMBER 2020