In 2020, early in to the pandemic, staff at The LGBT Community Center of Greater Cleveland and the Pride in the CLE team were faced with some difficult decisions regarding the city’s annual Pride celebration. After first pushing the event back further into the calendar year, the team soon realized that an in person gathering would not be able to take place safely.

In the throes of this new reality, the idea of Pride Ride was borne out of similar socially distanced school graduation "parades" held throughout the region. In its second year, the Pride Ride continued to grow and is poised to become a new tradition for our community. Even with the in-person march and festival returning this June, many still asked if Pride Ride would be returning.

And so, we are proud to ride once again and carry the movement of PRIDE through the rest of the year. We are excited to celebrate in October, which is recognized as LGBTQ+ History Month as well as National Coming Out Day on October 11. Here in Cleveland, we also traditionally celebrate LGBTQ+ Heritage Day, honoring individuals who promote and contribute to the vitality of Northeast Ohio's queer community. All this to say, we simply cannot wait to ride with pride through our neighborhoods this fall!
As we continue to ensure that Pride remain a movement for social justice and not just one moment in the calendar year, Pride Ride represents a visible demonstration that we are present and will not be silenced. With the fervent support of our friends in business and community we are able to amplify our voices and allow the world to see the love and kindness that permeates through this celebration.

Partnering with Pride Ride will allow us to continue growing this event into a new tradition for folks of all ages to gather and support the LGBTQ+ community. This year we are excited to offer new opportunities for businesses to join us as partners and receive special deserved recognition during the ride.

By becoming a partner with Pride in the CLE or Pride Ride, you are creating a meaningful partnership that goes well beyond these two days of celebration. Together, we can be leaders of change in our community by helping close any gaps in communicating an individuals identity and making our city a diverse and inclusive place to call home.

We truly hope that your organization joins us as we ride for our Pride and support us in the movement to achieve true equality!
PARTNER LEVELS

PRESENTING PARTNER | $15,000

- Customized benefits limited to one cash Partner.
- Naming rights to official Pride Ride staging area, starting and finish lines
- Presenting Partner recognition for Pride in the CLE Pride Ride 2022.
- 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.
- One official named-turn on Pride Ride route (1)
- Prominent 1:00 video ad/message of support on mobile LED screen
- Listed 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.

GUARDIAN PARTNER | $5,000

- Customized benefits limited to two cash Partners.
- Will be first organizations represented (following the LGBT Community Center & Presenting Partner) in 2022 Pride in the CLE Pride Ride
- Listed as a partner on the Pride in the CLE website.
- Prominent 1:00 video ad/message of support on mobile LED screen
- Logo placement and name listed on partner pages.
- One official named-turn on Pride Ride route (1)
- Listed as Pride in the CLE March Launch 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.
**DRAG RACING PARTNER | $2,500**
- Logo placement and name listed on partner pages/lists.
- One official named-turn on Pride Ride Route (1)
- Prominent 1:00 video ad/message of support on mobile LED screen
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Four dedicated posts on Pride in the CLE social media pages.

**6705 PARTNER | $1,000**
- Logo placement and name listed on partner pages/lists.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Prominent 1:00 video ad/message of support on mobile LED screen
- One official named-turn on Pride Ride Route (1)
- Two dedicated posts on Pride in the CLE social media pages.

**SHOREWAY PARTNER | $750**
- Logo placement and name listed on partner pages/lists.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Prominent :30 video ad/message of support on mobile LED screen
- Two dedicated posts on Pride in the CLE social media pages.

**DETROIT AVE PARTNER | $500**
- Logo placement and name listed on partner pages/lists.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Prominent :30 video ad/message of support on mobile LED screen
- One dedicated posts on Pride in the CLE social media pages.

**RAINBOW RIDER PARTNER | $300**
- Logo placement and name listed on partner pages/lists.
- Active link/logo on the Pride in the CLE webpage and corresponding emails.
- Prominent static graphic ad/message of support on mobile LED screen
- One dedicated posts on Pride in the CLE social media pages.

All official logos and social media content is to be provided by the partnering organization.
Pride in the CLE Pride Ride is excited to once again feature a mobile-LED-screen that we will project ads/messages of support from all of our partnering organizations at the staging area for Pride Ride. If you organization is interested in featuring an ad/message of support alone, please see here our options to do so this year:

**Advertising Rates**
- **$1,000:** 1:00 video ad
- **$500:** 0:30 video ad
- **$250:** static graphic ad

**Advertising Specs**
- All videos must be sent in .mp4 file format
- All images must be sent in .png or .jpg file format

**Ad Submission Specifications**
- 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.
- Ads may be submitted via email to marketing@lgbtcleveland.org
- Submission or Questions: Contact Matthew Graves at marketing@lgbtcleveland.org
event date 10.8.2022 / application deadline 9.15.2022
fill out online @ LGBTCLEVELAND.ORG/PRIDE

**partnership level interest**
- presenting partner $15K
- guardian partner $5K
- drag racing partner $2.5K
- 6705 partner $1K
- shoreway partner $750
- detroit ave partner $500
- rainbow rider partner $300

**LED Screen ad level interest**
- 1:00 video $1K
- :30 video $500
- static ad $250

**your information**
organization name ___________________________________________
contact name ________________________________________________
org address ________________________________________________
city ____________ st _____ zip _______ phone ________
email ______________________________________________________

does your business include protections for LGBTQ people in its employment non-discrimination policy?  ○ yes  ○ no

have you participated in Pride in the CLE before? if so, please explain: ____________________________________________

Please email your completed application to mgraveslgbtcleveland.org or aguzzettaelgbtcleveland.org or drop off/mail it to ATTN: Development / LGBT Center of Greater Cleveland / 6705 Detroit Avenue / Cleveland, OH 44102