

# Partner with Pride



North Jersey Pride Festival  
Sunday, June 12, 2022  
12 p.m. – 6 p.m.

NORTH JERSEY  
**PRIDE**  
  
Equality. Family. Community.

# PRIDE OF SPONSORSHIP

## Why Should You Sponsor North Jersey Pride?

North Jersey Pride's sponsorship program offers companies an opportunity to promote their pro-equality message to North Jersey's uniquely diverse and progressive community. A discerning and loyal market, LGBTQ consumers and their allies increasingly purchase products and services as much on principle as price. Consider the stats below.

With seven sponsorship levels to choose from, you can sponsor Pride the way you want to, and within your budget. Attached you will find a detailed list of the different sponsorship levels, along with their respective benefits, which include premium exhibitor space at our festival, a variety of branding options, promotion through a host of media tools and speaking opportunities from our stage.



### Among North Jersey Pride Festival Attendees:

**97%** said they would be more likely to purchase a product or service from a company sponsoring North Jersey Pride, all else being equal

**65%** said they had purchased a product or service over the prior year because the company or product supported North Jersey Pride

Source: North Jersey Pride attendee survey

### Across the U.S.:

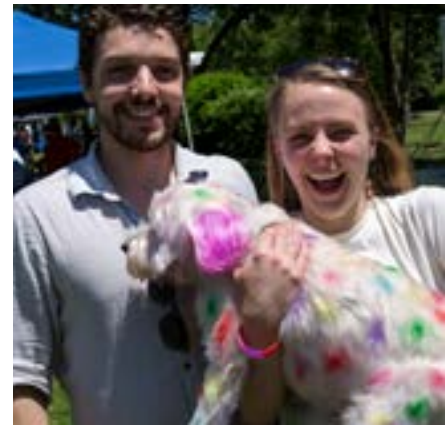
**74%** of LGBTQ adults are **likely to consider brands** that support nonprofits and/or causes that are important to them as a LGBTQ person

**78%** of LGBTQ adults and their friends said they would **switch to a known LGBT-friendly brand** "even when less friendly companies may offer lower prices or be more convenient"

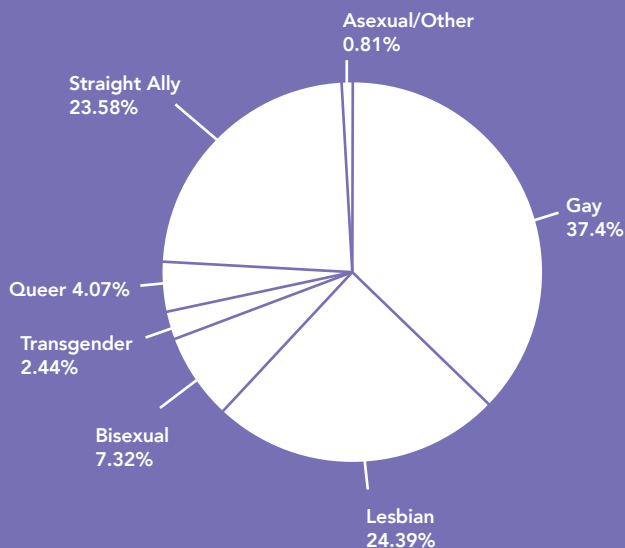
Source: Witeck Combs/Harris Interactive

## Quick Facts about North Jersey Pride

- **5,000+ people** expected to attend our 2018 Festival
- **100+ vendors** exhibit and sell merchandise, including our famous **5-Star Food Court** featuring the best of our local eateries and gourmet fare
- **National, award-winning talent** are featured on our live, professional stage
- **“Built for Grownups, Fun for Kids”** program means a family-friendly experience for all
- **Activities all month long**, plus events throughout North Jersey during the year
- **15,000+ readership** of our full-color Pride Guide featuring news, features, profiles and resources
- **20,000+ reached** weekly through our integrated Facebook-Twitter-Email marketing campaign
- **7 levels of sponsorship** for companies and nonprofits of all sizes
- **“Pride with a Purpose”** mission means your sponsorship supports critical LGBTQ youth programming



### North Jersey Pride Festival Attendee Demographics



### Five ways to support North Jersey Pride

1. Sponsor us at one of seven different levels
2. Advertise in the North Jersey Pride Guide
3. Become a vendor or exhibitor at our Festival
4. Become an Individual Sponsor and have your support be listed in the Pride Guide
5. Donate in-kind products or services for North Jersey Pride events.



