



**2024 EVENTS**

# SPONSORSHIP OPPORTUNITIES

**Uplifting LGBTQ+ people and celebrating diversity in our community.**



Pride Franklin County invites your business to support our upcoming events and initiatives. As a program under the Franklin County Coalition for Progress, a 501(c)3 nonprofit organization, Pride relies on the generous support of corporations, businesses, individual donors, and volunteers.

With your partnership, we will continue to increase the visibility of our LGBTQ+ neighbors and their contributions to the greater community. Your sponsorship supports opportunities to bring the LGBTQ+ community and straight allies together to celebrate diversity, acceptance, and belonging in Franklin County.

In this packet, you'll see an overview of this year's events and ways you can support these efforts. We are happy to work with your organization to develop a sponsorship plan tailored to meet your needs.

When you celebrate diversity, inclusion, and LGBTQ+ people through community engagement with Pride, you support the growth and prosperity of our community! We express our sincerest thanks and appreciation of your consideration and support.

Chadwick Hare  
Pride Franklin County, Co-Chair

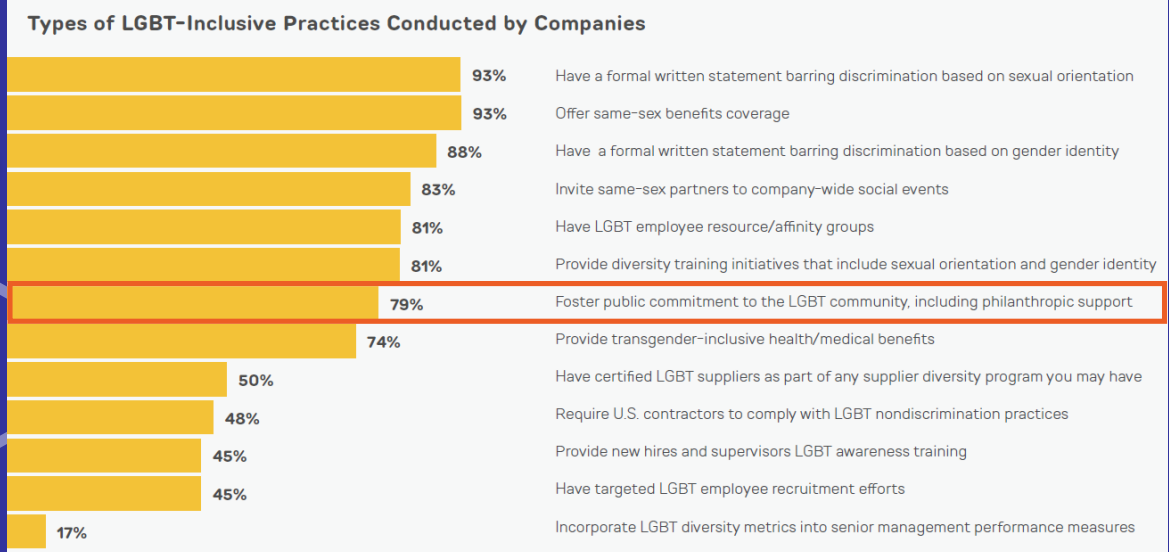
AimeeBeth Davis  
Pride Franklin County, Co-Chair



We aim to increase the visibility of our LGBTQ+ neighbors and their contributions to our community. We bring together the LGBTQ+ community and straight allies to celebrate diversity, acceptance, and belonging in Franklin County, Pennsylvania.

[pridefranklincounty.org](http://pridefranklincounty.org) | [pridefranklincounty@gmail.com](mailto:pridefranklincounty@gmail.com)

# WHY SUPPORT PRIDE?



When you support Pride, you support our community, your workforce, and your business prosperity.

## Consumers

More than 75% of LGBT adults and their friends and relatives say they would switch to brands known to be LGBT friendly. In 2017 alone, the LGBT consumer buying power was over \$917 billion.

When a company matches its public and private positions on LGBT inclusion, it demonstrates its authenticity about LGBT inclusion—a key criterion for how internal and external stakeholders view a company's efforts.

## Leadership & Teams

Diverse teams solve problems more quickly, and companies with diverse senior-level teams are more successful. This data translates into economic benefits for companies that engage in LGBT-inclusive policies.

LGBT inclusion is not just a priority for companies because of ROI. "It's the right thing to do" was a common response by companies when asked why they want inclusive practices.

## Employees

In a 2017 national survey, 80% of respondents said that inclusion is an important factor in choosing an employer, and 72% would leave an organization for another that was more inclusive.

Companies reap a myriad of benefits from their LGBT-inclusive practices, including more engaged employees and the fact that it's instrumental in identifying talent.

## Owners & Investors

Companies that adopt LGBT policies show a long term increase in financial performance compared to peer companies that do not adopt them.

Companies embrace LGBT inclusion to attract and retain the best talent. In turn, companies are better able to engage and retain LGBT employees and cultivate strong partnerships with community organizations, external organizations, and employee groups.

