PRIDE CENTER OF MARYLAND

Even before we opened the Pride Center of Maryland (PCOM) in 1977, we have been the organization to organize Baltimore City’s Pride Weekend since 1975. We want to make this Pride epic. Yet, we are only as strong as our community supporters. Becoming a sponsor is a great opportunity to support and demonstrate your commitment to the sexual and gender minority (SGM) community of Maryland. 100% of all dollars raised is returned to the community in the form of programming and resources.

The Pride Center of Maryland offers over 30 programs and services monthly that reflect our dedication to ensuring Maryland’s SGM community have equal access to care, services, and a space where we can be our authentic selves. Each year, we serve thousands of Maryland residents in order to fulfill our commitment of uniting, empowering, and advocating on behalf of Maryland's SGM community.
PARTNER WITH BALTIMORE PRIDE

46TH PRIDE CELEBRATION
We invite you to become a sponsor of our 46th PRIDE Celebration, Maryland's largest and most recognized Pride Event. PRIDE Events will be held June 20 - June 21, 2020. Our 46th Anniversary Celebration will consist of many exciting Pride-related activities scheduled over several months, the Pride festivities will be centered around Pride weekend, June 19, 20 & 21, 2020. Our weekend kicks off with the always fabulous, see and be seen crowd at Twilight on the Terrace, held at Gertrude's on Friday, June 19. Saturday will be a blockbuster day with the Pride Parade down Charles St and our PRIDE Block Party in Station North. Sunday will be the big finale, the PRIDE Festival in Druid Hill Park.

The Pride Block Party is an outdoor event showcasing entertainment, food, local vendors, activities, and numerous community organizations.

The PRIDE Festival in the park is family centered, showcasing entertainment, food, local vendors, activities, and numerous community organizations. The Festival will also feature Elder PRIDE, Family PRIDE.

BALTIMORE PRIDE GUIDE 2020
A full-color digital program guide will be displayed online 2 weeks prior to Pride. The Baltimore PRIDE guide remains on the Baltimore Pride site as well as The Pride Center of Maryland's site for the entire year leading up until the next Pride! This means it delivers your advertising often, creating an excellent branding opportunity for your business. Additionally, the Pride Guide will remind thousands of visitors of your contribution and commitment to support the SGM community. As research indicates, the SGM community is loyal to those who support us!
The national annual value of the SGM market is estimated to be worth over $917 BILLION and expected to surpass $1 TRILLION by 2020.

- SGM households make 16% more trips to the store compared to average households.
- 70% of SGM adults stated they would pay a premium for a product from a company that supports the sexual and gender minority community.
- 78% of SGM adults and their friends, family and relatives would switch to brands that are known to be SGM friendly.

BUILD CUSTOMER AWARENESS & LOYALTY

Supporting PRIDE proves that your business goes deeper than commerce; it truly cares about and supports its community. The PCOM looks forward to working with you as a sponsor of the Baltimore PRIDE Celebration, Baltimore’s largest and most colorful civic event! The PRIDE celebration provides an opportunity for you to reinforce your brand in a significant media market, to the extremely “brand loyal” SGM community. PRIDE is the best opportunity in Baltimore for your business to reach this important consumer. Baltimore PRIDE is one of the few SGM events in Baltimore that attracts a very diverse audience, comprising of people of all ages, men, women, children, singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. Maryland residents as well as people from other states join us for the events. Baltimore PRIDE presents a singular opportunity to attract many people for this once-a-year event, and gain a loyal following of returning visitors, year after year.

Sponsorships are priced to encourage participation by businesses of all sizes. We look forward to answering any of the questions you may have regarding potential sponsorships.

Contact the Pride Center  410-777-8145  Sponsors@pridecentermd.org
We are happy to discuss any customized sponsorship package that is not listed.

The sooner you become a sponsor, the more you will be able to reap all the benefits of your sponsorship.

SPONSORSHIP LEVELS

**DIAMOND** - $20,000
**PLATINUM** - $15,000
**GOLD** - $10,000
**SILVER** - $5,000
**BRONZE** - $2,500
**PRIDE PARTNER** - $1,500
**PRIDE SUPPORTER** - $750
DIAMOND – $20,000

- Industry Exclusive
- Consultation with our Director of Communications
- FREE vendor booth at Baltimore PRIDE
- Premiere Logo Placement on the step and repeat
- Sponsor naming rights to Main Stage
- Hourly acknowledgements from BaltimorePRIDE stages (Sat/Sun)
- Banner Placement on Main Stage of Block Party and Festival (Banner/s provided by sponsor)
- Banner Placement at entry (2 Banners provided by sponsor)
- Four dedicated social media posts per month for 1 year. (Sponsor to provide artwork/ads etc.)
- Logo on Parade Route Map, Block Party Map, and Festival Map (shared on Baltimore Pride and PCOM social media platforms and Baltimore Pride website)
- Premiere placement in Parade line up
DIAMOND - $20,000

- Option to provide marketing collateral for distribution at the PCOM
- Premiere Logo placement on sponsor page and two full-page advertisements in the Official Baltimore Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland website for 1 year)
- Premiere Logo placement on Baltimore Pride site for 1 year
- Logo in Outloud Pride Edition
- Acknowledgement of top sponsor (DIAMOND) in press release
- Acknowledgement of top sponsor (DIAMOND) e-mail blast
**PLATINUM – $15,000**

