The LGBT Community Center of Greater Cleveland is excited to announce that Pride in the CLE™ will march again this year. We strive to ensure Northeast Ohio is afforded a Pride event that not only celebrates our LGBTQ+ community, but also advocates for the equitable and just treatment for ALL in our community as well.

Over 18,000 marched in unison through the streets of Downtown Cleveland, last year, flowing into the joyous festivities at Malls B & C. We are proud to share that we will once again be returning to the Malls with hopes to expand on the success of this event. As our team of dedicated staff team up with an experienced, queer-led event planning firm, Palmer Event Solutions, Pride in the CLE™ is poised to continue growing and empowering our collective queer voice.

In 2023, we saw an inspiring surge in support that helped pave the way to seeing one of the largest and expansive Prides to hit the shores of Lake Erie in recent memory. And so, we once again humbly ask that you consider joining us as partners in another exciting year of advocacy, support, education and, of course, celebration.

Together, we can ensure that our voices are heard. Together, we can find power in Pride!

Application & ad deadline: May 3rd, 2024

LGBTCLEVELAND.ORG/PRIDE
PARTNERSHIPS AT A GLANCE

CORPORATE & ORGANIZATION PARTNERSHIP LEVELS

☐ PRESENTING PARTNER | $30,000
☐ MARCHING PARTNER | $20,000
☐ SPEAK OUT PARTNER | $15,000
☐ HIGH GEAR PARTNER | $10,000
☐ UP & OUT PARTNER | $7,500
☐ RAINBOW PARTNER | $5,000
☐ “LOVE IS LOVE” PARTNER | $2,500

See pages 3-4 for details

SMALL BUSINESS PARTNERSHIP

☐ COMMUNITY BENEFIT | $250

See page 5 for details

Ad image submission deadline: May 3rd, 2024 at midnight

ADVERTISEMENT LEVELS

☐ FULL PAGE | $1,000
☐ HORIZONTAL HALF PAGE | $500
☐ VERTICAL HALF PAGE | $500
☐ HORIZONTAL THIRD PAGE | $400
☐ VERTICAL THIRD PAGE | $400
☐ QUARTER PAGE | $250

See page 6 for details

All advertisements, official logos, and social media content to be provided by partnering organization.
PRESENTING PARTNER | $30,000

Limited to one exclusive Partner

- Pride in the CLE® Main Stage naming rights.
- Presenting Partner recognition for Pride in the CLE® 2024:
  - 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 with active link/logo.
  - Logo placement and name listed on partner pages.
  - Listed as Presenting Partner in all press releases with active link/logo on the Pride in the CLE® webpage and corresponding email blasts.

- 1 High Traffic/Visibility exhibitor (vendor) space.
- Prominent 1:00 video ad/message of support on mobile LED screen.
- 1 full-page advertisement in the Pride in the CLE® guide (Due by May 3rd, 2024)
- 4 dedicated posts on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).

MARCHING PARTNER | $20,000

Limited to one exclusive Partner

- First organization represented in 2024 Pride in the CLE® March, following directly behind The Center and Presenting Partner.
- Marching Partner recognition during the Pride in the CLE®:
  - 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 with active link/logo.
  - Logo placement and name listed on partner pages.
  - Listed as Marching Partner in all press releases with active link/logo on the Pride in the CLE® webpage and corresponding email blasts.

- 1 High Traffic/Visibility exhibitor (vendor) space.
- Prominent 1:00 video ad/message of support on mobile LED screen.
- 1 full-page advertisement in the Pride in the CLE® guide (Due by May 3rd, 2024)
- 4 dedicated posts on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).
### SPEAK OUT PARTNER | $15,000
- Pride in the CLE® Speak Out Stage naming rights.
- Logo placement and name listed on partner pages/lists.
- Listed as a partner on the Pride in the CLE® website with active link/logo and corresponding email blasts.
- 1 High Traffic/Visibility exhibitor (vendor) space.
- Prominent 0:15 video ad/message of support on mobile LED screen.
- 1 full-page advertisement in the Pride in the CLE® guide *(Due by May 3rd, 2024)*
- 4 dedicated posts on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).

### HIGH GEAR PARTNER | $10,000
- Logo placement and name listed on partner pages/lists.
- Active link/logo on the Pride in the CLE® webpage and corresponding emails.
- 1 High Traffic/Visibility exhibitor (vendor) space.
- Prominent 0:15 video ad/message of support on mobile LED screen.
- 1/2 page advertisement in the Pride in the CLE® Pride Guide. *(Due by May 3rd, 2024)*
- 4 dedicated posts on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).

### UP & OUT PARTNER | $7,500
- Logo placement and name listed on partner pages/lists.
- 1/2 page advertisement in the Pride in the CLE® Pride Guide. *(Due by May 3rd, 2024)*
- Active link/logo on the Pride in the CLE® webpage and corresponding emails.
- 1 High Traffic/Visibility exhibitor (vendor) space.
- 2 dedicated posts on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).

### RAINBOW PARTNER | $5,000
- Logo placement and name listed on partner pages/lists.
- 1/2 page advertisement in the Pride in the CLE® Pride Guide. *(Due by May 3rd, 2024)*
- Active link/logo on the Pride in the CLE® webpage and corresponding emails.
- 1 High Traffic/Visibility exhibitor (vendor) space.
- 1 dedicated post on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).

### “LOVE IS LOVE” PARTNER | $2,500
- Logo placement and name listed on partner pages/lists.
- 1/3 page advertisement in the Pride in the CLE® Pride Guide. *(Due by May 3rd, 2024)*
- Active link/logo on the Pride in the CLE® webpage and corresponding emails.
- 1 High Traffic/Visibility exhibitor (vendor) space.
- 1 dedicated post on Pride in the CLE® and Center social media pages.
- Official Pride in the CLE® window cling(s).
Are you holding a fundraiser for Pride in the CLE®? Hosting a Pride event? Looking for a more affordable way to support the event and the LGBT Center?

Last year, we launched our official Community Event Partnerships. This allows small businesses, throughout Northeast Ohio, to participate in Pride in the CLE® beyond the day of the event.

**COMMUNITY BENEFIT PARTNER | $250**

Community Benefit Partners are encouraged to hold an event or sale from which a percentage of proceeds is donated to The LGBT Community Center of Greater Cleveland.

- Event or Business recognized as an Official Community Partner of Pride in the CLE®
- 1/4 page advertisement in the Pride in the CLE® Pride Guide. *(Due by May 3rd, 2024)*
- Official Pride in the CLE® window cling.
The Pride in the CLE® Pride Guide will be handed out during the festival and distributed digitally via our website. Each advertisement purchase includes a name or company listing on the Pride in the CLE® partnership page online.

<table>
<thead>
<tr>
<th>AD SUBMISSION SPECIFICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ad design is <strong>not</strong> included. Advertisers are responsible for submitting artwork as specified below.</td>
</tr>
<tr>
<td>• 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.</td>
</tr>
<tr>
<td>• Because of printer requirements, all black ink type must be 100% black (No 4-Color Black Type).</td>
</tr>
<tr>
<td>• Resolution minimum 300 dpi; Color Submission files to be converted to CMYK.</td>
</tr>
</tbody>
</table>

**Ad image submission deadline:**
May 3rd, 2024 at midnight
CONTACT

ATTN: DEVELOPMENT
LGBT COMMUNITY CENTER OF GREATER CLEVELAND
6705 DETROIT AVE  CLEVELAND, OH 44102

(216) 651-5428 | DEVELOPMENT@LGBTCLEVELAND.ORG