



Southern Indiana Pride 2024
Sponsorship Packet

Dear Sponsor,

Thank you for joining us as we continue expanding and growing Southern Indiana Pride, Inc. Our organization is the first of its kind in Southern Indiana, committed to promoting kindness and diversity in our region. Working together, we can steer the course of the future, realizing progress and making a positive impact.

On June 1st, 2024, at Big Four Station in Jeffersonville, we will host visitors and businesses from all over Southern Indiana, Louisville, and surrounding communities. The festival will feature vendors showcasing their products and services, a main stage with entertainment and advocacy, and local food trucks offering savory eats. We invite you to support us generously and be part of this exciting and dynamic day.

Southern Indiana Pride, Inc. provides a phenomenal opportunity for businesses to promote themselves to a broad range of demographics. Our festival brings people together to inspire hope and promote the advocacy and inclusion of LGBTQ+ people and their allies. By engaging with local media, businesses, and people from all over the area, we offer the perfect platform to advertise your business while supporting our vision.

Please note that Southern Indiana Pride, Inc. is a 501c(4) social welfare, non-profit organization, and contributions are not deductible for federal income tax purposes as charitable contributions. We are currently in the process of transitioning to a 501c(3) non-profit organization.

We genuinely appreciate your time and consideration. If you have any questions or require additional information, please contact us at soinpride@gmail.com or visit our festival website at www.soinpridefest.org. We have a wide variety of opportunities for your involvement, and we hope you will partner with us to expand this historic event.

Sincerely,

Southern Indiana Pride

Our Mission

Southern Indiana Pride, Inc. is dedicated to promoting Southern Indiana as a thriving hub of kindness and diversity. We strive to inspire individuals to make a positive impact on our community by advocating and fostering inclusivity for lesbian, gay, bisexual, transgender individuals, and their allies. By uniting as a single community comprised of diverse individuals, we cultivate hope for the future and generations to come.

Southern Indiana Pride Fest 2024

Date: Saturday, June 1st, 2024

Location: Big Four Park Jeffersonville, IN

Hours: 4-11 PM (Vendors 4-8 PM)

Estimated Attendance: 5,000+

Social Media Reach: 4,000+ followers combined with an average of 100k+ impressions

Board of Directors

Sarah Johnson, President

Evan Stoner, Vice President

Topher Gillett, Secretary

Sophie Cohen, Treasurer

Kate Caufield, Member

Chelsea Crump, Member

Stephanie Gillett, Member

Sponsorship Levels

Presenting Sponsor - \$15,000+

Main Stage Sponsor - \$10,000

Rainbow Sponsor - \$5,000

Gold Sponsor - \$1000

Ally - \$500

Sponsorship Level Details:

Ally - \$500 Level:

- Standard vendor booth at the festival
- Logo and/or link on the Southern Indiana Pride website
- Social media spotlight
- Right to use the Southern Indiana Pride logo for one year

Gold Sponsor \$1000 Level:

- All benefits from previous levels
- VIP vendor booth with priority locations
- First choice of electricity options
- 2 parking passes for priority parking
- Name listed as sponsors on Southern Indiana Pride print media

Rainbow Sponsor \$5000 Level:

- All benefits from previous levels
- Sponsor's logo on banners on the main stage
- Social media spotlight
- 2 VIP vendor booths in prime locations of their choice
- 2 VIP parking space
- Up to 3 main-stage promotions to promote organizations before 8 pm
- Up to 5 mentions on the stage by the MC

Main Stage Sponsor \$10,000 Level:

- All benefits from previous levels
- Main Stage sponsor signage with prominent recognition
- Priority signage placement on festival grounds
- 4 VIP parking spaces
- Additional reserved priority parking available upon request
- 2 additional main stage promotion opportunities (5 in total)
- 3 additional mentions by the MC (8 in total)

Presenting Sponsor \$15,000+ (Top Level):

- All benefits from previous levels (excluding main stage title)
- Name featured in the festival title as the presenting sponsor
- Southern Indiana Pride coordinating a press release announcing the sponsorship
- Stage promotion with the top performance of the evening
- Up to 10 mentions throughout the day by the MC

Join us at the Southern Indiana Pride Festival and become a sponsor at one of our exciting sponsorship levels, offering a range of exclusive benefits and opportunities to promote your organization. With each level, you'll receive fantastic perks, including booth spaces, logo visibility, social media spotlights, VIP privileges, parking passes, main stage promotions, and much more. Maximize your brand's exposure and make a lasting impact on our community. Secure your sponsorship today and be part of the unforgettable Southern Indiana Pride experience.



Sponsorship Benefits:

Festival Title - Your company is featured in the festival title as the presenting sponsor: "Welcome to the Southern Indiana Pride Festival presented by (Your Company)!"

Press Release - A press release announcing your sponsorship will be sent to media outlets, showcasing your support for the festival.

Presenting Stage Sponsor - Your logo becomes the central figure on the festival's main stage signage.

- Your company is featured in the stage title: "Welcome to the Southern Indiana Pride Festival! We've got a dynamite day of entertainment for you here at the (Your Company) stage!"

Logo Visibility - Your logo appears prominently on the festival's main stage signage and two large banners on internal audience-facing barriers. Your logo is also featured on festival print media, including fliers, posters, and other marketing materials.

VIP Booth - XL Vendor Location, your company receives the space of two vendor booths in your preferred area, ensuring the greatest visibility (see VIP booth on map).

Priority Signage Placement: Your company enjoys priority signage placement throughout the festival grounds.

Social Media Spotlight - Southern Indiana Pride showcases your sponsorship on Facebook, Twitter, and Instagram, with a link to your website or social media page to thank you for your support.

Website promotion - Your company name and/or logo is displayed on the festival's official website (www.soinpridefest.org) based on the level of your sponsorship.

Main Stage Promotions: You are invited to speak on the festival's main stage, engaging directly with the audience.

Announcer Mentions - Your company is acknowledged as a sponsor by an announcer on the festival's main stage.

Parking Perks - VIP and priority parking spaces are reserved for your company at the festival (see map for VIP and Priority parking locations).

Logo Usage - You gain the right to incorporate the Southern Indiana Pride Festival's logo in your promotional materials for one year.