

Become a 2023 Westchester Pride Sponsor!



Presented by The LOFT LGBTQ+ Community Center
252 Bryant Avenue, White Plains, NY 10605 | (914) 948-2932 | loftgaycenter.org

Westchester County's biggest Pride Festival is just around the corner!

Sunday, June 4th, 2023 | 12:00-5 PM | After Party to follow

Downtown White Plains | Court Street - Renaissance Plaza

Maximum Brand Exposure With Pre-event & Onsite Visibility To:

6,500+
weekly
newsletter
subscribers

19,000+
monthly
website
views

13,000+
social
media
followers

7,000+
attendees
at WC
Pride

To become a sponsor, visit our website at loftgaycenter.org or contact LOFT Executive Director,

Judy Troilo at (914) 948-2932 x11 or judy@loftgaycenter.org

Platinum and Gold Sponsorship Packages are customizable. See reverse for details.

Sponsor Level	Listing in Event Program	Event Signage Visibility	Listing on LOFT Website	Ad in Pride Guide	Pre-Event Promo	Pride Day Shout Out	Premium Vendor Space	Pride After Party Sponsor
Presenting \$20,000+	Logo & Website	Large Logo	Logo & Link	Full Page Color	Media Ads 3 SM posts	StageTime, 3 SO's	10 x 10	12 tickets
Platinum \$15,000	Logo	Large Logo	Logo & Link	Full Page Color	Media Ads 3 SM Posts	3 Shout Outs	10 x 10	10 Tickets
Gold \$10,000	Logo	Large Logo	Logo & Link	Full Page Color	2 SM Posts	2 Shout Outs	10 x 10	5 tickets
Silver \$5,000	Logo	Logo	Logo	Full Page B&W	1 SM Post	1 Shout Out		
Bronze \$2,500	Company Name	Company Name	Company Name	Half Page B&W	1 SM Post			
Community \$1,000	Company Name	Company Name	Company Name	Biz Card Size, B&W				
Supporter \$500	Company Name	Company Name	Company Name					

Platinum \$15,000

Pre-Event Promotion

- Company logo and brief statement affirming support of LGBTQ+ Community, featured on 3 posts on LOFT's social media platform
- Company logo and link included on LOFT Website for Westchester Pride
- Company logo listed on all Westchester Pride promotions and publicity, including press releases and media advertising

Onsite Activation

- Company logo prominently displayed on all Pride signage
- Westchester Pride After Party Sponsor with company logo and/or name on all promotions and publicity regarding The Pride After Party. 10 Complimentary tickets provided to event
- Premium vendor space (table and chairs not included) for optimal visibility and traffic: day of event
- 3 shout-outs from stage throughout the day
- Company logo listed on Westchester Pride Event Program, distributed at Pride

Annual Benefits

- "Partner in Pride" logo and website link listing on LOFT website with logo visible on homepage and included in weekly e-mail newsletters for 12 months.
- One full page ad, color with prime placement in Annual Pride Guide, distributed to Pride attendees and available throughout the year at the center and our outreach events.

Gold \$10,000

Pre-Event Promotion

- Company logo featured on 2 posts on LOFT's social media platform
- Company logo and link included on LOFT Website for Westchester Pride
- Company logo listed on all Westchester Pride promotions and publicity,

Onsite Activation

- Company logo prominently displayed on all Pride signage
- Westchester Pride After Party Sponsor with company logo and/or name on all promotions and publicity regarding The Pride After Party. 5 Complimentary tickets provided to event
- Premium vendor space (table and chairs not included) for optimal visibility and traffic: day of event
- 2 shout-outs from stage throughout the day
- Company logo listed on Westchester Pride Event Program, distributed at Pride

Annual Benefits

- One full page ad, color with prime placement in Annual Pride Guide, distributed to Pride attendees and available throughout the year at the center and our outreach events.

Silver \$5,000

Pre-Event Promotion

- Company logo featured on 1 post on LOFT's social media platform
- Company logo and link included on LOFT Website for Westchester Pride
- Company logo listed on all Westchester Pride promotions and publicity,

Onsite Activation

- Company logo displayed on all Pride signage
- 1 shout-outs from stage throughout the day
- Company logo listed on Westchester Pride Event Program, distributed at Pride

Annual Benefits

- One full page ad, B&W in Annual Pride Guide, distributed to Pride attendees and available throughout the year at the center and our outreach events.

Bronze \$2,500

Pre-Event Promotion

- Company logo featured on 1 post on LOFT's social media platform
- Company logo and link included on LOFT Website for Westchester Pride
- Company logo listed on all Westchester Pride promotions and publicity,

Onsite Activation

- Company logo displayed on all Pride signage
- Company logo listed on Westchester Pride Event Program, distributed at Pride

Annual Benefits

- One half page ad, B&W in Annual Pride Guide, distributed to Pride attendees and available throughout the year at the center and our outreach events.

Community \$1,000

Pre-Event Promotion

- Company logo and link included on LOFT Website for Westchester Pride 2023
- Company logo listed on all Westchester Pride promotions and publicity,

Onsite Activation

- Company name displayed on all Pride signage
- Company name listed on Westchester Pride Event Program, distributed at Pride

Annual Benefits

- One Business card size ad, B&W in Annual Pride Guide, distributed to Pride attendees and available throughout the year at the center and our outreach events.

Supporter \$500

Pre-Event Promotion

- Company name included on LOFT Website for Westchester Pride

Onsite Activation

- Company logo listed on Westchester Pride Event Program, distributed at Pride

Advertise in the 2023 Westchester Pride Guide



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252 Bryant Avenue, White Plains, NY 10605 | (914) 948-2932 | loftgaycenter.org

Market your business to the loyal LGBTQ+ customers of Westchester County and the surrounding areas, or send a message of Pride to the community by placing an ad in the 2023 edition of The LOFT's Annual Pride Guide.

The Pride Guide is mass-produced and distributed from **June 2023-May 2024** and available digitally on The LOFT's website From **June 1st, 2023 through May 31st 2024**.

SUBMISSION DEADLINE IS MONDAY, MAY 15, 2023

Available Ad/Pride Message Sizes and Prices are as follows:

Full Page Color (5.50"w x 8.5"h)- \$1,000

Half Page Color (5.5"w x 4.25"h)- \$500

Full Page B&W (5.5"w x 8.5"h) - \$500

Half Page B&W (5.5"w x 4.25"h) - \$300

Please supply "camera-ready art" in the form of high resolution 300 dpi .jpeg file, or a high-quality .png sized file, in the exact dimensions as outlined above.

Your advertising supports the non-profit programs and services of the The LOFT LGBTQ+ Community Center, proudly serving Westchester County, NY and surrounding areas.

THANK YOU!

Please visit our website www.loftgaycenter.org or call The LOFT's Director of Marketing and Communications, Jeffrey Guard at (914) 948-2932 x16 for more information or to purchase your ad today!

Contract Sweeteners

[internal use: do not distribute]

- Community Workshop: Offer an educational workshop or learning event relevant to your business competency, offered to our community.
- Promotional Advertorial: Profile article celebrating your company's commitment to diversity and inclusion of The LGBTQ+ Community, featured on The LOFT's online magazine, OUTSpoken (reach of nearly 6,000 visitors) with an "evergreen" link.
- Top Ranking in Business Directory with a "LOFT Annual Sponsor" medallion on graphics.
- "Special Thanks" Promotion as an Annual Sponsor during 2 smaller events/ Logo and branding on graphics: Non-Binary Night Out, LGBTQ+ Leadership Panels, Open Mics, World AIDS Day events
- Promotion as an official sponsor of The Hudson Valley Trans Forum