



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!

The Toledo Pride Festival is a large-scale, outdoor event showcasing the best local 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 a fantastic experience for 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!





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

ADVOCATE - \$5,000

- Solo banner at event
- Premier placement & banner for the parade
- Sponsorship announcement during parade
- Stage Shout-Outs
- Included on all promotional materials including billboard, radio, social media, etc.
- \$100 in Pride Bucks – Merchandise ONLY
- Large Name on back of Committee Shirt
- Double vendor space
- Logo on banner hung year-round in Pride Center for public events

ALLY - \$2,500

- Included on all banners
- Premier placement in parade
- Sponsorship announcement during parade
- Stage Shouts
- Included on promotional materials – radio, social media
- \$50 in Pride Bucks – Merchandise ONLY
- Medium Name on back of Committee Shirt
- Double vendor space
- Logo on banner hung year-round in Pride Center for public events

SUPPORTER - \$1,000

- Included on all banners
- Included on promotional materials
- Small Name on back of Committee Shirt
- Single vendor space
- Logo on banner hung year-round in Pride Center for public events

CONTRIBUTOR - \$500

- Included on social media, website, banner
- Single vendor space
- Logo on banner hung year-round in Pride Center for public events

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





SPONSORSHIP AGREEMENT

PROMENADE PARK

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

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.



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:

- Advocate - \$5,000
- Ally - \$2,500
- Supporter - \$1,000
- Contributor - \$500

How will you pay for your sponsorship? CHECK or ONLINE

Do you plan on participating in the parade? YES or NO

Do you plan on using your vendor space? YES or 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.





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 2023 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: _____

