

Westchester Pride Coalition Presents



2011 Sponsorship Kit

About: Westchester Pride at Playland began as an idea when lesbian, gay, bisexual, and transgender (LGBT) and related organizations based in Westchester County united in a coalition that would augment their support for the LGBT community in Westchester County and nearby regions.

Noting the lack of a Gay Pride event in Westchester, the coalition set out to create one that would be informative, family-welcome, and fun for all ages and interests. More than 300 participants and 25 vendors have turned out for the first two years of Westchester Pride at Playland. The event was named by *Westchester Magazine* as #19 out of “52 Reasons to Love Westchester.”

This Year: The 3rd annual Westchester Pride at Playland will take place on September 10, 2011*, where the region’s LGBT community and their friends and allies will come for a day of rides, entertainment, fun, and information. The event will run for the duration of the park’s operation, from noon to 8pm, and with several thousand attendees at Playland that day, we’re sure your company will be noticed!

Attendees will be able to purchase a \$25 pass to the park that includes all rides and Westchester Pride events, including all entertainment and access to the Pride Pavilion, where vendors will be selling LGBT and related merchandise. The region’s LGBT groups will have tables with information, and there will also be a Health Mobile offering free HIV and other health screenings, and distributing important literature. For those not interested in riding the amusements, admission is only a \$5 donation to the Westchester Pride Coalition.

Westchester Pride Directory: We will be producing a directory to Westchester Pride with a map of the park, as well as advertisements, schedule of events, sponsors, and more.

Promotion: Advertisements for the 2011 event featuring our sponsors’ logos will run in LGBT periodicals, local newspapers, and more. Westchester Pride at Playland will also be marketed on a number of local radio stations. The event and sponsor logos will be included on websites of major LGBT organizations in the area, and at our special preview party at B Lounge—Westchester’s only LGBTQ bar—and our afterparty.

What Your Support Means:

By sponsoring Westchester Pride at Playland, you’ll be showing the LGBT community and its allies that you support a diverse, expressive and vibrant Westchester County. This is your opportunity to become involved with a growing, momentum-building community event that will reach a previously-untapped market, making this an ideal chance to stand out from your competition. Proceeds raised from sponsorships will directly support this year’s event. Residuals will allow us to create even bigger and better events in the future. The Coalition also plans to establish a scholarship for Westchester’s LGBT college-bound youth in 2011.

* Rain date: Sunday, September 11, 2011

Westchester Pride Coalition
AIDS Related Community Services
Center Lane/WJCS
Gateway Program
GLSEN Hudson Valley
Lambda Peer Support Services
NYTRO (NY Transgender Rights Org.)
PFLAG Westchester
Rainbow Alliance of Westchester
Straight Spouse Support Network
The LOFT: The LGBT Community Center
Victims Assistance Services
Westchester Lesbian Connection

Westchester Pride at Playland: Sponsorship Packages

Sponsorships and Benefits

Pride Sponsor - \$5,000

- 10 Complimentary All-Day Passes to Westchester Pride, which includes all rides, shows, and entrance to Pride Pavilion.
- 10 Complimentary VIP Seats to any performance or special event.
- A full-page ad in the Westchester Pride Directory.
- Complimentary Vendor Table.
- Logo and link on official Westchester Pride Website.
- Logo appears on all advertising and marketing pieces.
- Acknowledgements from the stage at all events.

Rainbow Sponsor - \$3,000

- 5 Complimentary All- Day Passes to Westchester Pride
- 5 Complimentary VIP Seats to any performance or special event.
- A half-page ad in the Westchester Pride Directory.
- Complimentary Vendor Table.
- Logo and link on official Westchester Pride Website.
- Logo appears on all advertising and marketing pieces.
- Acknowledgements from the stage at all events.

Stonewall Sponsor - \$1,500

- 2 Complimentary Passes to Westchester Pride
- 2 Complimentary VIP Seats to any performance or special event.
- A quarter-page ad in the Westchester Pride Directory.
- Complimentary Vendor Table.
- Logo and link on official Westchester Pride Website.
- Logo appears on all advertising and marketing pieces.
- Acknowledgements from the stage at all events.

Oscar Wilde Sponsor - \$1000

- 1 Complimentary Pass to Westchester Pride
- 1 Complimentary VIP Seat to any performance or special event.
- A quarter-page ad in the Westchester Pride Directory.
- Complimentary Vendor Table.
- Logo and link on official Westchester Pride Website.
- Logo appears on all advertising and marketing pieces.
- Acknowledgements from the stage at all events.

Equality Sponsor - \$500

- 1 Complimentary Pass to Westchester Pride
- 1 Complimentary VIP Seat to any performance or special event.
- A business card ad in the Westchester Pride Directory
- Logo and link on official Westchester Pride Website.
- Logo appears on all advertising and marketing pieces.
- Acknowledgements from the stage at all events.

Sponsor - \$250

- 1 Complimentary Pass to Westchester Pride
- 1 Complimentary VIP Seats to any performance or special event.
- Listing in the Pride Directory
- Logo and link on official Westchester Pride Website.
- Logo appears on all advertising and marketing pieces.
- Acknowledgements from the stage at all events.

Mail, Fax, and Contacts

Please return this form with payment to: Westchester Pride Coalition, PO Box 443, Hawthorne NY 10532. Or fax with credit card information to 914-682-7827. For more information, please contact J. Dewey at 914-785-8326 or email jdewey@arcs.org; or David Juhren, at 914-948-2932, or email david@loftgaycenter.org.

Sponsorship Form

Reach out to the Tri-State area's LGBT community with a Sponsorship to Westchester Pride at Playland!

Sponsorship Level

- Pride Sponsor – \$5,000
- Rainbow Sponsor – \$3,000
- Stonewall Sponsor – \$1,500
- Oscar Wilde Sponsor – \$1,000
- Equality Sponsor – \$500
- Sponsor – \$250

Contact Person _____

Sponsor Name _____

Telephone: _____

Street _____

Address _____

City, State, _____

Zip _____

Email _____

Address _____

Date: _____

Please make your check payable to:

Westchester Pride Coalition.

Total Amount of Payment: \$ _____

Credit Card Payment

MasterCard VISA AmEx

Discover

Print Name as it appears

on card _____

Card Number _____

3-Digit V Code _____ Expiration Date _____

Signature _____

After we've received your sponsorship form and payment, we'll contact you for your logo, and other information.

**Thank you for sponsoring
Westchester Pride at Playland!**