



2017 JERSEY CITY LGBT PRIDE FESTIVAL SPONSORSHIP OPPORTUNITIES



OVERVIEW

Gayborhood Jersey City & Humanity Pride Productions will host the 17th Annual Jersey City LGBT Pride Festival on Saturday, August 26th, 2017. The Festival will take place on Newark Avenue between Grove Street and Jersey Avenue in the heart of historic downtown Jersey City. The Festival is adjacent to major mass transportation: PATH Grove street (two stops from Manhattan) and Bus. The Jersey City Pride Festival celebrates the diversity of the gay, lesbian, bisexual and transgender communities and allies of Hudson County and the New York City metropolitan area. Last year the official estimate of attendance at the festival was between 9-10,000 people. The Jersey City LGBT Pride Festival is recognized not only as the premier LGBT event in Hudson County, but also one of the largest festivals in the Northern New Jersey region. The events of Pride season exemplify the strength and growth of our LGBT & allied community.

More importantly, Jersey City Pride emphasizes the importance of diversity in our community, making it stronger and more accepting of all individuals and their contributions to our society. We invite you to be a supporting business or organization at this year's Jersey City LGBT Pride Festival.



2017 PRELIMINARY SCHEDULE OF EVENTS

- 17th Annual Pride Festival Week [8/18-8/25]
- Pride Festival Press Conference
- Official Hudson County & Jersey City Proclamations and Flag Raising Ceremonies
- Volunteer Reception
- 17th Annual Pride Festival [8/26]
- Official After Party

Information related to deadlines will be periodically updated online at www.jerseycitypride.com/ Please contact jcprideevents@gmail.com or call 917-647-5093 if you have any questions or concerns.





WHY SHOULD YOUR COMPANY BE A SPONSOR?

Being a sponsor of Jersey City Pride 2017 provides a tremendous amount of exposure to the LGBT community and its allies to your business.

Jersey City, in its recent growth has become a tourism hotspot with hotels and residential buildings being built at a rate never seen before. We are also the largest LGBT community in the great state of New Jersey.

Historically, Jersey City is a true-American melting pot known as the Golden Door to people of all walks of life from all corners of the earth. Today, we continue to strengthen that notoriety by welcoming millions of visitors each year. Perhaps it is our close proximity to Ellis Island that welcoming ALL people is ingrained in our bricks and mortar as well as our hearts. Jersey City is a welcoming and friendly environment for everyone.

In 2016, the combined buying power of the U.S. LGBTQ community was estimated at \$917 billion. The annual economic impact of LGBT travelers is over \$75 billion per year in the U.S. alone, not including the value of international inbound LGBT travel. Those countries and destinations with strong equality legislation for LGBT people, and those that can demonstrate that they take this market seriously will undoubtedly be the ones that benefit the most from increased revenues and visitors.

55 percent of LGBT consumers, when surveyed, want to do business with companies that support the community. And 70 percent of those surveyed are willing to pay more with such companies. Significantly, 78 percent of LGBT and allies would switch brands to those that support the community. With an estimated 10,000 people slated to participate in this year's celebration, your company will enjoy an excellent opportunity to reach a large, diverse, visible and LOYAL community. The total number of market impressions given throughout the event's season via print, web, television, radio and outdoor advertisements, reaches even greater numbers. (Sources: Community Marketing, Inc., San Francisco, CA, Dallas News, GayStarNews.com)

In 2016, Jersey City was one of 60 cities out of 506 nation wide that scored a perfect 100 points on the Municipal Equality Index. This index study awards points based on whether a municipality has non-discrimination laws, whether there are gay-inclusive services and whether local police engage with gay and transgender residents. This valuable and necessary support of city and county government as well as the presence of a large number of LGBT residents is a great reason for you to invest your time and finances in the 17th Annual Jersey City Pride Festival.



2017 SPONSORSHIP OPPORTUNITIES

Proceeds from the 2017 Jersey City Pride Festival will go to the Hudson Pride Connections Center of Jersey City. The Hudson Pride Connections Center is a home

and voice for the diverse LGBTQ community and their allies that advocates for our physical, mental, social and political well-being. They create safe and vibrant spaces to gather and celebrate diversity.

Hudson Pride Connections Center is a 501(c)(3) non-profit, non-governmental, community organization that was formed in 1993. Hudson Pride Connections Center offers a number of different services, programs and events to a diverse LGBTQ community in the Northern NJ region. Programs and services include transgender programming, youth groups, legal advocacy, health education, outreach services and social service linkages.

Jersey City Pride Sponsorship Opportunities

	Platinum	Gold	Silver	Bronze	Patron
Sponsorship Amount (Cash or in-kind Value)	\$10,000	\$5,000	\$2,500	\$1,000	\$500

Company Name & Logo Placement on Jersey City Pride Collateral and Advertising

Logo Prominently Featured on All Festival Banners	X				
Logo on All Festival Print Advertising	X	X			
Logo on All Festival Promotional Posters	X	X	X	X	
Listing in all "Thank You" Ads and Emails	X	X	X	X	X

Before, During and After Jersey City Pride Festival

	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Patron
Name recognition on all printed materials	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	
Name recognition on all electronic invitations	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	
On all media relations, including releases and advisories	Primary Focus	Inclusion	Inclusion	Inclusion	
Logo/Link on Jersey City Pride website	X	X	X	X	
Logo placement in Festival updates - over 5,000 people social media reach	X	X	X	X	
Dedicated Facebook and Twitter updates	5	2	1	1	
10'x10' Vendor space in 'Premium Area'	X	X	X		
10'x10' Vendor space				X	
Brand/name mention during the festival program	X	X	X	X	X
Brand/name mention after the festival program in all emails	X	X	X	X	X



2017 CORPORATE SPONSORSHIP RESPONSIBILITIES



The application is subject to approval by the Pride Steering Committee. You will receive written notification and a signed copy of the sponsorship contract with additional information within 10 business days.



