

2018 SPONSORSHIP PACKET



A CELEBRATION OF NEWARK'S
LESBIAN, GAY, BISEXUAL,
TRANSGENDER AND QUEER
COMMUNITY!



LETTER FROM THE BOARD PRESIDENT

BOARD PRESIDENT

SHARRONDA WHEELER

Dear Perspective Sponsor,

Newark Pride Inc. (Newark Gay Pride) is a 501(c)3 non-profit organization run by 100% volunteers. The mission of Newark Pride Inc. is to ensure that the social and cultural needs of Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) constituents in the City of Newark, Essex County and other surrounding Municipalities are met. The City of Newark continues to evolve as a safe space for all LGBTQ people.

Newark Pride Inc. is committed to creating that safe space for the LGBTQ community through building coalitions and alliances within the city of Newark and surrounding areas, educating youth about their history as LGBTQ people, as well as advocating cooperation and support from all who value diversity. Newark Pride Inc. works with the City of Newark, local businesses, clergy, community health organizations, and local artists to meet the needs of the LGBTQ community. The annual Newark Gay Pride Celebration reflects the legacy and continuing accomplishments of the LGBTQ communities near and far.

With your generous sponsorship/donations we can ensure the success of this wonderful and necessary work and continue to grow and support Newark Pride Inc.'s mission.

Sincerely,

Sharronda "Love" Wheeler
President Newark Pride, Inc.



■ ■ WHEN ALL AMERICANS ARE TREATED AS EQUAL, NO
MATTER WHO THEY ARE OR WHOM THEY LOVE, WE ARE
ALL MORE FREE. --BARACK OBAMA





SAKIA GUNN
MAY 26, 1987 -
MAY 11, 2003

ABOUT NEWARK GAY PRIDE

Newark Gay Pride is a regionally anticipated signature event that is projected to draw 2,000+ attendees for its year-long agenda of social, educational and cultural programs for adults, youth, families and allies.

Newark Pride Week was founded shortly after the horrific death of Sakia Gunn, a teenager who was targeted and murdered because of her sexual orientation in the heart of downtown Newark. Through grassroots organizing, Newark's LGBTQ community advocated for safe spaces and programming. As a result, in 2005, Newark Gay Pride, Inc. held its inaugural week-long Pride celebration. Over 13 years later, Newark Pride has evolved with the city's changing landscape and has grown into a regionally anticipated event, drawing thousands of people to Newark's Downtown Business District.

Hosted in the heart of downtown Newark, Newark's Gay Pride events are held in an area brimming with activities, attractions and adventures! These events raise awareness of the city and its vast culture, while increasing revenue and visibility for corporate sponsors and local businesses alike. Indeed, Newark Gay Pride offers a unique opportunity to view the ways Newark's LGBTQ community is flourishing concurrently with the city's cultural and economic boom. From thriving cultural institutions like NJPAC, Prudential Center and the Newark Museum to a variety of new restaurants, hotels, and luxury apartments that are transforming the downtown area – Newark is on the rise.



OUR HISTORY



2017

In January Newark Gay Pride and NJ Devils Pride Night hosted their 1st collaborative hockey event at Prudential Center. In May, Newark Gay Pride participates in New Jersey AIDS Walk. In June, BrickCityLive.com interviewed Newark Gay Pride. Newark Gay Pride welcomed new corporate sponsorships with Prudential and RPM Development. In July Newark Gay Pride spoke with WBGO about President Trump's ban on transgender participation in the military. Newark Gay Pride co-sponsored with Lincoln Park Music Festival and provided LGBT representation during the 3-day festival.

2014

The NJ LGBTQ Chamber is created and established its headquarters in Newark.

2015

Newark Gay Pride celebrated its 10 year anniversary.

2016

Annual festival returned to Military Park. Newark Pride Parade marched from City Hall on Broad Street through downtown Newark where we honored Grand Marshall Tracey Africa, 1st transgender career model.

2012

The Newark LGBTQ Commission and Newark's Youth Policy LGBTQ youth sub-committee published an LGBTQ Youth Position paper providing recommendations for creating a safer and more supportive environment for LGBTQ youth throughout the city. Mayor Cory Booker endorsed the paper.

2013

The Newark LGBTQ Community Center is created as the product of a collaboration between existing groups serving Newark's LGBTQ community.

