

*Pride 2022*  
*June 25, 2022*

# **SPONSORSHIP PACKET**

Yampa Valley Pride

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## Who We Are

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Yampa Valley Pride is an organization that provides LGBTQIA2S+ people and allies resources and opportunities designed to facilitate community building and develop a thriving LGBTQIA2S+ community within the Yampa Valley.

Yampa Valley Pride's mission is to increase visibility of the LGBTQIA2S+ community in the Yampa Valley by planning a sustainable annual pride event and building community and connection between members of the LGBTQIA2S+ community in the Yampa Valley.

## What We Do

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Yampa Valley Pride's main initiative is to plan and host a sustainable annual pride event. In June 2021, we hosted the Yampa Valley's first large-scale public LGBTQIA2S+ pride event. Despite the rainy weather, the event had a turnout of over 150 people with a large youth turnout. A dozen organizations attended in support.

Yampa Valley Pride also hosts a monthly Queer Coffee Hour. This program is designed to offer a space to build community and connection between members of the LGBTQIA2S+ community in the Yampa Valley. This program is open to people of all ages and welcomes allies and families of LGBTQIA2S+ individuals.



# Why Your Support Matters

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Engaging and including LGBTQIA2S+ individuals benefits everyone. Your support helps YVP with actualizing their mission to increase visibility of the LGBTQIA2S+ community within OUR community. Showing your Pride signals how you and your organization value inclusion, openness and care about cultivating culture that promotes a more diverse and inclusive society. Research has shown that organizations that counter discrimination and embrace the LGBTQIA2S+ community attract and retain talent, win the loyalty of discerning consumers and by knowing your LGBTQIA2S+ community will drive innovation and the bottom line. Inclusion is always good for business.



# BUSINESS SPONSORSHIP LEVELS

There are many opportunities to support Yampa Valley Pride with great benefits at each level. All sponsors can also request window cling stickers. Sponsorships can also be customized to better fit your company's individual needs.

\*All marketing collateral (logos, social media posts, messages, and other digital assets) must be provided by the sponsor to Yampa Valley Pride by May 1, 2022.

## **RAINBOW - \$5000**

- Official Pride Sponsor "Presented by ...." (1 available)
- Premier logo placement on event signage
- Full page ad in Digital Pride Guide & Name/Logo on Sponsor Page of Digital Pride Guide
- Feature in 5 social media posts leading up to Pride & primary placement in post-Pride "Thank You" post
- Principle acknowledgement & thanks in Welcoming speech at Pride Event
- Premier feature of Logo & Hyperlinked Name on YVP Website Sponsor Page
- Logo featured on YVP Newsletter

## **RED - \$3000**

- Official After Party Sponsor (1 available)
- Prominent logo placement on event signage
- 1/2 page ad in Digital Pride Guide & Name/Logo on Sponsor Page of Digital Pride Guide
- Mention in 3 social media posts leading up to Pride & prominent placement in post-Pride "Thank You" post
- Prominent Logo with hyperlink on YVP Website
- Prioritized acknowledgement & thanks in Welcoming Speech at Pride 2022
- Logo featured on YVP Newsletter

## **ORANGE - \$2000**

- Mention in 2 social media posts leading up to Pride & feature in post-Pride "Thank You" post
- Named as Valued Sponsor in Welcoming Speech at Pride 2022
- Logo & Hyperlinked Name on YVP Website Sponsor Page
- 1/2 page ad in Digital Pride Guide & Name on Sponsor Page of Digital Pride Guide
- Logo featured on YVP Newsletter

## **YELLOW - \$1000**

- Mention in 1 social media post leading up to Pride & feature in post-Pride "Thank You" post
- Name on YVP Website Sponsor Page
- Named as Valued Sponsor in Welcoming Speech at Pride 2022
- 1/4 page ad in Digital Pride Guide & Name on Sponsor Page of Digital Pride Guide
- Logo featured on YVP Newsletter

## **GREEN - \$500**

- Featured in post-Pride "Thank You" post
- Name on YVP Website Sponsor Page
- Name on Sponsor Page of Digital Pride Guide
- Mentioned in list of sponsors in Welcoming Speech at Pride 2022

## **BLUE - \$250**

- Featured in post-Pride "Thank You" post
- Name on YVP Website Sponsor Page
- Name on Sponsor Page of Digital Pride Guide

## **PURPLE - \$100**

- Featured in post-Pride "Thank You" post
- Name on Sponsor Page of Digital Pride Guide