



NERP

Conference 2022

Allentown, Pennsylvania

March 10-12, 2022



BRADBURY-SULLIVAN
LGBT COMMUNITY CENTER

*Serving the LGBT Community
of the Greater Lehigh Valley*

image credit: Frank T. Smith



NERP

Conference 2022
Allentown, Pennsylvania

Hosted by:



BRADBURY-SULLIVAN
LGBT COMMUNITY CENTER

*Serving the LGBT Community
of the Greater Lehigh Valley*

Thank you to our Sponsors!



**PROUD
IN SILK**

Fegley's Allentown Brew Works



Thursday, 9pm-midnight.
DJ, Drag Shows, Dancing.

NERP attendees receive free admission + 1 free drink ticket.

812 Hamilton St, Allentown, PA 18101

Keynote Speaker

Kassie Hilgert is President and CEO of ArtsQuest, a non-profit founded in 1984 which produces Musikfest, attended by more than one million visitors annually. ArtsQuest is dedicated to providing unparalleled access to the arts offering more than 40 percent of its programs free to the community annually, as well as using arts and culture as key tools for economic development. A graduate of Pennsylvania State University, Hilgert is experienced in marketing, development, corporate communications and community relations. Prior to her arrival at ArtsQuest, she served as Manager of Community Relations and Philanthropy at Air Products and Marketing Manager at Good Shepherd Rehabilitation Network.



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Conference Schedule

Thursday, March 10, 2022

11:00 a.m. – 6:00 p.m.	Conference Registration	Bradbury-Sullivan LGBT Community Center
6:00 p.m. – 9:00 p.m.	Welcome to the Lehigh Valley Reception	Bradbury-Sullivan LGBT Community Center
9:00 p.m. – Midnight	Proud in Silk at Allentown Brew Works	812 Hamilton St, Allentown, PA 18101

Friday, March 11, 2022

8:15 a.m. – 9:00 a.m.	Networking Breakfast	Bradbury-Sullivan LGBT Community Center
8:15 a.m. – 9:00 a.m.	Conference Registration	
	Welcome Remarks from Interpride Co-President Julian Sanjivan and	
9:00 a.m. – 9:45 a.m.	Opening Keynote featuring Kassie Hilgert	
10:00 a.m. – 11:00 a.m.	Session 1: Show Me Da Money	Presented by Micky Heller, <i>Brooklyn Pride</i>
11:15 a.m. – 12:15 p.m.	Session 2: Booked it! How to Get Your Favorite Artist to Play Your Pride Festival	Presented by Lara Supan, <i>Agent & Vice President of Fleming Artists</i>
12:30 p.m. – 1:15 p.m.	Networking Lunch	Bradbury-Sullivan LGBT Community Center
1:15 p.m. – 2:15 p.m.	NERP Plenary	
2:30 p.m. – 3:30 p.m.	Session 3: Numbers To Be Proud Of: Using Data to Fuel Your Pride Programming	Presented by Katie Suppes, M.Ed., <i>Lehigh Valley Pride</i>
3:30 p.m. – 4:00 p.m.	Coffee Break	
4:00 p.m. – 5:00 p.m.	Virtual Pride Concert	Presented by Fleming Artists

Saturday, March 12, 2022

8:15 a.m. – 9:00 a.m.	Networking Breakfast	Bradbury-Sullivan LGBT Community Center
9:15 a.m. – 10:15 a.m.	Session 4: R*E*S*P*E*C*T – What It Means to Folx Like Me	Presented by Sherri Rase, <i>Jersey Pride</i>
10:30 a.m. – 11:30 a.m.	Session 5: Pride Organization Marketing Training	Presented by Joe Cameron, <i>JLC Social Marketing & Jersey City LGBTQ+ Pride Festival</i>
11:30 a.m. – 12:00 p.m.	Coffee Break	
12:15 p.m. – 1:45 p.m.	Lunch and Pride Merch Swap	Bradbury-Sullivan LGBT Community Center
2:00 p.m. – 3:00 p.m.	Session 6: Bringing Orgullo to Pride	Presented by Enrique Castro Jr., <i>Reading Pride Celebration</i>
3:00 p.m. – 3:30 p.m.	Coffee Break	
3:30 p.m. – 4:30 p.m.	Session 7: Help Your Sponsors Sing Your Song	Presented by Matt Easterwood, CFRE, <i>Lehigh Valley Pride</i>
4:45 p.m. – 5:30 p.m.	Session 8: Incorporating Disability Justice in Your Pride	Presented by Adrian Shanker, <i>Lehigh Valley Pride</i>