## Community

LGBT inclusion, both legal and cultural, is positively correlated with GDP per capita growth and innovation. Strong inclusion makes for strong communities. Companies play a role in ensuring that all of a community's citizens can contribute and belong through nondiscrimination protections.

One of the most consistent findings of this research was that companies took seriously their responsibility for standing up for LGBT employees and the community in the face of anti-LGBT legislation.

Source: "Incorporating Inclusion" 2019, U.S. Chamber of Commerce Foundation  
[View the full report](#)



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# 2024 EVENT SCHEDULE

2nd Thursday of Every Month 2024

## Monthly Pride Mixers

Pride mixers are a chance to hang out and connect with LGBTQ+ neighbors and allies at welcoming businesses in our community. The location changes each month so we can support various businesses who signed the Welcoming Project pledge.

May-June 2024

## Rainbow Sale

Stock up on your rainbow gear while supporting Pride Franklin County through the Rainbow sale! Online sales will take place in May with a Pick-up Party on June 13.

May 18, 2024

## Sounds of Pride

A mini music festival fundraiser featuring queer artists from the region in the hopyard at Gearhouse Brewing Co.

June-September 2024

## Pride Mum Sale

Sales All Summer Long! Flower Pick-up in early September. Providing visibility for LGBTQ+ neighbors with locally-grown fall mums to decorate your homes or businesses across our community.

October 13, 2024

## Pride Franklin County Festival

Pride Franklin County incorporates traditional Pride Festival elements and activities while maintaining a family-friendly and welcoming atmosphere.

*Note: Pride Franklin County events are a smoke-free and therefore do not accept sponsorship, vendor fees, or any other funding from tobacco companies including cigar, e-cigarette, or vape stores.*





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## Monthly Pride Mixers



**When:** 2nd Thursday of each month

**Where:** Various welcoming businesses and organization

**Projected Attendance:** 20-50 people

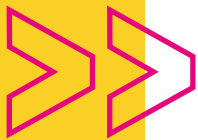
**About:** Pride mixers are a chance to hang out and connect with LGBTQ+ neighbors and allies at welcoming businesses in our community. The location changes each month so we can support various businesses who signed the Welcoming Project pledge.



### Mixer Sponsor - \$200 EXCLUSIVE!

Pick a month to be the exclusive sponsor of that month's mixer!

- » Company name listed on event website
- » Company name listed on Facebook event page
- » Shout-outs on Pride social media
- » Company mention at the mixer



## Rainbow Sale

**When:** May 9 - June 13      **Where:** Online Sales, Order Pick-up on June 13 at mixer location

**Projected Attendance:** 100-150 people

**About:** Stock up on your rainbow gear while supporting Pride Franklin County through the Rainbow sale! Online sales will take place in May & early June with a Pick-up Party on June 13.

### Presenting Sponsor - \$1000 EXCLUSIVE!

- » Company logo featured on event website
- » Logo featured on event marketing materials and online order form
- » Logo featured on signage at the Pick-up Party
- » Logo featured on event handout
- » Company mention on social media

### Sale Sponsor - \$500

- » Company logo featured on event website
- » Logo included on event marketing materials as space allows (company name listed otherwise)
- » Company name listed on handout at the event

*Sponsor Deadline: April 30*





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## Sounds of Pride

**When:** May 18, 2024  
**Where:** GearHouse Brewing Co.  
**Projected Attendance:** 150-200 people  
**About:** A mini music festival fundraiser featuring queer artists from the region in the hopyard.

### Stage Sponsor - \$1,000 LIMITED AVAILABILITY!

- » 8 VIP tickets for company reps and guests
- » Company logo featured on event website
- » Logo featured on event marketing materials
- » Logo featured on signage at the event
- » Company mention on social media
- » Emcee shout-out during the show

### Lawn Sponsor - \$500 LIMITED AVAILABILITY!

- » 4 VIP tickets for company reps and guests
- » Company name listed on event website
- » Logo featured on event marketing materials as space allows (company name listed otherwise)
- » Logo featured on event signage

*Sponsor Deadline: April 30*

## Pride Mum Sale

**When:** Sales June 13 - August 11, Pick-up Party September 12 at Pride Monthly Mixer  
**Projected Participation:** 100-150 people  
**About:** Decorate your home or business with fall mums to grow visibility for the LGBTQ+ community while supporting Pride Franklin County.

### Presenting Sponsor - \$1000 EXCLUSIVE!

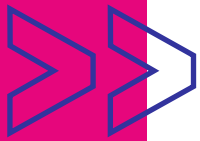
- » Company logo featured on event website
- » Logo featured on event marketing materials
- » Logo featured on signage at the event
- » Logo featured on event handout
- » Company mention on social media

### Mum Sponsor - \$500

- » Company name listed on event website
- » Logo featured on event marketing materials as space allows (company name listed otherwise)
- » Logo on signage and handout at the event

*Sponsor Deadline: June 10*





## Pride Franklin County Festival

**When:** October 13, 2024

**Where:** Wilson College, Chambersburg, PA

**Projected Attendance:** 1,000+ individuals and families of all ages

**About:** Pride Franklin County incorporates traditional Pride elements and activities while maintaining a family-friendly and welcoming atmosphere. Admission is free and the event is open to the public. Entertainment will include music, performances, flow arts, and drag shows throughout the day. Food truck vendors and beverage stands will be set up, along with plenty of vendors, swag, and fun kids' activities.

