



*Southern Indiana Pride 2023*  
*Sponsorship Packet*

*Dear Sponsor,*

Thank you for joining us as we continue expanding and growing Southern Indiana Pride, Inc. Southern Indiana Pride is the first organization of its kind in Southern Indiana, and we are going to continue making a positive impact in our region for years to come!

Southern Indiana Pride, Inc. is a movement committed to promoting Southern Indiana and our surrounding communities as places where kindness and diversity thrive. We believe like spokes in a shipping wheel, all of us must work hand-in-hand to realize progress; a single spoke in the wheel cannot alone do the job, but together we can steer the course of the future.

On June 3rd, 2023 at Big Four Station in Jeffersonville, Southern Indiana Pride, Inc. will host visitors and businesses from all over Southern Indiana, Louisville, and surrounding communities. Vendors of all types will showcase their products and services throughout the park, a festival main stage will feature a full afternoon and evening of stellar entertainment and advocacy, while local food trucks will offer savory eats for all to enjoy. Saturday, June 3rd will be a dynamic day that can all be made possible with your generous support.

Southern Indiana Pride, Inc. is a phenomenal opportunity for you to promote your business to a broad range of demographics. Our festival is bringing many different kinds of people together, all with the goal of inspiring hope and making a positive impact on the community as a whole by promoting the advocacy and inclusion of lesbian, gay, bisexual, transgender people and their allies. By engaging with local media, businesses, and people from all over the area, Southern Indiana Pride, Inc. is the perfect way to advertise your business and support this vision for our community at the same time. Southern Indiana Pride, Inc. is a 501©(4) social welfare, non-profit organization. Contributions to our organization are not deductible for federal income tax purposes as charitable contributions. Southern Indiana Pride, Inc. is in the process of transition to a 501©(3) non-profit organization.

Thank you for your time and consideration. As you will see in the following pages, we have a wide variety of opportunities for you to be involved. We hope you will partner with us to continue expanding this historic event. If you have any questions or would like additional information, please contact us at [soinpride@gmail.com](mailto:soinpride@gmail.com), or visit our festival website at [www.soinpridefest.org](http://www.soinpridefest.org).

Sincerely,

*Evan Stoner*

*President of the Board of Directors*

## *Festival General Information*

**Date:** Saturday June 3rd, 2023

**Location:** Big Four Park — Jeffersonville, IN

**Hours:** 4-11PM

**Social Media Reach:** Over 100k+ impressions on Facebook, Instagram, and Twitter

**Followers:** 4,000+ Instagram, Twitter, Facebook followers combined

## *Board of Directors*

**Evan Stoner** — President

**Katie Morgan** — Vice President

**Sarah Johnson** — Secretary

**Sophie Cohen** — Treasurer

**Laura Roberts** — Member

**John Edwards** — Member

**Claire Ackelow** — Member

**Kate Caulfield** — Member

## *Our Mission*

Southern Indiana Pride, Inc. promotes Southern Indiana as a place where kindness and diversity thrive. We seek to inspire people to make a positive impact on our community by promoting advocacy and inclusion of lesbian, gay, bisexual, transgender people and their allies. By coming together as one community of many different kinds of people, we inspire hope for the future and for generations to come.

## *Sponsorship Levels*

**Presenting Sponsor—\$10,000**

**Main Stage Sponsor—\$8,000**

**Parade Sponsor—\$5,000**

**Official Sponsor—\$3,000**

**Major Sponsor—\$2,000**

**Supporting Sponsor — \$500**

### *Presenting Sponsor – \$10,000*

- Name in title of Festival
- Logo on Festival Print Media
- Logo on Festival Main Stage
- Logo/Link on website
- Press release announcing sponsorship
- Social media spotlight
- Festival logo rights (1YR)
- Priority parade placement
- 2 VIP Vendor Booths
- 10 announcer mentions
- 5 main stage promotions
- 2 VIP parking spaces

### *Main Stage Sponsor – \$8,000*

- Presenting stage sponsor
- Logo on festival print media
- Logo/Link on website
- Social Media Spotlight
- Festival logo rights (1YR)
- Priority parade placement
- VIP Vendor Booth
- 8 Announcer Mentions
- 2 main stage promotions
- 1 VIP parking space

### *Parade Sponsor - \$5,000*

- Name in title of parade
- Logo on parade lead banner
- Logo on festival print media
- Logo/Link on website
- 7 Announcer Mentions
- 3 main stage promotions
- Festival logo rights (1YR)

### *Official Sponsor - \$3,000*

- Logo on Festival Print Media
- Logo on Festival Main Stage
- Festival Logo rights (1yr)
- Logo/Link on website
- Social media spotlight  
Priority parade placement
- 5 Announcer Mentions
- 1 Main stage promotion
- 1 VIP parking space

### *Major Sponsor - \$2,000*

- Logo on Festival Print Media
- Festival Logo rights (1YR)
- Logo/Link on website
- Social media spotlight

### *Supporting Sponsor - \$500*

- Festival logo rights (1YR)
- Logo/Link on Website
- Social media spotlight



# *Sponsorship Benefit Breakdown*

**Name in title of festival** – Your company is featured in festival title, “Welcome to the Southern Indiana Pride Parade & Festival presented by **Your Company!**”

**Logo on festival print media** – Your logo is featured on festival fliers, posters, and/or other print marketing materials

**Logo on parade lead banner** – Your logo is featured on the official banner leading the 2022 Southern Indiana Pride Parade

**Name in parade title** – Your company is featured in parade title, “Its time to commence Your Company Southern Indiana Pride 2022 parade!”

**Logo on Main Stage** – Your logo appears on festival main stage signage

**Presenting Stage Sponsor** – Your logo is central figure on festival main stage signage and your company is featured in stage title, “ Welcome to Southern Indiana Pride Festival! We’ve got a dynamite day of entertainment for you here at the **Your Company** stage!”

**Link & Logo on website** — your name and/or logo is featured on [www.soinpridefest.org](http://www.soinpridefest.org) website based on the level of your sponsorship



**Press release announcing sponsorship** – press release sent to media outlets showcasing your sponsorship of festival

**Social media spotlight** – Southern Indiana Pride will showcase your sponsorship via Facebook, Twitter, and Instagram, with a link to your website or social media page thanking you for your support

**Festival logo rights (1YR)** – Right to use Southern Indiana Pride Festival's logo for one year's time in your promotional materials

**Priority parade placement** – your company gets priority parade placement in our festival parade for max visibility

**VIP Vendor booths** – Your company receives complimentary vendor booth(s) in prime location

**Announcer mentions** – your company is mentioned as a sponsor by an announcer the festival main stage

**Main Stage promotions** – You are invited on-stage to speak to the audience from the festival main stage

**Parking Perks** – Southern Indiana Pride Festival reserves special VIP parking for you at Big Four Station