



2020

AUGUST 21ST-

AUGUST 23RD

PARTNER WITH TOLEDO PRIDE

As Northwest Ohio's largest and most recognized event for the (LGBTQIA+) community, Toledo Pride is pleased to invite you to become a sponsor of the annual Toledo Pride celebration! This year's events will be held Friday, August 21, through Sunday, August 23. Toledo Pride includes many exciting events for our community, including PRIDE KICK-OFF on Friday. On Saturday we have the Parade and all-day Toledo Pride festival. This year, Toledo Pride will again be partnering with The Village On Adams for a Big Rainbow Brunch Crawl on Adams Street on Sunday, August 23, 2020. The Toledo Pride Festival is a large-scale, outdoor event showcasing the best in local and national entertainment. The festival also boasts a parade, food, merchandise vendors, and networking with numerous community organizations including social groups, churches, and health and wellness groups.

BUILD CUSTOMER AWARENESS & LOYALTY

Sponsorship with Toledo Pride provides a tremendous amount of exposure for your business to the LGBTQIA+ community and their allies. Based on feedback from our attendees and participants, Toledo Pride is an amazing experience to those who attend and a beneficial, rewarding experience for our sponsors. Your support helps build awareness and shows that your business cares about and supports everyone in our community.

Toledo Pride provides an opportunity for your company to reinforce your brand in a significant media market. Statistics show that LGBTQIA+ community members are loyal customers who prefer to purchase from companies that advertise and support diversity, equality, and LGBTQIA+ community causes. In fact, recent studies show that the LGBTQIA+ community has an annual buying power of over 740 billion dollars.

Don't miss out on becoming a Toledo Pride sponsor and enjoy the benefits associated with your involvement!

TOLEDO PRIDE BY THE NUMBERS

- Nearly 20,000 people gather over the weekend to celebrate one of Toledo's largest festival.
- About 1,000 people attended PRIDE KICK-OFF on Friday night, the money raised supports many local area non-profits.
- 100+ organizations gain exposure in the Toledo Pride Parade, which had thousands of spectators.
- Over 100 vendors and organizations set up at the festival, including nonprofit organizations, LGBTQIA+ friendly businesses and LGBTQIA+ affirming faith based groups.
- During the festival, sponsors have provided free mammograms and provide free, confidential HIV/AIDS tests.





FRIDAY, AUGUST 21, 2020

-

SUNDAY, AUGUST 23, 2020

Custom Sponsorship level available for any \$5,000+ Sponsorship!

PRISM SPONSOR -- \$5,000

- Recognition on Toledo Pride website w/ logo
- Recognition on all media platforms (facebook, instagram, radio, billboards, snapchat, TV)
- Logo on main sponsor sign, all stage signage, and billboard ads (size large)
- Double vendor space (10x20') *(with 2 table and 4 chairs)*
- Toledo Pride Parade premiere placement
- Social Media Recognition w/ boosted advertisement.
- Stage Shout Outs

RED SPONSOR -- \$2,500

- Recognition on Toledo Pride website w/ logo
- Recognition on most media platforms (facebook, instagram, radio, snapchat)
- Logo on main sponsor sign.
- Double vendor space (10x20') *(with 2 table and 4 chairs)*
- Toledo Pride Parade premiere placement
- Stage Shout Outs

ORANGE SPONSOR -- \$1,500

- Recognition on Toledo Pride website w/ logo
- Recognition on some media platforms (facebook, instagram, snapchat)
- Logo on main sponsor sign
- Double vendor space (10x20') *(with 2 table and 4 chairs)*
- Stage Shout Outs

YELLOW SPONSOR -- \$1,000

- Recognition on Toledo Pride website w/ logo
- Recognition on main sponsor sign and Toledo Pride
- Vendor space (10x10') *(with 1 table and 2 chairs)*

GREEN SPONSOR -- \$500

- Recognition on Toledo Pride website w/ logo
- Vendor space (10x10') *(with 1 table and 2 chairs)*

BLUE SPONSOR -- \$250

- Recognition on Toledo Pride website w/ logo

For questions, please contact our Sponsorship Coordinator:
sponsorship.toledopride@gmail.com





FRIDAY, AUGUST 21, 2020

-

SUNDAY, AUGUST 23, 2020

SPONSORSHIP AGREEMENT

EVENT: SATURDAY, August 21, 2020 - NOON-11:30PM
PROMENADE PARK

SPONSORSHIP DEADLINE: JULY 1, 2020

Thank you for your interest in becoming a Toledo Pride sponsor. If you have any questions regarding the sponsorship process or levels, please contact our Sponsorship Coordinator at sponsorship.toledopride@gmail.com. We appreciate your generosity and support.

TERMS AND PAYMENT

This agreement will not be considered confirmed until all parties sign this contract and payment is received in full. The term of this sponsorship agreement begins on the date the agreement is confirmed.