Virtual Pride Concert



Presented by Lara Supan,
Agent & Vice President of Fleming Artists



Crys Matthews



Jennifer Knapp



Chastity Brown



Jill Sobule



**WELCOME,
NERP ATTENDEES!**



discover YOUR lehigh valley
INSPIRATION

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Pride is Ageless

We make pride a year-round celebration! Like everyone else, people in the LGBTQ+ community want to live longer, healthier and more fulfilling lives. AARP is committed to creating a new vision for aging—one complete with diverse stories and innovative ways for everyone to pursue their passions—equally, openly and proudly.

Get to know us at aarp.org/pride.

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Education Sessions Schedule

Friday | 10:00 a.m. - 11:00 a.m.

Show Me Da Money

Finding and Keeping Sponsors and Developing Fundraising Activities. The session will go over the creating of a Sponsorship Deck, finding potential sponsors and developing and maintaining relationships.

Friday | 11:15 a.m. - 12:15 p.m.

Booked It! How to Get Your Favorite Artist to Play Your Pride Festival

Learn the best tips about how to work with artists the day of your festival, how to negotiate/review/understand the rider, and how to find the talent that's the right fit for your festival. Session includes Q&A with an artist from Fleming Artists.

Friday | 2:30 p.m. - 3:30 p.m.

Numbers to Be Proud Of: Using Data to Fuel Your Pride Programming

In this presentation, attendees will

- 1) identify the different types of stakeholders that may want specific information about their Pride programming,
- 2) assess what types of data can be turned into dollars and how those data can be best measured at their Pride events, and
- 3) discuss what publicly available information may be useful in establishing new partnerships and programs for their Pride events.

Saturday | 9:15 a.m. - 10:15 a.m.

*R*E*S*P*E*C*T - What It Means to Folx Like Me*

Listening and learning from those who have more experience is what got hunters and gatherers to come together and create "civilization". Take the lessons of the past three years, and the experience of centuries, how do we engage and honor the giants upon whose shoulders we stand today to make Pride happen. Join the conversation.

Saturday | 10:30 a.m. - 11:30 a.m.

Pride Organization Marketing Training

Learning objectives include: To learn to schedule a week's worth of social media posts in 20 minutes or less; To learn how to maximize the return from your Pride organization's social media marketing; To learn how to properly create and manage a results-driven social marketing campaign.

Saturday | 2:00 p.m. - 3:00 p.m.

Bringing Orgullo to Pride

This session will discuss how Pride organizers can connect with the LatinX community before the Pride festival, and how they can utilize those connections to make Pride more inclusive of the LatinX community, and its "Orgullo Gay" or "Latino gay Pride culture."

Saturday | 3:30 p.m. - 4:30 p.m.

Help Your Sponsors Sing Your Song

Make your sponsors feel like a part of your Pride festival by using their resources and energy to your advantage. Cater your sponsorship agreements to supplement your Pride festival by requiring your sponsors to provide materials and experiences your festival needs, so you don't have to! This session will include examples from Lehigh Valley Pride.

Saturday | 4:45 p.m. - 5:30 p.m.

Incorporating Disability Justice into Your Pride

The last WorldPride theme was "you are included." Yet many Pride festivals are not inclusive for disabled community members. This session will share information from Lehigh Valley Pride about how disability justice is incorporated, with tangible ideas all Pride celebrations can consider to ensure that Pride is truly for everyone!



BRADBURY-SULLIVAN
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of the Greater Lehigh Valley*

Building Community



Bradbury-Sullivan LGBT Community Center
bradburysullivancenter.org

@BSCLehighValley       

522 West Maple Street
at Bayard Rustin Way
Allentown, PA 18101
(610) 347-9988



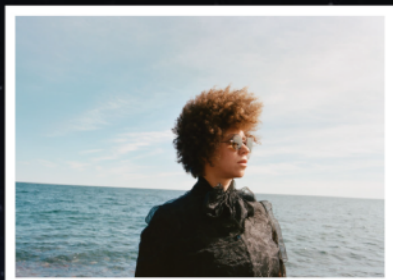
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