## Sponsorship Benefits

**Market Exclusivity.** Presenting sponsors receive the ultimate branding benefit: no other company will be able to sponsor at this level. Premier sponsors enjoy market exclusivity.

**Branding and visibility.** See your logo and brand displayed prominently on our Stage banner, as well as on the cover of the North Jersey Pride Guide, along with a variety of event marketing materials, from town banners to yard signs to posters and flyers, volunteer T-shirts, print media and other collateral. Plus, receive a click-through logo placement on the North Jersey Pride web site all year long.

**Naming Rights.** Top tiers offer the opportunity to be the sole sponsor of an area of the Festival (e.g., Rainbow Kids Zone, Five-Star Food Court, Stage). Or choose to brand one of our Pride Month events in this special partnership opportunity.

**Publicity from the Stage.** At the top level, you'll have an opportunity to take the stage and share your company's message of equality with the Festival crowds. Attendees will also be reminded of your Sponsorship via professionally recorded announcements played throughout the day. Top four levels of Sponsorship enjoy recognition at all our Pride Month events.

**Partner Publicity.** Depending on your level of sponsorship, we'll publicize our partnership with you via a host of media tools, including dedicated press releases, targeted Facebook marketing campaign, announcements on Twitter and editorial coverage in the Pride Guide.

**Complimentary Advertisement.** As part of your Sponsorship, you'll receive a four-color ad in the North Jersey Pride Guide, which will be distributed to thousands at our Pride Month events, Festival and events throughout the year. You will also have access to exclusive "bump-up" rates to additional ad space, if that better suits your needs.

**Complimentary Booth Space.** Most sponsorships include at least a 10x10 exhibit space at our Festival, with top levels offering premium placement.

**Partnership with a Community.** Best of all, by sponsoring North Jersey Pride, you'll be communicating your support of equality and diversity to an entire community of LGBTQ and supportive ally consumers—a message that will resonate deeply with residents of New Jersey and beyond, thanks to our new digitally connected global world.

# Sponsorship Levels

## Presenting Sponsor (\$12,500)

- Exclusivity. No other companies will be able to sponsor at this level and no competitors will be able to sponsor within the top four sponsorship levels
- Premium 10 x 20 ft. Festival exhibit space in exclusive Sponsor Row
- Additional 10 x 10 exhibit space in Vendor Court
- Naming rights to a Pride Month event
- Speaking opportunity from Festival Stage
- Logo on top-of-stage event banner, street banners, event posters and postcards, and on Pride Guide cover
- Click-through logo on North Jersey Pride app for iPhone and Android
- Complementary 2-page color ad in the Pride Guide with Priority Placement (including inside front cover and back cover; choice of two individual pages or one spread)
- Partnership listed on Partnership Page of Pride Guide
- Partner-specific email blast, plus logo on Pride Month email blasts
- Announcement to 10,000+ on social media, plus targeted marketing campaign (20,000+)
- Sponsor acknowledgment every hour during Festival
- Logo placed in all print media, on all Volunteer Pride Festival T-shirts, on lawn signs and event banners
- Option to place standalone apron banner on Festival Stage (banner provided by sponsor)
- Partnership and logo listed on North Jersey Pride website with click-through link
- Recognition at all official Pride Month events
- Logo on stage apron banner or side banner, event posters and postcards, and on Pride Guide cover
- Click-through logo on North Jersey Pride app for iPhone and Android
- Two full-page color ads in the Pride Guide
- Partnership listed on Partnership Page of Pride Guide
- Announcement to 10,000+ on social media, plus targeted marketing campaign on Facebook (20,000+) plus targeted targeted marketing campaign on Facebook and Instagram (20,000+)
- Sponsor acknowledgment 4x during Festival
- Partner-specific email blast, plus logo on Pride Month email blasts
- Partnership and logo listed on North Jersey Pride website with click-through link
- Recognition at all official Pride Month events
- Naming rights to a Pride Month event, as available