2011

Newark Pride Alliance and the Hetrick-Martin Institute launched HMI To Go (an after-school LGBTQ program) realizing one of the official promises made after the death of Sakia Gunn. Rutgers University launched "Queer Newark: Oral History Project" to share and record the stories of three generations of LGBTQ Newark residents. President Barack Obama invited Newark Gay Pride to the inaugural LGBT Pride month reception at the White House on June 29th.



OUR HISTORY

2009

Newark becomes the first city in the state to form an LGBTQ Advisory Concerns Commission. “Dreams Deferred” screened at 35th Annual Newark Black Film Festival hosted by the Newark Museum.

2010

Essex County Executive Joseph N. DiVincenzo Jr. established the Essex County LGBTQ Advisory Council

2007

Mayor Cory Booker, Councilwoman Dana Rone, June Dowell-Burton, and Reverend Janyce Jackson raised the rainbow flag at the Newark City Hall for the first time to commemorate the beginning of Pride Week.

2008

Filmmaker Charles “Chas” Brack directed and produced “Dreams Deferred: The Sakia Gunn Story”.

2005

In July, the first Newark Gay Pride is held in Military Park under the direction of founder June Dowell-Burton.

2006

With the support of Mayor-Elect Cory Booker, Municipal Council and Essex County, the rainbow flag is raised for the first time in Newark in front of the Essex County Court as part of Pride Week.

LGBT BUYING POWER

America's estimated LGBT buying power is currently approaching \$1 TRILLION and continues to increase with each year - magnifying the contributions of thousands of LGBT entrepreneurs and the millions of American households and families they serve.

STRENGTH IN NUMBERS

As of October 2016, 909 businesses are officially certified as LGBT Business Enterprises (LGBTBEs) by the National Gay & Lesbian Chamber of Commerce.

OF THE LGBTBES THAT SHARED ANNUAL REVENUE ESTIMATES WITH THE NGLCC, LGBTBES REPORT ANNUAL REVENUE IS \$2,475,642.

THE TOTAL NUMBER OF JOBS CREATED BY LGBT EMPLOYERS CONTINUES TO GROW SUBSTANTIALLY.

IF THE PRESUMED AVERAGE OF \$2,475,642 IN ANNUAL REVENUES ACROSS ALL CERTIFIED LGBTBES, THE TOTAL ANNUAL EARNINGS OF BUSINESS OWNERS IS CONSERVATIVELY ESTIMATED AT MORE THAN \$1.15 BILLION.

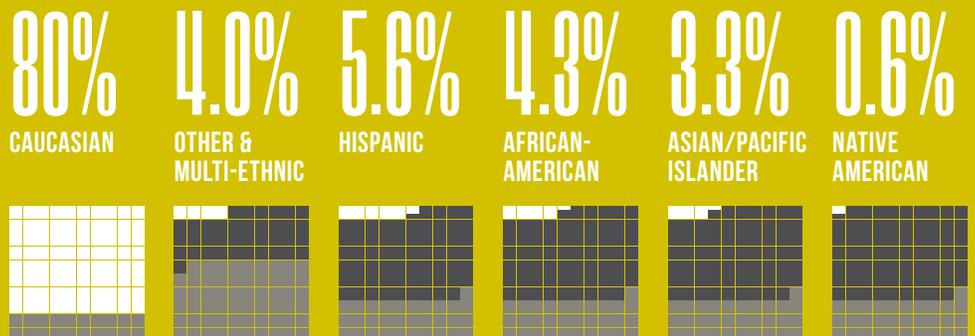
LGBT INDIVIDUALS ARE OFTEN CONSIDERED STRONGLY ENTREPRENEURIAL HOWEVER, THE LARGEST INDUSTRIES FOR LGBTBES INCLUDE CONSULTING, MARKETING, PROFESSIONAL SERVICES, EVENTS, MEDIA AND LEGAL FIELDS.

DEMOGRAPHIC OF LGBT BUSINESS OWNERS

GENDER



RACE AND ETHNICITY



SCHEDULE OF EVENTS

We all celebrate Pride in different ways, which is why Newark Pride offers something for everyone during Pride Week.

