

PRIDE OF TOLEDO FOUNDATION · NORTHWEST OHIO

**STAND  
WITH  
EVERY  
COLOR.**

A partnership invitation from the Pride of Toledo Foundation. Read on for the why, the how, and the where to sign.

[TOLEDOPRIDE.COM](http://TOLEDOPRIDE.COM)



**THE MISSION**

# CELEBRATE. EDUCATE. ADVOCATE FOR EQUAL RIGHTS FOR ALL.

To celebrate and educate the LGBTQIA+ community in Toledo and its surrounding areas while fighting for equal rights for all.

**THE WEEKEND**

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## PRIDE KICK OFF

Friday night at the Promenade Park launches the weekend with music, performances, and the community gathering that opens the festival.

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## PRIDE FESTIVAL

Promenade Park fills with live entertainment, food, vendors, drag, and a sponsor area. All ages welcome, adult supervision suggested.

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## PRIDE PARADE

Saturday at noon, more than two hundred entries march through downtown Toledo for 90+ minutes. Sponsors ride, walk, and are announced by parade hosts.

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## NiteGlo 5K

A nighttime run and walk in Downtown Toledo. Sponsors fill the runner bags handed to two hundred plus participants.



## WHY SPONSOR

# GET LOUD. BE SEEN. DO GOOD.

Sponsorship powers more than a weekend. It funds the parade route, the festival stage(s), and year around free access to the Pride Center and donation drives for the greater community. It also puts your brand in front of thousands of community members and allies who notice, remember, and reward the businesses that show up for them.

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**20,000+** Festival attendees across the weekend

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**2,500+** Friday Pride Kick-Off crowd

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**200+** Parade entries through downtown Toledo

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**100+** Vendors, nonprofits, and community groups

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## BECOME A SPONSOR

# FIVE WAYS TO PARTNER WITH TOLEDO PRIDE.

Each level grows the reach of your brand while making the festival possible for our community.

## TRAILBLAZER

# \$10,000

Top-tier presence. Year-round recognition.

- Three vendor spots at the festival
- Access for 10 passes to the Sponsor / VIP area
- Sustained year-round website recognition (logo + link)
- Solo digital recognition and display at the park during festival weekend
- Recognition announced by parade hosts
- Logo on back of committee shirts
- \$250 in Pride Bucks (pride bucks for use at Merch/Food Trucks)
- Radio and print recognition (where applicable)
- "Proud Toledo Pride Sponsor" window/door stickers
- Opportunity to provide assets for 5K runner bags (x200)
- Logo recognition at the Pride Center, September through July

## ADVOCATE

# \$5,000

Premium visibility across festival weekend.

- Two vendor spots at the festival
- Access for 5 passes to the Sponsor / VIP area
- Sustained 6-month website recognition (logo + link)
- Solo digital recognition and display at the park during festival weekend
- Recognition announced by parade hosts
- Logo on back of committee shirts
- \$125 in Pride Bucks (pride bucks for use at Merch/Food Trucks)
- Radio and print recognition (where applicable)
- "Proud Toledo Pride Sponsor" window/door stickers
- Opportunity to provide assets for 5K runner bags (x200)
- Logo recognition at the Pride Center, September through July

## SPONSORSHIP LEVELS · CONTINUED

**EVERY LEVEL MATTERS.****ALLY**  
**\$2,500**

Strong recognition with parade and on-site presence.

- Two vendor spots at the festival
- Access for 2 passes to the Sponsor / VIP area
- Sustained 6 month website recognition (logo + link)
- Digital recognition/display at the park during festival weekend
- Recognition announced by parade hosts
- Logo on back of committee shirts
- \$75 in Pride Bucks
- Radio and print recognition (where applicable)
- "Proud Toledo Pride Sponsor" window/door stickers
- Opportunity to provide assets for 5K runner bags (x200)
- Logo recognition at the Pride Center, September through July

**SUPPORTER**  
**\$1,000**

Show your support with on-site visibility.

- \$50 vendor spot at the festival
- Sustained 6 month website recognition (logo + link)
- Digital group recognition/display at the park during festival weekend
- Company name on back of committee shirts
- "Proud Toledo Pride Sponsor" window/door stickers
- Opportunity to provide assets for 5K runner bags (x200)
- Recognition at the Pride Center, September through July

**CONTRIBUTOR**  
**\$500**

Stand with the community.