## Premier Sponsor (\$7,500)

- Category Exclusivity. No competitor will be able to sponsor at the top three sponsorship levels.
- Premium 10 x 20 ft. Festival exhibit space in exclusive Sponsor Row
- Additional 10 x 10 exhibit space in Vendor Court

## Leadership Sponsor (\$5,000)

- 10 x 20 ft. premium exhibit space in Sponsor Row OR Vendor Court
- Large logo on apron banner of Festival Stage
- Logo on North Jersey Pride website with click-through link
- Logo on marketing materials
- Click-through logo on North Jersey Pride app for iPhone and Android
- Announcement to 10,000+ on social media
- Partner-specific email blast, plus logo on Pride Month email blasts
- Sponsor acknowledgment (2x) during Festival
- Recognition at all official Pride Month events
- Listing on Partnership Page of Pride Guide
- 1 full-page and 1 half-page color ad in the Pride Guide



### Unity Sponsor (\$2,500)

- 10 x 10 ft. premium exhibit space in Vendor Court
- Medium-size logo on apron banner of Festival Stage
- Logo on North Jersey Pride website with click-through link
- Logo on marketing materials
- Click-through logo on North Jersey Pride app for iPhone and Android
- Announcement to 10,000+ on social media
- Logo on Pride Month email blasts
- Recognition at all official Pride Month events
- Listing on Partnership Page of Pride Guide
- 1 full-page color ad in the Pride Guide

### Equality Sponsor (\$1,000)

- 10 x 10 ft. exhibit space in Vendor Court
- Logo on apron banner of Festival Stage
- Click-through logo on North Jersey Pride website
- Click-through logo on North Jersey Pride app for iPhone and Android
- Logo on Pride Month email blasts
- Listing on Partnership Page of Pride Guide
- 1 Half-Page color ad in the Pride Guide, with opportunity to bump up to Full Page for additional \$200

### Dignity Sponsor (\$500)

- 10 x 10 ft. exhibit space in Vendor Court
- Logo on signage at NJP Festival Booth
- Logo on North Jersey Pride website with click-through link
- Click-through logo on North Jersey Pride app for iPhone and Android
- Logo on Pride Month email blasts
- Listing on Partnership Page of Pride Guide
- 1 Quarter-Page color ad in the Pride Guide, with opportunity to bump up to Half Page for additional \$100

### Community Sponsor (\$250)

- Logo on signage at NJP Festival Booth
- Click-through logo on North Jersey Pride website and app for iPhone and Android
- Logo on Pride Month email blasts
- Listing on Partnership Page of Pride Guide
- 1 Eighth-Page color ad in the Pride Guide, with opportunity to bump up to Quarter Page for additional \$50

