

2023 Rochester Pride

Parade & Festival | Saturday, July 15, 2023

We're so thankful you're considering a sponsorship for this great cause that celebrates Rochester's LGBTQ community. For more information, visit RochesterPride.com or contact development@trilliumhealth.org.



sponsorship benefits	PINK \$15,000	BLUE \$10,000	BROWN \$7,500	BLACK \$5,000	RED \$2,500	ORANGE \$1,000	YELLOW \$8,500	GREEN \$5,500	VIOLET \$3,000
sponsor exclusivity	SOLD OUT!						SOLD OUT!	SOLD OUT!	SOLD OUT!
Premier logo recognition (under Pride logo)	X								
Media recognition	<i>premier</i>	X							
Prominent parade lineup placement	X	X	X						
March in Parade (<i>fee waived</i>)	X	X	X	X	X				
Vendor space at Festival	X	X	X	X	X				
Festival area naming rights (<i>i.e. Stage, VIP, Vendors, Bar</i>)							"Name" Stage	"Name" Bar, VIP Area or Vendor Row	
Festival area branding rights (<i>i.e. banners, logo placement</i>)							Stage	Bar, VIP Area or Vendor Row	Photo Experience, Kids Area or Yard Games
Festival beverage sales exclusivity								X (Bar Only)	
event marketing exposure									
Logo recognition on promotional materials	<i>premier</i>	X	X	X			X	X	
Logo on volunteer t-shirt	<i>premier</i>	X	X	X	X		X	X	X
Logo recognition on Pride banners at Festival	<i>premier</i>	X	X	X	X	X	X	X	X
Logo & hyperlink on Pride website	<i>premier</i>	X	X	X	X	X	X	X	X
Sponsor recognition on social media	5	4	3	2	1	1	3	2	1
event tickets									
Festival VIP Admission tickets	10	10	6	4			8	4	2
Festival General Admission tickets	20	10	8	6	4	2	8	6	4

Deadline for full benefits: May 15



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SPONSORSHIP

I/We would like to support Rochester Pride at the following level:

- \$15,000 PINK**
(SOLD OUT)
- \$10,000 BLUE**
- \$7,500 BROWN**
- \$5,000 BLACK**
- \$2,500 RED**
- \$1,000 ORANGE**
- \$8,500 YELLOW**
(SOLD OUT)
- \$5,500 GREEN**
(SOLD OUT)
- \$3,000 VIOLET**
(SOLD OUT)

I/We would like to make a DONATION in the amount of \$ _____

SPONSOR INFORMATION

Contact _____ Business/Organization _____

Address _____ City, State, Zip _____

Email _____ Phone _____

PAYMENT INFORMATION

Enclosed is a check payable to Trillium Health
Please write Rochester Pride in the memo

Please hold my commitment and invoice me

I submitted my payment on the Rochester Pride website
https://evergreen.humanitru.com/web/campaigns/trillium-health~rochester-pride-2023?tab_2740=

Please return this form to: Kristin Cook c/o Trillium Health, 259 Monroe Avenue, Rochester, NY 14607

Questions? 585-736-9242 | development@trilliumhealth.org

TRILLIUM HEALTH is a 501c3 organization (Tax ID#16-1356734).
Your gift less value of good received is a tax deductible donation.

The money raised at Pride goes into a restricted fund to support LGBTQ+ Pride events and programming throughout the Rochester area.