- Sustained 6-month website recognition (company name)
- Digital recognition/display at the park during festival weekend
- Company name on back of committee shirts
- Opportunity to provide assets for 5K runner bags (x200)
- Recognition at the Pride Center, September through July

**SPONSORSHIP AGREEMENT**

# THE AGREEMENT. READ. SIGN. PARTY.

Thank you for your interest in becoming a Toledo Pride sponsor. If you have any questions about the process or the levels listed here, please contact our Sponsorship Coordinator at [sponsorship.toledopride@gmail.com](mailto:sponsorship.toledopride@gmail.com). We appreciate your generosity and your 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. Please allow up to 2 business days for website updates.

**TERMS AND PAYMENT**

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 (such as 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 refund exceed the amount of the sponsorship fee paid. If a sponsor fails to attend Toledo Pride, the business or organization will not be refunded.

**LIABILITY**

Neither the Pride of Toledo Foundation nor its representatives 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 for lost profits or other special consequential damage. The foregoing applies regardless of how any claim is brought or how damages are characterized, including whether brought in contract, tort, or otherwise.

**NON-DISCRIMINATION**

Signature of this agreement affirms that the individual, organization, or business named does not discriminate in hiring, employment, participation, or services rendered based on race, color, creed, religion, national origin, ancestry, sex, sexual orientation, gender identity, gender expression, domestic partner status, disability, or HIV status. By sponsoring this event, the organization affirms the rights of LGBTQIA+ individuals and supports the mission of Toledo Pride to foster greater awareness, understanding, and acceptance throughout the community.

## SPONSORSHIP REGISTRATION

# MAKE IT OFFICIAL.

By signing, the business or organization affirms that it does not discriminate in hiring, employment, participation, or services rendered based on race, color, creed, religion, national origin, ancestry, sex, sexual orientation, gender identity, gender expression, domestic partner status, disability, or HIV status.

PLEASE PRINT LEGIBLY

BUSINESS / ORGANIZATION

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WEBSITE

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CONTACT NAME

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MAILING ADDRESS

---

CITY / STATE / ZIP

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PHONE NUMBER

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EMAIL ADDRESS

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SELECT YOUR SPONSORSHIP LEVEL

**TRAILBLAZER** **\$10,000**

**ADVOCATE** **\$5,000**

**ALLY** **\$2,500**

**SUPPORTER** **\$1,000**

**CONTRIBUTOR** **\$500**

## SPONSORSHIP REGISTRATION

# WELCOME TO THE FAMILY.

This agreement is a contract between the authorized signer and the Pride of Toledo Foundation. The sponsor submits this application for marketing and promotional services in connection with Toledo Pride and agrees to the terms in the Sponsorship Guidelines. All opportunities are sold first-come, first-served. Upon acceptance, this application becomes a legally binding contract that cannot be cancelled, refunded, or returned. The authorized signer warrants that they are authorized to sign on behalf of the sponsor named.

## AUTHORIZED SIGNATURE

PRINT NAME

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SIGNATURE

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DATE

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SEND COMPLETED AGREEMENT & PAYMENT TO

**Pride of Toledo Foundation**

2413 Collingwood Blvd  
Toledo, OH 43620

CONTACT

sponsorship.toledopride@gmail.com  
marketing.toledopride@gmail.com  
ToledoPride.com

INTERNAL USE ONLY · Received by \_\_\_\_\_ · Date received \_\_\_\_\_ · Amount \_\_\_\_\_  
Paid online Y/N \_\_\_\_\_ · Invoice mailed Y/N \_\_\_\_\_ · Date invoiced \_\_\_\_\_

## PAY ONLINE

# SCAN. SELECT. SPONSOR.

Prefer to skip the mail-in option? Scan the code below to open the Toledo Pride sponsorship portal on Zeffy. Pick your sponsorship level, complete your details, and pay securely in one place. Confirmation arrives by email within minutes.



## HOW IT WORKS

1. **Scan** the QR code with your phone camera.
2. **Select** your sponsorship level on the Zeffy portal.
3. **Enter** your business details and payment information.
4. **Submit.** A receipt and confirmation lands in your inbox.

## WHY ZEFFY

Zeffy is a zero-fee donation and payment platform. One hundred percent of your sponsorship reaches the Pride of Toledo Foundation

## NEED A HAND?

Reach our Sponsorship Coordinator at [sponsorship.toledopride@gmail.com](mailto:sponsorship.toledopride@gmail.com) and we'll walk you through it.

By submitting payment online, the sponsor agrees to the terms and conditions of the Toledo Pride Sponsorship Agreement, including the provisions outlined on Page 6 of the sponsorship packet. Submission of payment constitutes acceptance of this agreement and confirms authorization to act on behalf of the sponsoring organization.