# Sponsorship Benefits Table

		Presenting	Premier	Leadership	Unity	Equality	Dignity	Community
		\$12,500	\$7,500	\$5,000	\$2,500	\$1,000	\$500	\$250
<b>Branding and Visibility</b>	Exclusivity							
	Logo on top Festival stage banner							
	Category exclusivity							
	Click-thru on NJP site home page							
	Name an area of the Festival							
	Logo on town banners							
	Social media blast to 10,000+							
	Logo on Festival stage banner							
	Click-through ad on NJP site							
	Ad on NJP app for iPhone/Android							
	Logo on Pride Month email blasts							
<b>Partner Publicity</b>	Speaking from Festival stage							
	Partner-specific press release							
	Targeted paid social media ad campaign							
	Acknowledgement during Festival							
	Recognition at all Pride events							
	Announcement on Facebook/Twitter							
<b>Festival Exhibit Space</b>	"Sponsor Row" (adjacent to stage)	10'x20'	10'x20'	10'x20'				
	"Vendor Row"	10'x10'	10'x10'		10'x10'	10'x10'	10'x10'	
<b>Pride Guide</b>	Logo on Pride Guide cover							
	Full-color ad	2 pages	2 pages	1 1/2 pages	1 page	1/2 page	1/4 page	1/8 page
	Bump-up to next ad level					\$200	\$100	\$50

Media Sponsorships are available for print and broadcast media groups.

To become a sponsor or to learn more about partnering with North Jersey Pride, contact Executive Director C.J. Prince at [cjprince@northjerseypride.org](mailto:cjprince@northjerseypride.org) or visit [www.northjerseypride.org](http://www.northjerseypride.org).

# THE PRIDE GUIDE

## Advertising Opportunities in 2019

The Official North Jersey Pride Guide is much more than just a program of Pride events. Filled with timely news articles about legislative and social issues critical to the LGBTQ community, it is also must-read journalism.

In addition to feature articles, we also include guest columns from leaders of pro-LGBTQ organizations, both gay and straight, and will hear from straight allies about why they are so deeply committed to equality.

The Pride Guide is distributed free of charge at all North Jersey Pride Month events; at the North Jersey Pride Festival (est. **5,000+ LGBTQ and ally** attendees); at retail locations in Essex, Union, Hudson, Bergen and Morris counties; and at our Fall 2018 events. It will reach another 10,000+ online via Flipbook technology.

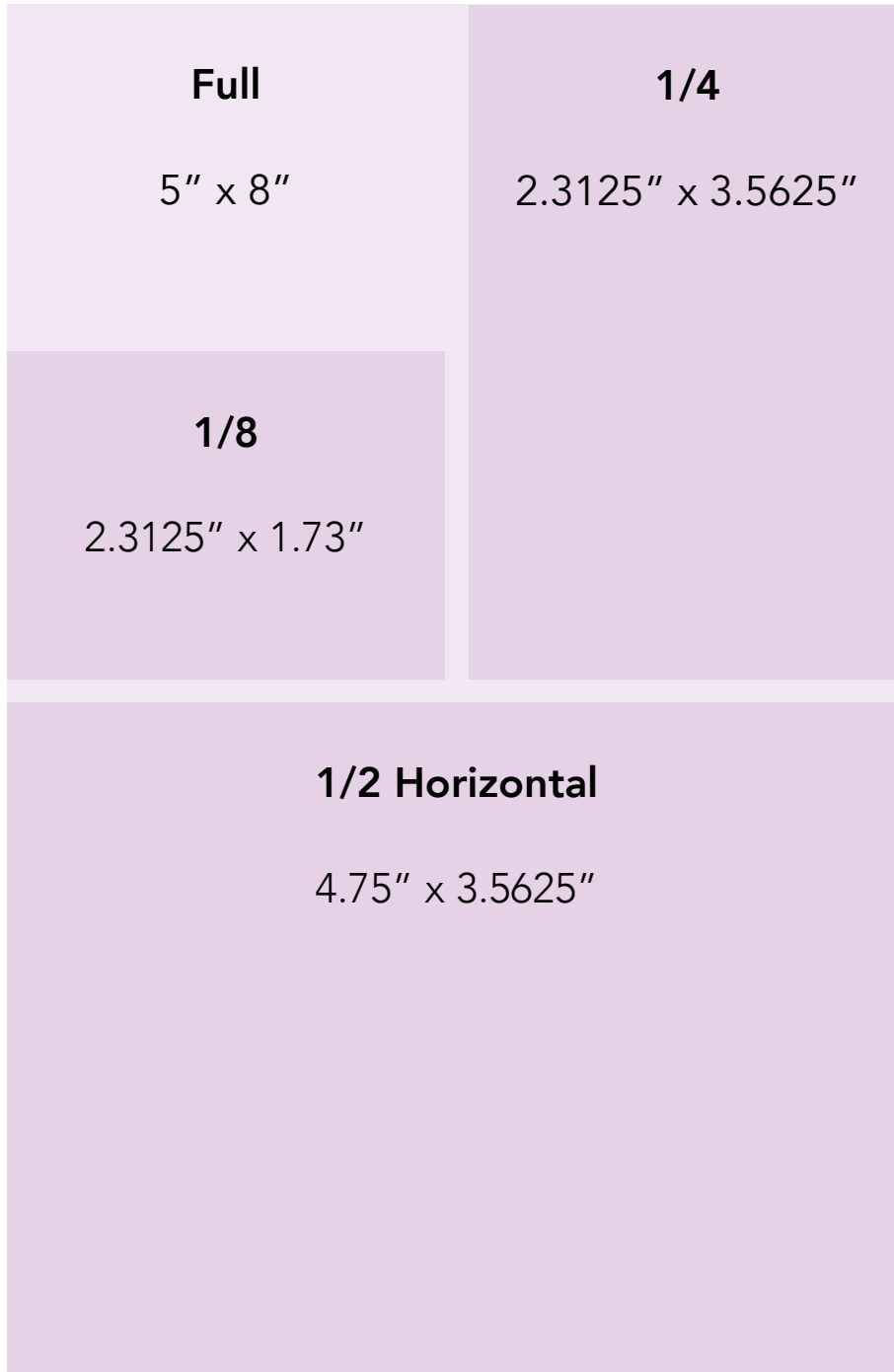
### NJ Pride Guide Readership Demographics:

