



2019 UP NORTH PRIDE

SPONSORSHIP GUIDE

With over 5,000 people in attendance during Up North Pride Week and over 20 official events throughout the year, sponsorships are a great way to support Up North Pride while building a strong LGBTQ+ presence for your brand in Northern Michigan.

These sponsorship opportunities ensure visibility of your brand and showcase your alignment with our core values of inclusiveness, acceptance, and diversity.



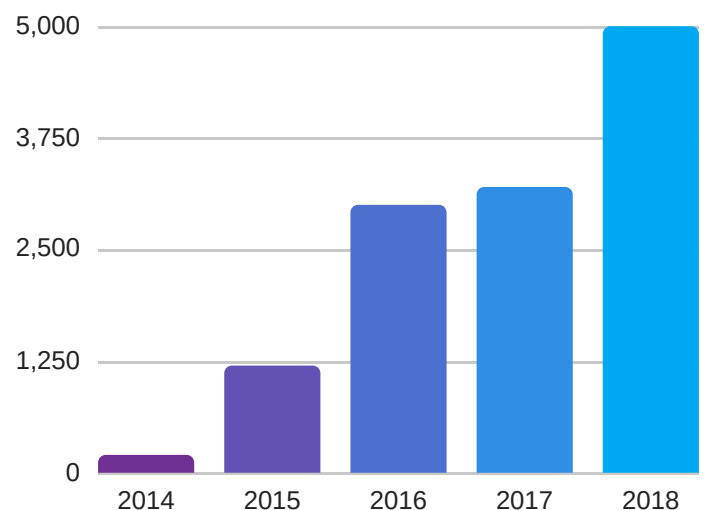
ABOUT UP NORTH PRIDE

Our mission is to foster inclusive spaces that provide education, inspire activism, and celebrate community through the production of LGBTQ+ events in Northern Michigan.

Up North Pride (UNP) is Northern Michigan's official LGBTQ+ Pride Week. In our first five years, Up North Pride has grown to become the largest participant-driven Pride March in Michigan and Michigan's premier destination Pride Celebration, as well as a leader in Northern Michigan's LGBTQ+ advocacy.

Join us as we continue our work to make Northern Michigan a more diverse, inclusive and safe place for everyone.

GROWTH IN UNP PARTICIPANTS





SPONSORSHIP LEVELS

PRESENTING SPONSOR | \$15,000 (1 AVAILABLE)

- Placement at the front of the Visibility March
- Recognition as Presenting Sponsor on all Up North Pride branding, including website, social media and print materials
- Logo or acknowledgement on Up North Pride homepage
- Exclusive Presenting Sponsor spotlight page on website and in email blast
- Premier signage as Presenting Sponsor throughout Up North Pride Week
- Minimum of six social media mentions during Pride Month (June)
- Verbal recognition at every event during Up North Pride week
- Ten tickets to the Big Gay Brunch with reserved seating area
- Complimentary beer, wine, and liquor at all Up North Pride events
- Sponsors will retain right of first refusal to be a Presenting Sponsor at future events

PARTNER SPONSOR | \$10,000 (2 AVAILABLE)

- Premium logo and web link on the Up North Pride website
- Banner with logo on display during the Visibility Celebration
- Premium placement in the Visibility March
- Four social media mentions
- Thank you from event host at all Up North Pride events including our Visibility March
- Four tickets to Big Gay Brunch
- Sponsors will retain right of first refusal to be a Partner Sponsor at future events

SPONSORSHIP LEVELS

BEER/LIQUOR/WINE SPONSOR | \$5,000 (3 AVAILABLE)

- Exclusive distribution at the Visibility Celebration
- Logo and web link on the Up North Pride website
- Banner with logo on display during the Visibility Celebration
- Two social media mentions
- Two tickets to Big Gay Brunch
- Sponsors will retain right of first refusal to be a Beer/Liquor/Wine Sponsor at future events

COMMUNITY SPONSOR | \$2,500 (6 AVAILABLE)

- Logo and web link on the Up North Pride website
- Thank you banner with logo on display during the Visibility Celebration
- Two social media mentions
- Two tickets to Big Gay Brunch
- Sponsors will retain right of first refusal to be a Community Sponsor at future events

SUPPORTING BUSINESS SPONSOR | \$1,000

- Logo and web link on the Up North Pride website
- Thank you banner with logo on display during the Visibility Celebration
- Four social media mentions
- Four tickets to Big Gay Brunch
- Sponsors will retain right of first refusal to sponsor future events

SMALL BUSINESS SPONSORSHIP | \$250

- Logo and web link on the Up North Pride website
- Inclusion on our “Support Our Pride Friendly Businesses” banner on display during all Up North Pride events
- Pride flag to be displayed at your business

UP NORTH PRIDE EVENTS

Our programming and events create safe spaces for not only the LGBTQ+ community to celebrate who they are, but a safe space for healthy discussions and education around our community. We want to attract diverse crowds and change the narrative of what rural Northern Michigan can be for the LGBTQ+ community.



Events to Sponsor

Here:Say Storytelling (\$1500)
LGBT+ Short Films (\$1500)
Pride Bike Ride & Sign Making Party (\$2000)
Prism > Pop Up Art Gallery (\$1500)
Big Gay Brunch (\$1500)
Drag Night (\$2500)
Pride Picnic (\$2500)



Why Up North Pride Matters

"We have gone to various Pride events since our children were little. They are teens now. And this was the first time that our son didn't seem to stand out (in fishnets, heels, and amazing makeup). We were not only surrounded by love and acceptance but he was just one of the crowd. Love and acceptance is common for him, but in our small town...he ALWAYS stands."

"It gave a chance for my transgender wife to be open about her self and be around others like her I am so proud to be part of a community that comes together to support people like my wife."

"It was our first time attending because we just came out in December. We are late in life lesbians who, were best friends for a long time. We left our husbands and began our relationship together. We arrived to F&M park and just took some time to soak in all the support and get comfortable. As we got ready to march, my girlfriend took my hand, it was the first time we held hands in public. We held hands the entire march."



EVENT SPONSORSHIP

EVENT SPONSORSHIP | \$1,500 - \$2,500

- Prominently listed in sponsored Facebook event and event posting on our website
- Banner with logo displayed at event
- Two social media mentions
- Logo and web link on the Up North Pride website

HOST VENUE | 25% OFF PROFIT-SHARING

- Co-hosting Facebook event
- Listed as host venue event posting on our website
- Two social media mentions
- Thank you from event host during your sponsored event
- Logo and web link on Up North Pride website

NONPROFIT PARTNERSHIP | VOLUNTEERS FOR EVENT

- Co-hosting Facebook event
- Listed on Event posting on our website
- Two social media mentions
- Thank you from event host during your sponsored event

IN-KIND DONATIONS

In-kind gifts are contributions of goods or services (other than cash grants) which will be acknowledged and represented relative to their monetary value at the discretion of Up North Pride. Examples of in-kind gifts include; software, furniture, meeting space, mail services, legal, tax, business advice or administrative support.

QUESTIONS?

Contact Pam or Kate
development@upnorthpride.com

WAYS TO DONATE

- 1) Visit UpNorthPride.com/donate.
- 2) Send a check made payable to Up North Pride and mail it to:
PO Box 133 Traverse City, Michigan 49685. Thank you so much for your support!