



2020

AUGUST 22ND & SEPTEMBER 10TH

PARTNER WITH TOLEDO PRIDE

You can still support Toledo Pride, even though our event won't be live.

We are going to be filming our 2020 Pride event and airing it at local area LGBTQI+ spaces and working with local media to promote the event through.

Sponsors will receive recognition through printed materials, billboards, social media, television and radio.

We have tiered the levels differently to reflect the lack of our annual in person event.

This year's events will be Pride on the Inside a simulcast event held on Saturday, August 22, 2020 and a Pride at the Drive-In on Thursday, September 10, 2020.

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!





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2020 Sponsorship Opportunities

\$2,500 Advocate of Toledo Pride

- 6 Social Media mentions
- Large logo on Toledo Pride Billboards and banners
- Sponsor mentions on radio and television (where applicable)
- Large logo on printed Toledo Pride material (where applicable)
- Logo on ToledoPride.com
- Spotlight at Toledo Pride at the Drive-In event (September)

\$1,000 Ally of Toledo Pride

- 3 Social Media mentions
- Medium logo on Toledo Pride Billboards and banners
- Sponsor mentions on radio and television (where applicable)
- Logo on ToledoPride.com
- Spotlight at Toledo Pride at the Drive-In event (September)

\$500 Supporter to Toledo Pride

- 2 Social Media mentions
- Small logo on Toledo Pride Billboards and banners
- Sponsor mentions on radio and television (where applicable)
- Logo on ToledoPride.com
- Listing at Toledo Pride at the Drive-In event (September)

\$250 Contributor of Toledo Pride

- Logo on ToledoPride.com
- Listing at Toledo Pride at the Drive-In event (September)

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





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SPONSORSHIP AGREEMENT

EVENTS: Saturday, August 21, 2020 - AT VARIOUS LGBT LOCATIONS

Thursday, September 10, 2020 - Sundance Kid Drive-In

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

This year's events will be Pride on the Inside a simulcast event held on Saturday, August 22, 2020 and a Pride at the Drive-In on Thursday, September 10, 2020. 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.



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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:

- \$2,500 Advocate of Toledo Pride
- \$1,000 Ally of Toledo Pride
- \$500 Supporter to Toledo Pride
- \$250 Contributor of Toledo Pride

How will you pay for your sponsorship? _____

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.





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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: _____