JULY 11

JAZZ EVENT - (Newark Public Library - 6:00PM)

JULY 12

NEWARK GAY PRIDE FLAG RAISING (Newark City Hall - 5:30PM)

STUNTS + SHOWS - Game Show hosted by Larry Lyons (Express Newark - 7:00PM)

JULY 13

SKATE PARTY - (Branch Brook Park - 8:00PM)

JULY 14

NEWARK PROUD AWARDS/CIRCLE OF FRIENDS

(Dean's Lounge Ackerson Hall@Rutgers University Newark - 4:00 - 8:00PM)

KIKI BALL (Newark Public Library - 8:00PM - 1:00AM)

JULY 15

PRAISE & WORSHIP (23 Brandford Place, 2nd floor - 10:00AM)

NEWARK GAY PRIDE PARADE (11:00AM Line Up @Lincoln Park (Broad & Clinton Ave)

NEWARK GAY PRIDE STREET FESTIVAL (Washington Pl + Halsey St - 1:00PM - 8:00PM)

SPONSORSHIP AND DONATIONS

It is our hope to reach a target goal from private and corporate contributions in order to continue the diverse programs slated for our community celebration. We invite you, your business or organization to partner with us.

WHAT YOUR SUPPORT WILL HELP US ACHIEVE

We're always looking for partners to help us make Newark Pride bigger and better. As the premier Pride event in New Jersey's largest city, your sponsorship is a great way to strengthen our community while building your brand's presence. Together our impact can be unlimited:

\$2,500 - FOUNDER SCHOLARSHIP

The sponsorship level will provide funds toward tuition or books for one teenager entering college.

\$1,500 - SUPPLIES SCHOLARSHIP

This sponsorship level funds supplies to a local LGBT shelter for welcome kits including toiletries, slippers, robe, etc.



\$2,000 - LEADERSHIP SCHOLARSHIP

This sponsorship level will fund one young adult seeking to cultivate their leadership development by attending programs like Leadership Newark.

\$1,000 - KID ZONE SCHOLARSHIP

This sponsorship level will sponsor the Kid Zone at the Newark Gay Pride annual festival.

REASONS TO SPONSOR PRIDE

01 VISIBILITY: TAP INTO OUR NETWORK OF PARTNERS

Newark Gay Pride started with a small celebration in Military Park. Since then we've steadily built relationships with local and regional businesses, corporations, community faith-based organizations, colleges and universities, art institutions, entertainers, promoters, political leaders, and other Pride festivals all over the globe.

02 VALUE: UNIQUE OPPORTUNITIES FOR YOUR BUSINESS OR ORGANIZATION

Newark Gay Pride offers a unique and amazing opportunity for your company or organization to engage both existing and potential customers, support diversity in your workplace, be part of a growing movement that is continuing to campaign for equal rights both in Newark, NJ and around the world.

03 VARIETY: WE'RE ALL IN THIS TOGETHER

Inclusion means we celebrate our diversity and acknowledge the common threads. We ALL need healthy food options, we are ALL concerned with the welfare of our youth, and we ALL benefit from the LGBTQ community economic impact. Newark Pride Inc. makes inclusion a top priority

SPONSORSHIP LEVELS

Your donation will support annual programming and events that help inspire, educate, commemorate and celebrate our diverse community. Help us work toward a future without discrimination where all people have equal rights under the law.

SPONSORSHIP LEVELS	NAMING RIGHTS \$20,000	MARQUEE \$15,000	KEY \$10,000	SIGNATURE \$5,000
Naming Rights for 2018 Pride “360” Festival	x			
Page Premium Space in 2018 Pride Guide	2 full pg	1 full pg	1 full pg	½ full pg
Logo on all marketing materials (handbills, website, t-shirts, social media, giveaways)	x	x		
Hyperlink to company page	x	x		
VIP Tickets to all events	6	4	2	2
Parade/Float Space (in units)	2	1	1	1
Logo on Welcome Banner	x	x	x	x
Seats to Flag Raising at City Hall	6 front row	2 front row	2 reserved	2 reserved
Press Opportunity at all events	x	x		
Verbal recognition at all events	x	x	x	x
Premium vendor space at festival (up to 10x30 tent)	x			
Vendor space at festival (up to 10x30) tent		x		
Vendor space at festival (up to 10x20) tent			x	
Vendor space at festival (up to 10x10) tent				x

IN-KIND DONATIONS

IF YOU ARE UNABLE TO MAKE A FULL SPONSORSHIP OR MONETARY DONATION BUT WOULD STILL LIKE TO CONTRIBUTE TO NEWARK GAY PRIDE, CONSIDER ALL IN-KIND DONATIONS:

- Donation up to \$999.00
- Entertainment
- Food + Drinks
- Venue
- Printing
- Gift Bags



BOARD OF DIRECTORS



SHARRONDA WHEELER / PRESIDENT

PERRIS STRAUGHTER / VICE PRESIDENT

JUNE DOWELL-BURTON / FOUNDER & EXECUTIVE BOARD MEMBER

KENRICK ROSS / BOARD MEMBER

ALONZO S. BLALOCK / BOARD MEMBER

JAMES CREDLE / BOARD MEMBER EMERITUS

KEVIN E. TAYLOR / BOARD MEMBER EMERITUS



NEWARK GAY PRIDE 2018 THEME

Each year Newark Gay Pride carries out a message and theme for its Pride event. Following the awareness and success of last year's theme, we are happy to present:



This is a simple and impactful message that reminds us of the importance of joining together to make our community stronger. We hope this message inspires our community to come together in new ways, ensuring all LGBTQ individuals and their families feel safe, secure, and supported all year long.