- 90% off vendor booth at Baltimore PRIDE
- Premiere Logo Placement on the step and repeat
- Banner Placement on Secondary Stages (Sat/Sun) (Banner provided by sponsor)
- Banner Placement at entry (1 Banner provided by sponsor)
- Hourly acknowledgements from Baltimore PRIDE Stages (Sat/Sun)
- Three dedicated social media posts per month for 6 months. (Sponsor to provide artwork/ads etc.)
- Category exclusivity in vendor booth placement per zone
- Premiere placement in Parade Line up
- Option to provide marketing collateral for distribution at the PCOM
- Logo placement on sponsor page and one full page advertisement in the Official Baltimore Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland website for 1 year)
- Logo on Baltimore Pride site for 1 year
- Logo in Outloud Pride Edition
- Acknowledgement in press release
- Acknowledgement in e-mail blast
GOLD – $10,000

- 80% discount on vendor booth at Baltimore PRIDE
- Hourly Acknowledgements from Baltimore PRIDE Stages (Sat/Sun)
- Two dedicated social media posts per month for 4 months. (Sponsor to provide artwork/ads etc.)
- Category exclusivity in vendor booth placement per zone
- Premiere placement in Parade Line up
- Logo placement on sponsor page and half-page advertisement in the Official Baltimore Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland website for 1 year)
- Logo on Baltimore Pride site for 1 year)
- Logo in Outloud Pride Edition
- Acknowledgement in press release
- Acknowledgement in e-mail blast
SILVER - $5,000

- 70% discount on vendor booth at Baltimore PRIDE
- Hourly Acknowledgements from Baltimore PRIDE Stages (Sat/Sun)
- Two dedicated social media posts per month for 3 months. (Sponsor to provide artwork/ads etc.)
- Logo placement on sponsor page and half page advertisement in the Official Baltimore Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland website for 1 year)
- Logo on Baltimore Pride site for 1 year
- Logo in Outloud Pride Edition
- Acknowledgement in press release
- Acknowledgement in e-mail blast
BRONZE - $2,500

- 40% discount off Baltimore PRIDE vendor booth
- One Acknowledgement from Baltimore PRIDE Stages (Sat/Sun)
- One dedicated social media posts per month 3 months. (Sponsor to provide all artwork)
- Logo placement on sponsor page and quarter page advertisement in the Official Baltimore Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland website for 1 year)
- Logo on Baltimore Pride site (for 1 year)
- Logo in Outloud Pride Edition
- Acknowledgement in press release
- Acknowledgement in e-mail blast
PRIDE PARTNER - $1,500

- 20% discount off a Baltimore PRIDE vendor space
- Baltimore PRIDE Parade entry
- Two dedicated social media posts per month for June and July (Sponsor to provide artwork/ads etc.)
- Logo in Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland website for 1 year)
- Logo on Baltimore Pride site (for 1 year)
- Acknowledgement in press release
- Acknowledgement in e-mail blast
PRIDE SUPPORTER - $750

- Two dedicated social media post for June (Sponsor to provide artwork/ads etc.)
- Logo in Pride Guide (will remain on Baltimore Pride and Pride Center of Maryland websites for 1 year)
- Logo on Baltimore Pride site for 1 year
- Acknowledgement in press release
- Acknowledgement in e-mail blast
SKATE NIGHT SPONSOR – $1,000

- Official Skate Night Sponsors gain exceptional market exposure via naming rights of the event as well as the availability of banner rights inside the skating venue.
- Social Media Marketing for the event on All platforms (Baltimore Pride and PCOM)
- Sponsor to provide desired collateral/materials for use during event
- Logo on Eventbrite invite
- Ticket giveaways in the name of the sponsor
LEZ LOT (Rainbow Lot) SPONSOR – $2,000

- Official Lez Lot Sponsors gain exceptional market exposure banner rights inside the lot. (you provide banner)
- Social Media Marketing for the event on All platforms (Baltimore Pride and PCOM)
- Logo on Eventbrite invite
- Sponsor to provide desired collateral/materials for use during event
IN-KIND SPONSORSHIPS

CHILDREN ACTIVITY AREA
• Sponsor to provide play/recreational equipment suitable for children as well as licensed personnel to operate equipment safely.
• Suggested equipment could include bounce houses, playscapes, etc.
• Baltimore PRIDE will supply sponsor with the appropriate amount of space.
• Sponsor will receive area branding as the Children Activity Area sponsor.

RENTAL CARS / TRANSPORTATION
• Provide 3 convertibles for Pride Parade.
• Provide SUV's for rental cars for official Baltimore PRIDE use.
• Sponsor can provide car magnets with logo for additional branding.

GIFT BAG / AUCTION ITEMS ETC.
• Sponsors to provide items for PRIDE to use at its discretion in gift-bags, event prizes, raffle etc.

WATER STATION SPONSORS
• Water bottles (can add your logo)
• Sponsor will receive area branding as well.
Become a sponsor today to enjoy the benefits of our fully integrated sponsorship packages.

Sponsorships are priced to encourage participation by businesses of all sizes.
You are invited to participate in the 2nd Annual Pride Job Fair on May 6 from 12–5PM. All sponsors are strongly encourages to participate.

We look forward to seeing you there.
YES! I want to become a sponsor and support Baltimore’s Sexual and Gender Minority community!

Please click here to fill out the sponsorship form

Thank You!
THANK YOU!

Contact us if you have any questions

THANK YOU!