Sponsorship recognition, including the use of logos on printed/viral materials will begin after the sponsorship contract is completed and returned to the Pride Festival Committee.



All logos for advertisements and publications must be provided by August 1st via email at jcprideevents@gmail.com. We cannot guarantee inclusion of materials received after those deadlines. Logos should be provided in one of the following formats: *.eps, *.pdf, *.jpg, *.tif at 300 dpi or greater. Please contact jcprideevents@gmail.com if you have questions or need assistance with graphics.

All monies associated with application fees are due in full at the time your application is submitted. Once an application is submitted and approved, it will be considered a final non-cancellable contract.

In-kind donation value statements should be emailed to [**jcprideevents@gmail.com**](mailto:jcprideevents@gmail.com)



CORPORATE SPONSOR APPLICATION

Presenting Platinum Sponsor	\$10,000
Gold Sponsor	\$5,000
Silver Sponsor	\$2,500
Bronze Sponsor	\$1,000
Patron	\$500

(Please complete all fields)

Name to be recognized as Sponsor (business or individual):

Facebook:

Twitter:

Website:

email:

Contact Person:

Address:

Telephone:

Fax:

Payment Information:

Please Invoice Us

Check Enclosed (made out to Hudson Pride Connections)

Visa / MasterCard:

Name on Card:

Card Number:

Expiration:

Card Security Code (Three digits on back of most cards)

If the billing address is different than the address above please write the billing address here.



If paying via check, mail check (made out to Hudson Pride Connections) along with completed application & signed "Terms & Conditions form" (pages 7&8) to:

Jersey City LGBT Pride Festival, 234 10th St, Unit 405 Jersey City, N.J. 07302



If paying via invoice or credit card email completed application & signed "Terms and Conditions" form to jcprideevents@gmail.com

You may also mail the required documents to:

Jersey City LGBT Pride Festival, 234 10th St, Unit 405 Jersey City, N.J. 07302



Terms and Conditions

(Jersey City Pride Rules and Regulations)

1. The Festival is a rain or shine event. There is no "RAIN DATE". Vendors should supply their own umbrellas and/or tarps.
2. Jersey City Pride will not be responsible for any loss or damage to merchandise or displays.
3. Vendor application and payment must be postmarked on or before August 1st, 2017.
4. Sponsors (\$1,000-\$10,000) will be provided 10'x10' tent, one table and two chairs. Rentals of additional tents, tables and chairs will be available for a fee (send email to jcprideevents@gmail.com for rates).
5. Vendors assume all financial responsibility for rentals and are responsible for returning all rentals in the same condition as they were received.
6. This application for space, accompanied by full payment, constitutes a contract for the right to use exhibitor space for the one day festival on August 26th, 2017. The Jersey City Pride Committee reserves the right to make the final determination of all space assignments in the best interest of the festival.
7. Each exhibitor will receive a confirmation email regarding their application acceptance. If you do not receive your confirmation by August 14th, 2017, please contact jcprideevents@gmail.com
8. All vendors must check in at the registration table. Check-in will begin at 10:30 am.
9. Exhibitors may begin installation immediately following registration check-in. Exhibitors cannot arrive before 10:00 a.m. and are STRONGLY encouraged to be completed with their setup by 12:00 pm. Booths must be ready by 12:30 pm. All vehicles MUST removed from the Festival Area by 12:30 pm. Public parking is available in the area behind City Hall which is located at 280 Grove Street.
10. The festival concludes at 9:00 pm. All exhibitor business must be concluded at this time. Each exhibitor is required to clean their exhibitor space and leave the premises in the same condition as they found it. If space is not clean, security deposit will not be returned.
11. The City of Jersey City and the Jersey City Pride Committee reserve the right to restrict exhibits that become objectionable for any reason, but not limited to noise, method of operation, or materials.
12. Food Truck Vendors must meet all health and sanitary codes and be in compliance with all local, state, federal, rules and regulations in regards to food handling and serving. Jersey City Pride relinquishes all responsibilities and liabilities concerning food handling to the Vendor Owner. Food vendors based outside of Jersey City must contact Jersey City to apply for a one-day permit.
13. Food Truck Vendors must secure all licenses associated to health and fire permits, and provide copies of their licenses and permits to the Pride Festival Committee by August 18th, 2017. Vendors are responsible for all other required permits.
14. Vendors and Merchants must abide by all city, state and federal laws associated with the sale of goods and services.

As the representative of my group or business, I have read and understand the terms and conditions listed herein and agree to them. I have read these guidelines to the members of my group and have discussed them thoroughly in a meeting prior to the Festival.

Signature of Representative: _____ Date: _____

Print Name: _____ Position: _____