SPONSOR APPLICATION

Name to be recognized as Sponsor (business or individual): _____

Facebook: _____ Twitter: _____

Website: _____

Contact Person: _____

Address: _____

Telephone: _____ Fax: _____

Sponsorship Level:

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Naming Rights (\$20,000) | <input type="checkbox"/> Marquee (\$15,000) | <input type="checkbox"/> Key (\$10,000) | <input type="checkbox"/> Signature (\$5,000) |
| <input type="checkbox"/> Founder Scholarship (\$2,500) | <input type="checkbox"/> Leadership Scholarship (\$2,000) | <input type="checkbox"/> Supplies Scholarship (\$1,500) | <input type="checkbox"/> Kid Zone Scholarship (\$1,000) |

In-kind Donation: _____

Payment Information:

Please invoice us (check enclosed made out to: Newark Pride Inc.)

VISA Mastercard AmericanExpress

Name on Card: _____

Card Number: _____

Expiration: _____ Card Security Code (CVV): _____

TERMS + CONDITIONS

1. The festival is a rain or shine event. There is no "RAIN DATE". Vendors should supply their own umbrellas and/or tarps.
2. Newark Pride Inc. will not be responsible for any loss or damage to merchandise or displays.
3. Vendor application and payment must be postmarked on or before June 1, 2018.
4. Vendors assume all financial responsibility for rentals and are responsible for returning all rentals in the same condition as they were received.
5. This application for space, accompanied by full payment, constitutes a contract for the right to use exhibitor space for the one day festival on July 15, 2018. Newark Pride Inc. reserves the right to make the final determination of all space assignments in the best interest of the festival.
6. Each exhibitor will receive a confirmation letter regarding their application acceptance. If you do not receive your confirmation by May 15, 2018, please contact newarkgaypride@gmail.com.
7. All vendors must check in at the registration table. Check-in will begin at 10:00am on July 15, 2018.
8. Exhibitors may begin installation immediately following registration check-in. Exhibitors cannot arrive before 9:30am and are STRONGLY encouraged to be completed with their set up by 11:30am. Booths must be ready by noon. All vehicles MUST be removed from the Festival Area by 11:30am.
9. The festival concludes at 11:00pm. All exhibitor business must be concluded at this time.

Signature of Representative: _____ Date: _____

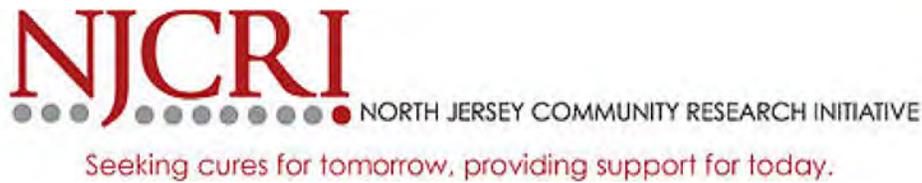
Print Name: _____ Position: _____

I hereby agree to sponsor Newark Pride Inc. 2018 for the amount indicated. My signature below affirms that I have carefully read, understood and agreed to comply with all items, conditions and benefits outlines pertaining to my specific donation. I agree to pay the full amount indicated and further understand that benefits cannot be extended without proper payment being rendered. I agree to hold Newark Pride Inc. and all of its agents harmless of any and all occurrences that may arise out of my or my entity's sponsorship of and/or participation in Newark Gay Pride 2018 events.

Authorized Signature: _____ Date: _____

Sharronda Wheeler Board President: _____ Date: _____

SPONSORS



THE NEWARK TIMES

THANK YOU!

Produced in partnership with Greater Newark's LGBTQ organizations and its allies, Newark Gay Pride is a regionally anticipated signature event with an itinerary of social, educational, political and cultural programs for youth, adults, families and allies.



WWW.NEWARKGAYPRIDE.ORG