

DAYTON PRIDE 2024

STRENGTH OF THE GEM
ENCOURAGE, EMPOWER, EMBRACE



Dear Friends and Allies,

If we look back through history over the past fifty-five years since the Stonewall Riots, we know the LGBTQ+ community is resilient and determined. There's never been a time to be complacent and certainly not now. In this election year, we've already gotten a taste of what could be to come as candidates move to overturn rights, not just for the LGBTQ+ community, but women as well. This year, our transgender siblings and youth are specifically being targeted here in Ohio.

In the spirit of activism, this year's theme for Dayton Pride 2024 is:

Strength of the Gem: Encourage, Empower, Embrace

We hope that you will join us this year Friday, May 31 and Saturday, June 1, 2024 as we kick off Pride Month in a brand new location. That's right, we've outgrown Courthouse Square, so we're taking to the streets, Saint Clair Street, to be specific.

Friday night's "Affair on The Square" will now be "The Affair on Saint Clair". We'll have Saint Clair Street closed between First and Second Streets right in front of the new Greater Dayton LGBT Center for on-stage entertainment, food trucks and beer. This year we will also feature the Todd Crawford Beer Garden, to honor the longtime community volunteer, Todd Crawford. Inside The Center, "Faces of Pride" exhibit will be on display. This is a portrait photography exhibit featuring faces that celebrate the diversity of our LGBTQ+ community. The exhibit will remain open for the entire month of June.

Saturday will kick off with a parade that also takes a new route! This year's parade will line up on Jefferson Street, next to The Right Corner, MJs on Jefferson and the Stage Door. The parade kicks off as it begins on Second Street heading towards Main Street, where it will turn right, passing the Schuster Center and Victoria Theatre and then turning right again down First Street where it will pass CareSource and end up at the Main Stage on Saint Clair.

As the parade ends, the festival kicks off on Saint Clair, where we've added an extra block. During the festival Saint Clair will be closed from First Street to Third Street, allowing so much more space for food, vendors, beer, fun and entertainment. That space includes Cooper Park so folks can find some shade a little green space when the temperatures rise.

In addition to the new location, we have other new things in store. We're launching a new Dayton Pride website and a digital Pride Guide that will give you information about all kinds of activities happening in Pride month around the area. There will be more information on that soon.

With all that being said, **Pride costs money and that's why we're asking for your support** in the form of sponsorship. Your sponsorship will help cover the costs of a stage, tables, chairs, entertainment, trash removal, street closures, a police presence, a clean up crew, and all the things that go into having a large event such as this.

Please join us this year as we show Ohio and the country how the Gem City does Pride! Let's encourage our community to stand up, empower our voices to be heard, and embrace our differences so we can come together as one community.

Paige Kostoff & Robert-Wayne Waldron
Dayton Pride 2024 Co-Chairs

SPONSORSHIP LEVEL OVERVIEW

Red

\$10,000
Presenting Sponsor

Logo on Event signage & website
Logo on Pride Merchandise
Premium Booth Space on Friday &
Saturday
VIP Pride Merchandise Gift Bag

Orange

\$8,000
Affair on Saint Clair Sponsor

Logo on Event signage & website
Premium Booth Space on Friday &
Saturday
VIP Pride Merchandise Gift Bag

Yellow

\$5,000
Festival Sponsor

Logo on Event signage & website
Premium Booth Space on Friday &
Saturday
Pride Merchandise Gift Bag

Green

\$3,000
Parade Sponsor

Logo on Event signage & website
Booth Space on Saturday
Pride Merchandise Vouchers

Blue

\$1,000
Supporting Sponsor

Logo on Event signage & website
Booth Space on Saturday
Pride Merchandise Voucher

Purple

\$250
Ally Sponsor

Name on Event signage & website
Booth Space on Saturday
Discount on Pride Merchandise

All sponsorships include entry into the parade and a six foot table and two chairs for your booth

FULL BENEFITS OF SPONSORSHIP MATRIX

	Red	Orange	Yellow	Green	Blue	Purple
Amount	\$10,000+	\$8,000+	\$5,000+	\$3000+	\$1000+	\$250+
On-stage Welcome	Two minute in person kicking off Friday night and Saturday	Two minute in person kicking off Friday night and Saturday	One minute in person Saturday only	1 minute script blurb on Saturday	30 second script Saturday only	n/a
Event Signage Mentions	Logo	Logo	Logo	Logo	Logo	Listing
Parade Participation	1st Group	2nd Group	3rd Group	4th Group	5th Group	Entry
Friday Evening Booth	10 x 10 Premium Location	10 x 10 Premium Location	10 x 10 Premium Location	n/a	n/a	n/a
Saturday Festival Booth	10x10 Premium Location	10x10 Premium Location	10x10 Premium Location	10 x 10	10 x 10	10 x 10
Pride Website Hyperlink	Featured Logo Large	Logo	Logo	Logo	Logo	Listing
2024 Digital Pride Guide	Two full page ads prime location	Two full page ads	One full page ad	1/2 page ad	Business card sized ad	Listing
Instagram Story share on Pride account	3	2	1	n/a	n/a	n/a
Social Media Acknowledgement During Pride Month	5 exclusive	4 exclusive	3 exclusive	2 exclusive	1 exclusive	1 in a group post
Volunteer T-Shirt Mention	Logo (largest)	Logo (large)	Logo (medium)	Logo (small)	Listing	n/a
Pride Merchandise	VIP Pride Merchandise Swag Bag	VIP Pride Merchandise Swag Bag	Pride Merchandise Swag Bag	Two \$25 Pride Merchandise vouchers	One \$25 Pride Merchandise voucher	n/a
Logo inclusion on Pride Merchandise	Yes	n/a	n/a	n/a	n/a	n/a

Deadlines:

- Logos and ads are due by April 30 for inclusion in signage, t-shirts and marketing materials
- Sponsorship invoices are due by May 17
- Scripted welcome blurbs for Saturday's festival are due by May 17

If you wish to be a sponsor for Dayton Pride 2024, please follow this link to fill out the Sponsorship Form:

<https://forms.gle/4ymdPDE51HdfXNJv8>

FOOD VENDORS, EXPOSITION, & PARADE

All sponsorships include entry into the parade, a 10 x 10 foot booth area and a six foot table and two chairs for your booth but you don't have to be a sponsor to be involved. Use this link to sign up to be a food vendor, exposition vendor or participate in the parade at this link:

<https://forms.gle/EdbiyAHoJnZTuQBJA>

EXPOSITION BOOTH (SATURDAY ONLY)

You may purchase a 10 x 10 foot booth area and a six foot table and two chairs for your booth for Saturday's festival on Saint Clair Street.

- Non-profit Organizations: \$50
- Business or For-profit: \$100

FOOD VENDORS & TRUCKS

We love to have food vendors to help feed the roughly 5000 participants we get each year attending. We charge a flat fee rather than a percentage of sales. The fees are as such:

- Food Vendor (booth) \$100 per day.
- Food Truck (Friday or Saturday only) \$100
- Food Truck (Both Friday and Saturday) \$150

PRIDE PARADE

What's Pride without a Parade? If you'd like to be a part of our parade, there's a small entry fee to help cover the costs of street closures and having the police at intersections.

- Non profit groups: \$25
- Businesses: \$50
- Political Candidates: \$75

If you are using a vehicle, rather than walking, we'll need a copy of the driver's license and proof of insurance for the person driving that day.