<b>Gender:</b>	<b>Age:</b>	
Female: 54%	13-17	3%
Male: 46%	18-24	18%
	25-34	26%
<b>Median Household Income:</b>	35-44	22%
\$111,655 - \$179,300	45-54	16%
	55-64	10%
	65+	5%





**Pride Guide  
Specs/Rates**



**Business/For-profit**

Ad size	Rate	Early Bird (before 4/1)
Full page back cover	\$1,200*	\$1,000*
Full page inside covers	\$1,000*	\$750*
Full page (best available)	\$650	\$500
Half page	\$400	\$300
Quarter page	\$300	\$200
Eighth page	\$150	\$100

**Nonprofit**

Ad size	Rate	Early Bird (before 4/1)
Full page back cover	\$1,000*	\$750*
Full page inside covers	\$750*	\$550*
Full page (best available)	\$550	\$400
Half page	\$350	\$250
Quarter page	\$250	\$150
Eighth page	\$100	\$85

All files MUST be in .pdf, .jpg, .png or .tif format with a minimum 300dpi resolution. Placement on a first-come, first-serve basis.

• Reserved for major sponsors, price is if available.

# PRIDE FOR FAMILIES

## Built for Grownups, Safe for Kids

It can be tough for LGBTQ parents to find a Pride celebration that is entertaining for them, yet safe and fun for their kids. We founded North Jersey Pride to be that safe, vibrant space offering something for everyone—whether you're a single adult, a couple, a family, a teen, child, gay, straight, bi, trans or supportive ally.



The North Jersey Pride Festival features a robust Rainbow Kids Zone, with an interactive stage featuring live entertainment every hour on the hour and plenty of activities for younger ones, including moon bounces, slides, face painting, sand art, crafts, and much more.

And thanks to the unique “PG Clause” in our talent contracts, all our entertainment is kid-proofed. We want to keep the kids busy and safe so caregivers can relax on the lawn and enjoy fantastic performances from the stage by national and local musical talent.

# PRIDE FOR ALLIES

## Standing Together for Real Change

In the fight for equality for LGBTQ individuals, couples and families, real change only happens when our supportive allies stand with us.