RESCHEDULING/CANCELLATIONS

Toledo Pride events will take place on Friday, August 21 and Saturday, August 23, 2020. We reserve the right to reschedule, relocate, or cancel Toledo Pride or any individual events if necessary for any reason, including, but not limited to: weather, failure to receive commitments for sponsors, failure to reach agreement with applicable authorities on an issue related to Toledo Pride, or other acts beyond the control of Toledo Pride (i.e. fire, strike, war, change of law or regulation, or public catastrophe). If Toledo Pride is cancelled in whole, the Pride of Toledo Foundation will issue refunds based on monetary amounts paid directly to Toledo Pride. No further refunds or other amount will be due from the Pride of Toledo Foundation and in no case will the amount of the refund exceed the amount of the sponsorship fee paid. If a sponsor fails to attend Toledo Pride, the business/organization will not be refunded.

LIABILITY

Neither the Pride of Toledo Foundation nor its representative will be responsible for any injury, loss, harm, or damage that may occur to the sponsor from any cause whatsoever. Under no circumstances will Toledo Pride be liable to lost profits or other special consequential damage. The forgoing will apply regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort, or otherwise.



FRIDAY, AUGUST 21, 2020

-

SUNDAY, AUGUST 23, 2020

FOR ALL REGISTRANTS

This agreement affirms that the applicant and/or business represented by the applicant act in accordance to the mission of Toledo Pride, to celebrate and educate the LGBTQIA+ community in Toledo and its surrounding areas while fighting for equal rights for all. Signature of this agreement affirms that the individual, organization, or business named does not discriminate in hiring, employment, participation, or services rendered based on the fact or perception of a person's race, color, creed, religion, national origin, ancestry, sex, sexual orientation, gender identity, gender expression, domestic partner status, disability, or Acquired Immune Deficiency Syndrome or HIV status.

Please print legibly.

Business/Organization Name: _____

Business/Organization Website: _____

Contact Name: _____

Mailing Address: _____

City/State/Zip: _____

Phone Number: _____

Email Address: _____

SPONSORSHIP LEVEL:

☐ Prism Sponsor - \$5,000

☐ Red Sponsor - \$2,500

☐ Orange Sponsor - \$1,500

☐ Yellow Sponsor - \$1,000

☐ Green Sponsor - \$500

☐ Blue Sponsor - \$250

☐ Other Sponsorship - \$_____

☐ In-Kind Contributions

How late do you plan on staying? _____

How will you pay for your sponsorship? _____

Do you plan on participating in the parade? YES NO

If your sponsorship includes a vendor space, do you plan on using it? YES NO

If you are making an in-kind contribution, please list all contributions and an approximate monetary value for each. Please attach additional sheets if needed.





FRIDAY, AUGUST 21, 2020

-

SUNDAY, AUGUST 23, 2020

LOGO REQUIREMENTS

Please submit your company/organization logo for use on the Toledo Pride website and/or printed marketing materials, as described in your sponsorship package to sponsorship.toledopride@gmail.com. For print use, we require high-resolution (at least 300 DPI) or vector logos in .jpg, .pdf, .ai, or .eps format. For web use, we require files (at least 72 DPI) in .jpg, .pdf, .ai, .eps, .gif, or .png format. If you have any questions about logo or graphic requirements, please contact Toledo Pride Marketing at marketing.toledopride@gmail.com.

This agreement serves as a contract between the authorized signer(s) above, herein referred to as the "Sponsor" and the Pride of Toledo Foundation, herein referred to as the "Organizer". Sponsor hereby submits the application for marketing and promotional services at and in connection with Toledo Pride 2020 in Toledo, Ohio to the Organizer, and hereby acknowledges and agrees to the terms and conditions set forth in the Sponsorship Guidelines. All marketing/sponsor opportunities are sold and assigned on a first-come, first-serve basis. Prior years' sponsors/marketing partners do not have exclusive rights to current year sponsorships or marketing opportunities. The sponsor further agrees that, upon acceptance by the organizer, this application shall become a legally binding contract, enforceable in accordance with its terms, and cannot be cancelled, refunded, or returned at any time for any reason. Confirmation of this will be returned. Sponsor agrees to adhere to all rules and regulations in the relation to this agreement. **The authorized signer hereby represents and warrants that he/she is duly authorized to execute this agreement on behalf of the sponsor named. The authorized signer has read these terms and accepts the same.**

Authorized Signature:

Print Name: _____

Signature: _____

Date: _____

Send completed & signed agreement along with full payment to:

**Pride of Toledo Foundation
2413 Collingwood Blvd.
Toledo, OH 43620**

HAVE QUESTIONS? CONTACT US:

Sponsorship Coordinator: sponsorship.toledopride@gmail.com

Marketing Coordinator: marketing.toledopride@gmail.com

www.ToledoPride.com

Internal use only:

Received by (Initials): _____ Date Received: _____ Amount Received: _____

Invoice Mailed (Y/N): _____ Date Invoice Mailed: _____