



**NORTHPORT PRIDEFEST**

# **OPPORTUNITIES OF SUPPORT**

Support Pride in Northport

#allarewelcomehere

Produced by Schramm Marketing Group

Presented by the Village of Northport



[www.northportpridefest.com](http://www.northportpridefest.com)



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# ABOUT NORTHPORT PRIDEFEST



Northport Pridefest is presented by the Village of Northport throughout the month of June.

It is a celebration of the LGBTQ+ community and its allies.

We are an all-volunteer organization. We produce two (2) events:

- The Pride Flag Raising at Northport Village Hall, Friday, May 31 at 12 noon, and
- Pridefest In The Park, a fun-filled afternoon music festival in Northport Park, Saturday, June 15 at 12:30 pm to 5 pm.

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In addition, we affiliate through "no-cost promotional partnerships" with many of Northport's other organizations, community associations, and faith-based institutions to promote their own Pride events including church services, library displays, and museum exhibitions.

Last year's Pridefest events attracted elected officials and community leaders from New York State, Suffolk County, the Town of Huntington, the Villages of Asharoken, and of course, Northport. Our events also included religious leaders, as well as hundreds of local residents, and visitors from across Long Island and the NY metro area. These visitors patronized many of Main Street's popular shops, its theater, and restaurants.

We also attracted media attention for Northport from the likes of CBS TV, NBC TV, News 12, Newsday, The Observer, The Journal, Patch and Huntington Now to name a few.

# CONSIDER UNDERWRITING ONE OR MORE PRIDEFEST PROJECTS



We would be honored if you would kindly consider underwriting one of these projects. The fee requested for each project closely reflects the actual cost for the project, unless otherwise indicated.

Payments may be made by check to "Friends of Northport Pridefest" or via Venmo (with the single exception of the stickers).

## Stickers

### \$2 & \$4

Purchasing official Northport Pridefest stickers as well as Cow Harbor Gay stickers (designed by Northport artist, Greg Fox!) is a great way to support Pridefest. Stickers are for sale in several Main Street locations including Artisan House, Firefly Gallery, and Southdown Coffee. 100% of proceeds from the sale of the stickers goes to support Pridefest.

## Banner Display

### \$250

We need to print (2) large banners for display in the Village Park all day, to acknowledge our supporters, at Pridefest in the Park on Saturday June 15. The underwriter receives featured and exclusive positioning on the banner. These signs will be seen by 100% of attendees at the event. Your contribution of \$250 will cover the cost of both banners.

### Value Received

- ✓ Acknowledgement on the banner
- ✓ Listed on the Pridefest Website
- ✓ Listed in Pridefest Honor Roll Social Media Content



# Flags

## \$100 Per Flag

### Flags Needed: 30

We are acquiring 30 new flags for display on the new lampposts on Main Street and in the park. The selection will include the three options: the classic Pride flag; the Progressive Pride flag, and the flag of the United States of America. Your contribution of \$100 allows us to purchase one flag, its pole, its required clips, and provides us with additional monies to cover other Pridefest expenses.

### Value Received

- ✓ Listed on the Pridefest Website Honor Roll
- ✓ Mentioned as a Flag Sponsor on Printed Material

# Print

## \$500

We need underwriting for printing costs for two different items:

1. Postcards to promote the 2 Pridefest events, and our partner's Pride events.
2. brochures for distribution on Saturday, June 15, will list the day's overall program

### Value Received

- ✓ Acknowledgement on all Printed Materials
- ✓ Listed on the Pridefest Website Honor Roll
- ✓ Listed in Pridefest Honor Roll Social Media Content

# Signs of Appreciation

## \$500

We need to print two large banners and numerous individual lawn signs that will be on display throughout the harborside Village Park all day, to acknowledge our supporters, at the Pridefest in the Park on Saturday June 15. These signs will be seen by 100% of attendees at the event. Your contribution of \$500 will cover the cost of the signs.

### Value Received

- ✓ Acknowledgement on all Printed Signage
- ✓ Listed on the Pridefest Website Honor Roll
- ✓ Listed in Pridefest Honor Roll Social Media Content

# Volunteer T-Shirts

## \$1,000

Our 50 volunteers on June 15th will be outfitted with a Northport Pridefest Crew t-shirt to wear throughout the day. The single underwriter's logo will be imprinted on one sleeve of the shirt. This is a long-term investment as volunteers continue to wear these shirts throughout the year - - generating tens of thousands of media impressions for your logo, all year long.