As one of our goals, North Jersey Pride aims to bring allies and LGBTQ friends and families together to exchange ideas, learn from one another and join forces for a better, brighter future for all.



North Jersey Pride is pleased and proud that in each of our last four years, we've had significant attendance by supportive allies at our Festival, celebrating diversity and equality together with their LGBTQ friends and family. Each year, we name a recipient for the **Outstanding Ally Award**, a special recognition of those who go above and beyond to stand up for the LGBTQ community. We will present the award again this year from the main stage.



# PRIDE THAT'S GROWING

## The Pride Festival: 5,000+ Expected This Year



It all started with a family-friendly picnic in the park in 2011, open to anyone who wished to join, drawing just over **100** people to Maplewood's Memorial Park to celebrate Pride in joyous, yet low-key, suburban fashion.

Nobody could have predicted the explosive growth that followed. Since 2011, attendance at our "Built for Grownups, Safe for Kids" event has soared year over year. We now welcome more than **5,000** LGBTQ singles, couples and families and straight ally attendees in Memorial Park to shop, eat,

play and enjoy an incredible lineup of national and local talent that has included Monifah Carter, Michelle Chamuel, A Great Big World, Antigone Rising, Bea Miller, De'Borah Garner, Scott Nevins, the Well-Strung Quartet, Lavender Light Gospel Choir, Jessica Kirson and more.

"We will change New Jersey, we will change our country. We will truly make this nation one of equality, one of justice, one of love." — Cory Booker





## Our Unique Pride Festival Fills a Niche

The exponential spike in attendance, in just four short years, affirmed what we suspected all along: Northern New Jersey was waiting for us. A unique, progressive, tight-knit community of LGBTQ singles, couples and families, and supportive straight allies were waiting for the opportunity to come together to celebrate diversity, community and equality in the month of June.



Our Festival, "built for grownups, safe for kids," is the ultimate family-friendly experience, offering a huge Rainbow Kids' zone, our Five-Star Food Court, dozens of merchants and exhibitors and kid-proofed adult entertainment. It has become a place members of both the LGBTQ and supportive ally communities can come together to show support for equality for all.



# PRIDE WITH A PURPOSE



North Jersey Pride is much more than an annual party.

Our “Pride with a Purpose” mission is to support LGBTQ youth and families. We work together with community partners to help solve the challenges facing our vulnerable young people and offer their parents assistance in navigating a sometimes challenging road.

## Supporting Gender-Fluid Youth

Gender-fluid children, in particular, bear the brunt of our society’s stigmatizing, simply because their gender expression falls outside the boundaries of rigid “accepted norms”. Whether or not they ultimately identify as transgender, these children, from as early as Pre-K, experience teasing, bullying and shaming, even from well meaning relatives and friends.

By the time they reach middle school, those that do identify as transgender will feel unsafe at school three times as often as their cisgender peers. They will have lower GPAs, on average and miss more school out of fear for their safety. They are more likely to suffer from depression and 41% will attempt suicide at some point in their lives, compared with just 4.6% of the general population.

This devastating cycle must be stopped.





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# RAD Kids

A PROGRAM OF NORTH JERSEY PRIDE



No child should have to fit into a binary gender box to get the love and acceptance they deserve. **RAD Kids, North Jersey Pride's social support network for families of transgender and gender-fluid youth**, offers these young people an affirming space for self-expression and empowers them to take their place in the world—exactly as they are. By connecting parents and youth with other “RAD Families,” both can receive help and support as these children navigate growing into their authentic selves.



What began as a playdate with just a few families has since grown exponentially, with families coming from all over North Jersey, including Essex, Sussex, Bergen, Middlesex and Hudson counties. In response to demand, we have expanded the program to include regular monthly meetings on the last Sunday of the month both for RAD Kids, ages 12 and under, and for RAD Teens, ages 13-17. This will be in addition to quarterly fun social outings at venues around North Jersey, and facilitated meetings for parents with experts in gender identity.

