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

Phillip Whitley
Pride Franklin County, Vice Chair

PRIDE FRANKLIN COUNTY

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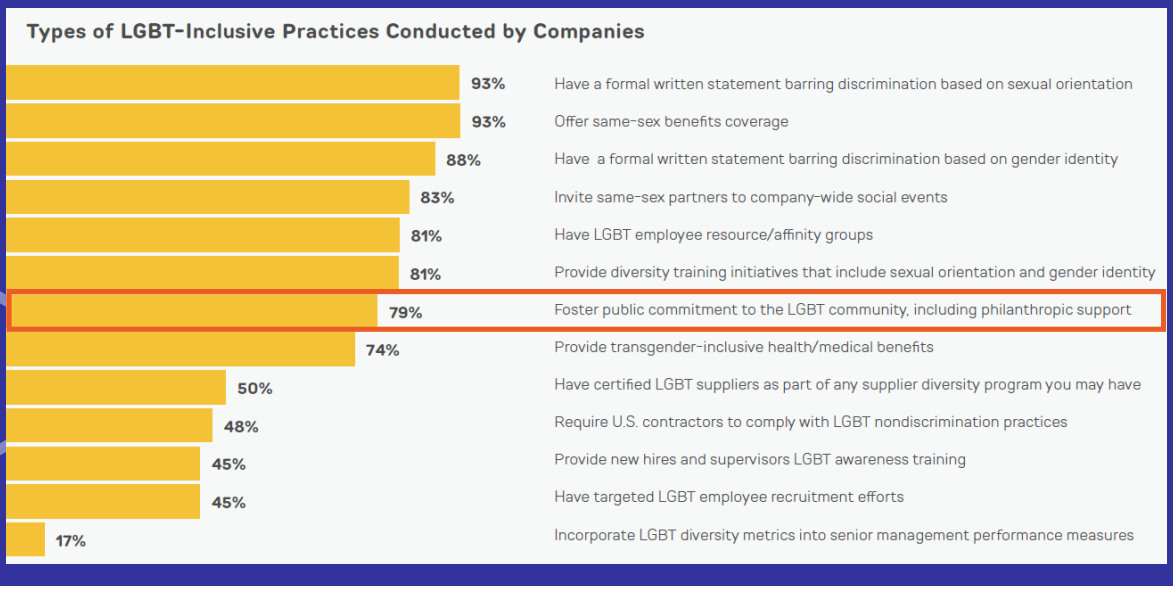
pridefranklincounty.org | pridefranklincounty@gmail.com

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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2023 EVENT SCHEDULE

May-June 2023

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 1. During the month of June for Pride Month, the remaining rainbow merchandise will be for sale at Liquid Art Brewing Company.

June 2023

Pride Party

An outdoor summer concert to celebrate Pride Month in our community.

August 2023

Caring Family Picnic

Meet LGBTQ+ neighbors, families, and allies from the community. Get to know the community, let the kids play, and enjoy a nice evening with family.

All Summer 2023

Pride Mum Sale

Sales All Summer Long! Flower Pick-up September 7. Providing visibility for LGBTQ+ neighbors with locally-grown fall mums to decorate your homes or businesses across our community.

October 2023

Pride Franklin County Festival

Pride Franklin County incorporates traditional Pride Festival elements and activities while maintaining a family-friendly and welcoming atmosphere on October 8.

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Rainbow Sale

When: May-June **Where:** Online & Liquid Art Brewing

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 with a Pick-up Party on June 1. Then all Pride Month rainbow merchandise will be for sale at Liquid Art Brewing Company.

Sale Sponsor - $1000 *EXCLUSIVE!*

- Company logo featured on the event page on pridefranklincounty.org
- 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 Pride Franklin County social media

Rainbow Sponsor - $300

- Company name listed on the event page on pridefranklincounty.org
- 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*

Sound of Pride Party

When: Saturday, June 24 at 6pm **Where:** Remedy Park

Projected Attendance: 150-200 people

About: An outdoor summer concert to celebrate Pride Month in our community.

Stage Sponsor - $1,000 *LIMITED AVAILABILITY!*

- 4 tickets for company representatives and your invited guests
- Company logo featured on the event page on pridefranklincounty.org
- Logo featured on event marketing materials
- Logo on signage at the event
- Company shout-out during the show from the emcee
- Company mention on Pride Franklin County social media

Lawn Sponsor - $500 *AVAILABLE UNTIL EVENT SOLD OUT*

- 2 tickets for company representatives and your invited guests
- Company name listed on the event page on PrideFranklinCounty.org
- Logo included on marketing materials as space allows (company name listed otherwise)
- Logo on signage at the event

Sponsor Deadline: *May 15*

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Caring Family Picnic

When: August (date TBA) **Where:** TBA

Projected Attendance: 50-75 people

About: Meet LGBTQ+ neighbors, families, and allies from the community. Let the kids play and enjoy a nice evening with family!

Presenting Sponsor - $1000 *EXCLUSIVE!*

- » Company logo featured on the event page on pridefranklincounty.org
- » Logo featured on event marketing materials
- » Logo featured on signage at the event
- » Logo featured on event handout
- » Company mention on Pride Franklin County social media

Caring Sponsor - $300

- » Company name listed on the event page on pridefranklincounty.org
- » Logo included on event marketing materials as space allows (company name listed otherwise)
- » Logo on signage and handout at the event

Sponsor Deadline: *July 7*

Pride Mum Sale

When: Sales All Summer, Pick-up September 7

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 the event page on pridefranklincounty.org
- » Logo featured on event marketing materials
- » Logo featured on signage at the event
- » Logo featured on event handout
- » Company mention on Pride Franklin County social media

Mum Sponsor - $500

- » Company name listed on the event page on pridefranklincounty.org
- » Logo included on event marketing materials as space allows (company name listed otherwise)
- » Logo on signage and handout at the event

Sponsor Deadline: *June 30**

**Notice: Sales will open in June, but the main promotional push will be in July and early August*

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Pride Franklin County Festival

When: Sunday, October 8, 12pm–5pm **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 AVAILABILE!*

- Company logo on 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 Pride Franklin County social media

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

- Company logo on 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 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 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
- 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 15*

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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

Rainbow Sale ____Sale Sponsor $1,000 (limited available) ____Rainbow Sponsor $300

Pride Party ____Stage Sponsor $1,000 (limited available) ____Lawn Sponsor $500 (until sold out)

Caring Picnic ____Presenting Sponsor $1000 (1 available) ____Caring Sponsor $300

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

____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 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