### Value Received

- ✓ Acknowledgement on all Printed T-Shirts
- ✓ Listed on the Pridefest Website Honor Roll
- ✓ Listed in Pridefest Honor Roll Social Media Content
- ✓ Listed as a Sponsor on the Pridefest Website

# Flotilla

## \$1,000

(underwrites prizes)

The Flotilla involves a boat decorating contest as well as a unique and entertaining "on-the-water" experience. One company can be the underwriter for this extraordinary part of our program. This sponsorship provides the monies needed for prizes given for best overall, most creative and most unique boat décor.

The underwriter receives featured on-site acknowledgement, as well as the right to present the award/prizes to the winners on the Main Stage. This option also includes post-event publicity.

### Value Received

- ✓ Acknowledgement on Pridefest Social Media
- ✓ Uncluttered Media Environment
- ✓ Award Named After Underwriter
- ✓ Category Exclusive
- ✓ Listed as a Sponsor on the Pridefest Website

# Digital Media

## \$1,500

(limited to 3 sponsors at \$500 per sponsorship)

Pridefest has media expenses related to boosting social media and sending eblasts to targeted consumers to inform and attract attendees. We will "boosting" media in three different time periods or "waves". Media will target Northport locals, Long Islanders as well as consumers in Manhattan, Queens and Connecticut.

The digital media underwriter of each wave is to be featured in the caption and subject line as the Digital Media Sponsor of every social media and email blast within the "wave".

## Value Received

- ✓ Acknowledgement on Pridefest Social Media
- ✓ Uncluttered Media Environment
- ✓ Listed in Caption and Subject Line as the Sponsor
- ✓ Category Exclusive
- ✓ Listed as a Sponsor on the Pridefest Website



# Volunteer Hospitality

## \$1,500

(limited to 6 sponsors at \$250 per sponsorship)

Underwriting this project allows us to provide water and snacks to our volunteers all day, plus permits us to host a one-hour, "after-party" at the conclusion of the day. *Underwriters get acknowledged repeatedly throughout the day and get to make a featured "toast" at the after-party.*

We will also gladly accept in-kind contributions of water, fruit juice, snacks, sandwiches, etc. In-kind contributions would need to be delivered to the volunteer tent, on-site, during the morning of the date of Pridefest.

# Main Stage

## \$2,000

By underwriting this project, you or your company will offer Pridefest the opportunity to have a DJ for a fun-filled time plus a sound system that will provide better-than-adequate sound within the park.

### Value Received

- ✓ Logo signage on the stage
- ✓ Uncluttered environment, limited to 2 & category-exclusive
- ✓ Provides significant, and measurable media impressions...
- ✓ Featured position in the past-Pridefest social media blast
- ✓ Naming rights for the stage in all promotions and on-site Mentions

(For example, "today, on the ABC Company Stage at Pridefest in the Park")

# Top Billing

## \$5,000

(limited to 5 sponsors at \$1,000 per sponsorship)

By underwriting this project, you or your company will allow Pridefest to function for another twelve months and allow us to sustain ourselves in order to return in 2025 by covering administrative expenses.

### Value Received

- ✓ Top billing on all acknowledgements of contributors
- ✓ Inclusion on signage on the stage
- ✓ Uncluttered environment, and category-exclusivity
- ✓ Featured on the website for an entire year
- ✓ Featured position in the past-Pridefest social media blasts  
for one year

# 2023 NORTHPORT PRIDEFEST GALLERY



**Pridefest in the Park**



**Pride Flag Raising Ceremony**



**Vendors at Pridefest in the Park**



**Featured Performances at Pridefest in the Park**



**Pridefest in the Park**



**Decorations at Pridefest in the Park**




[www.northportpridefest.com](http://www.northportpridefest.com)




# GET IN TOUCH

Please consider underwriting one or more of the projects listed in this document

Questions? Contact us at:

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 [www.northportpridefest.com](http://www.northportpridefest.com)

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