With the support of our sponsors, we ultimately hope to expand RAD Kids, bringing new chapters into underserved and isolated communities in North Jersey.



# A WHOLE MONTH OF PRIDE

During the month of June, North Jersey Pride hosts numerous events in addition to the Pride Festival, and each one is open to sponsorship. Pride Guides will be available at all of these events, giving sponsors and advertisers greater exposure, and top sponsors of the Festival are also recognized on signage at all Pride Month events.

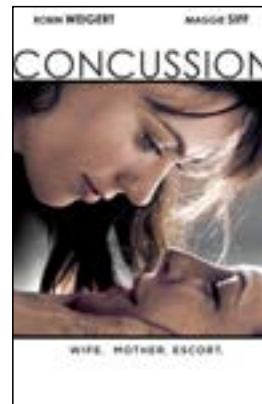
## The North Jersey Pride Run 5K

Every year, we celebrate equality, respect, and acceptance for all with a certified 5K run/walk in South Orange that takes hundreds of runners around Grove Park and through the shady streets of Montrose. The 2019 5K will take place on Saturday, June 1st.



## Film Screenings

Over the past six years, we have hosted numerous award-winning films and director Q&As in Montclair, including GUN HILL ROAD with director Rashaad Ernesto Green, CONCUSSION, with director Stacie Passon, Sophie Hyde's 52 TUESDAYS and BLACKBIRD with director Patrik Ian Polk.





## Educational Panels

Each Pride Month, we bring together a panel of experts to discuss timely and relevant LGBTQ topics. Past events have included “Beyond Acceptance: Standing Up for Our Kids,” cosponsored by PFLAG North Jersey in Glen Ridge; Lessons in LGBTQ Parenting, cosponsored by Family Equality Council in West Orange; Progress in the Pulpit: A Conversation about Acceptance in Faith-Based Communities, cosponsored by Congregation Beth El in South Orange; and The Kids Are Still All Right cosponsored by COLAGE and the Maplewood Public Library.



## Family Outings

Pride Month wouldn't be complete without events for our youngest community members. In recent years, we have hosted family skate nights, picnics in the park, bingo parties and more.





## Contact Us

### Sponsorship

To become a sponsor or to learn more about partnering with North Jersey Pride, contact Executive Director C.J. Prince at [cjprince@northjerseypride.org](mailto:cjprince@northjerseypride.org).

### Pride Guide

To learn more about Pride Guide advertising, please send query to [advertising@northjerseypride.org](mailto:advertising@northjerseypride.org).

### Vendor

For more info on becoming a vendor or exhibitor at the North Jersey Pride Festival, please send query to [vendor@northjerseypride.org](mailto:vendor@northjerseypride.org).

### Volunteer

To volunteer for a host of wonderful Pride committees, please send a query to [volunteer@northjerseypride.org](mailto:volunteer@northjerseypride.org).



[Facebook.com/NorthJerseyPride](https://www.facebook.com/NorthJerseyPride)



[www.northjerseypride.org](http://www.northjerseypride.org)

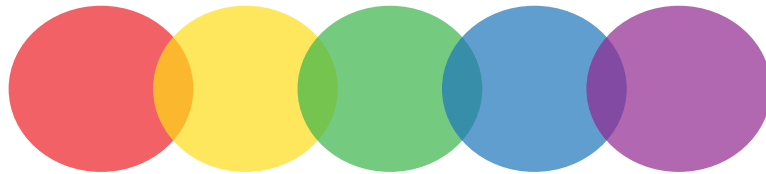


1-877-576-5638

North Jersey Pride, Inc., is a registered 501(c)3 nonprofit company.



NORTH JERSEY  
PRIDE



Equality. Family. Community.

North Jersey Pride, Inc., P.O. Box 1195, Maplewood, NJ 07040

[www.northjerseypride.org](http://www.northjerseypride.org)