### Double Rainbow Sponsor - \$5,000 **ONLY ONE AVAILABLE!**

- » Company logo on [pridefranklincounty.com](http://pridefranklincounty.com) with link to your website
- » Logo on all event marketing materials
- » Company name listed as presenting sponsor in all media releases
- » Premier placement of logo on event T-shirt
- » Premier placement of logo on thank you banner
- » Opportunity for representative from company to speak from the stage
- » Company thanked from the stage
- » 10x10 booth space
- » Prime booth location on festival grounds
- » Back cover full page ad (5.5 x 8.5) in event program
- » Company shout-out on social media





## Rainbow Sponsor - \$3,000 **ONLY THREE AVAILABLE!**

- » Company logo on [pridefranklincounty.com](http://pridefranklincounty.com) with link to your website
- » Logo on event marketing materials as space allows
- » Premier placement of logo on event T-shirt
- » Premier placement of logo on thank you banner
- » 10x10 booth space
- » Prime booth location on festival grounds
- » Company thanked from the stage
- » Full page ad (5.5 x 8.5) in event program
- » Company shout-out on Pride Franklin County social media

## Diamond Tiara Sponsor - \$2,000

- » Company logo on [pridefranklincounty.com](http://pridefranklincounty.com) with link to your website
- » Logo on event T-shirt
- » Logo on thank you banner
- » 10x10 booth space
- » Half page ad (5.5 x 4.25) in event program
- » Company shout-out on Pride Franklin County social media

## Ruby Slipper Sponsor - \$1,000

- » Company logo on [pridefranklincounty.com](http://pridefranklincounty.com) with link to your website
- » Logo on event T-shirt
- » Company name listed on thank you banner
- » 10x10 booth space
- » Quarter page ad (2.75 x 4.25) in event program
- » Company shout-out on Pride Franklin County social media

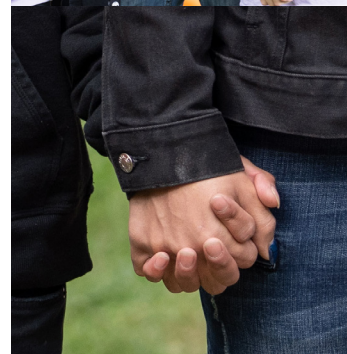
## Emerald Sponsor - \$500

- » Company name listed on [pridefranklincounty.com](http://pridefranklincounty.com)
- » Company name on event T-shirt
- » Company name listed on thank you banner
- » 10x10 booth space
- » Business card ad in event program

## Friends of Dorothy - <\$500 **DONATIONS UNDER \$500**

- » Businesses, families, civic groups, and individuals are invited to support Pride Franklin County as a "Friend of Dorothy" and you will be recognized in the event program

*Sponsor Deadline: August 23*





## Pride Franklin County Sponsor Form

Company name (as you wish it to appear in listings) \_\_\_\_\_

Contact name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Website (Facebook page URL if no website) \_\_\_\_\_

**SPONSORSHIPS** - Place a check next to the sponsorship level(s) you want to secure

**Monthly Mixers**  Mixer Sponsor \$200 (exclusive each month)

**Rainbow Sale**  Presenting Sponsor \$1,000 (1 available)  Sale Sponsor \$500

**Sounds of Pride**  Stage Sponsor \$1,000 (limited available)  Lawn Sponsor \$500 (limited available)

**Mum Sale**  Presenting Sponsor \$1000 (1 available)  Mum Sponsor \$500

**Pride Festival**  Double Rainbow Sponsor \$5,000 (1 available)

Rainbow Sponsor \$3,000 (3 available)  Diamond Tiara Sponsor \$2,000

Ruby Slippers Sponsor \$1,000  Emerald Sponsor \$500

Friends of Dorothy (donations of <\$500) Amount \$ \_\_\_\_\_

Businesses, families, civic groups, organizations, and individuals are invited to support Pride Franklin County as a "Friend of Dorothy." Friends will be recognized in the Pride Festival program.

**TOTAL SPONSORSHIP CONTRIBUTION** \$ \_\_\_\_\_

### PAYMENT METHODS

Credit Card - Submit the online form and pay online at [pridefranklincounty.org/sponsors](http://pridefranklincounty.org/sponsors)

Check - Please make check payable to: Franklin County Coalition for Progress  
PO Box 1  
Chambersburg, PA 17201

### RETURN FORM

Submit completed form via email to [pridefranklincounty@gmail.com](mailto:pridefranklincounty@gmail.com) or mail to the address above.

*Note: Pride Franklin County events are a smoke-free and therefore do not accept sponsorship, vendor fees, or any other funding from tobacco companies including cigar, e-cigarette, or vape stores.*

View more event & organization information at [pridefranklincounty.org](http://pridefranklincounty.org)