



## **White Mountains Pride 2023**

### **Sponsorship Opportunities**

White Mountains Pride Month  
June 1 – 30, 2023

White Mountains Pride Festival  
Saturday June 24<sup>th</sup> 2023  
10:00am-4:00pm

North Conway Community Center

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## **What is White Mountains Pride?**

A celebration of the diversity of sexual orientation and gender identity for all lesbian, gay, bisexual, transgender, and queer (LGBTQ) people and their allies in the White Mountains region.

**Who is The White Mountains Pride Committee?** A group of volunteers from local towns and businesses with a mission of bringing celebration, education, empowerment, and inclusion to all LGBTQ people and their allies.

**Why Pride?** Since 1969 the month of June has been named Pride month, a time to recognize the continued importance that LGBTQ people have had on our history and culture, as well as to take a positive stance against the discrimination and violence the community faces. White Mountains Pride seeks to affirm New Hampshire's tradition of continuing the fight for equal rights for all citizens and fostering a community where all LGBTQ members feel valued, included, and safe.



**What Happens during Pride Month?** White Mountains Pride Month happens during June, 2023 and includes a variety of activities for LGBTQ individuals, families, and their allies such as hikes, dances, movie nights, and theatrical productions. Pride Month will culminate in a free family-friendly festival at the North Conway Community Center and Park on Saturday June 24<sup>th</sup> from 10:00-4:00pm.



**The White Mountains  
Pride Festival will  
include:**

- Live Music
- Performers
- Food Trucks
- Games and Contests
- Resource Fair
- Vendors
- And more!

**Who will attend the White Mountains Pride Month events and Festival?** All LGBTQ members of the community, friends, family, and allies are welcome to participate. In 2019 our first ever festival drew more than 600 attendees and other events brought our overall attendance to more than 1,500 at various events. We expect a successful second year of events with plenty of opportunity to grow. White Mountains Pride will attract local residents as well as tourists from our neighboring cities and towns.

“We’ve needed a group like this to celebrate and support the entire community!”

“Acceptance is so important – events like these make people feel both good about themselves, allow the community to celebrate diversity, and help people feel safe to be themselves”

**How can I help?** The success of White Mountains Pride depends on the support of volunteers, businesses and community organizations. Here are some ways you can get involved:

**Volunteer** There are many ways to get involved, share your skills to guarantee the event's success, we are always looking for new volunteers!

**Become a Vendor** Do you have a business that could benefit from exposure at the festival and would love to support our mission?

**Host a Pride Month Event** Got a great idea of an event you would like to host during Pride Week? We'll help you get started and get the word out!

**Spread the Word** Don't have a business or time to spare? Don't worry, it only takes a moment to spread the word. So hang a poster, tell your friends, and share on your social media network.

**Come to the Party!** Attend a Pride Event, attend all of them, and be sure to come celebrate all day at the Festival and at the after-party!

**Become a Sponsor** Contributions from businesses, organizations, and individuals ensure we can cover the expenses of creating a fabulous Pride Week and Festival



### **What are some benefits to becoming a Sponsor?**

- Generate a more positive corporate image
- Improve customer loyalty
- Increase sales potential
- Show your commitment to equal rights

**100% of your Sponsorship contribution goes to supporting White Mountains Pride!**



# Sponsorship Opportunities

There are many opportunities to support White Mountains Pride with great benefits at each level. Find the level that works best for you or your business, fill out the attached sheet, and mail as soon as possible.

## **RAINBOW** Sponsor - \$2000 (2 Available)

- Premier Name/ logo on poster
- Stage Announcement every hour during the Festival
- Premier placement of banner hung at Festival (banner provided by Sponsor)
- Premier recognition on social media
- Recognition in all media and advertisement
- Full page logo/name/ad in Festival booklet, back cover or front inside cover
- Premier Vendor location at Festival and vendor space (8x8)
- Premier Logo with hyperlink on home page of website

## **RED** Sponsor - \$1000

- Prominent Name/logo on poster
- Stage Announcement three times during the Festival
- Prominent placement of banner hung at Festival (provided by Sponsor)
- Prominent recognition on social media and advertising
- Full page logo/name/ad in Festival booklet
- Prominent vendor location at Festival and vendor space (8x8)
- Prominent Logo with hyperlink on website

## **ORANGE** Sponsor - \$500

- Preferred Name/logo on poster
- Preferred recognition on social media and advertising
- ½ page logo/name/ad in Festival booklet
- Festival vendor space (8x8)
- Preferred Logo with hyperlink on website



# Sponsorship Opportunities (continued)

## **YELLOW** Sponsor - \$300

- ¼ page logo/name/ad in Festival booklet
- Recognition on social media
- Logo with hyperlink on website

## **GREEN** Sponsor - \$200

- Name in Festival booklet
- Recognition on social media
- Name on website

## **BLUE** Sponsor – \$100

- Name in Festival Booklet
- Name on website

## **PURPLE** Sponsor – \$50

- Name in Festival Booklet



### **The Colors of Pride**

Since June 1978 the Pride flag has been a beacon of Pride movements worldwide. Designed by Gilbert Baker, the flag debuted at the San Francisco Gay Freedom Day Parade. The six colors each represent a different meaning:

Red: life  
Orange: healing  
Yellow: sunlight  
Green: nature  
Blue: harmony  
Purple: spirit.

Just as the Pride flag cannot be complete without each symbolic color White Mountains Pride depends on diverse community sponsors to succeed.

**Show your support by becoming a sponsor today!**