

# Sponsorship Opportunities

## Great Lakes Bay Pride Festival 2020

Wenonah Park in Downtown Bay City  
June 27th, Noon – 5:00PM

“BUILDING A  
COMMUNITY  
THAT INSPIRES  
ENGAGEMENT,  
EQUALITY  
AND RESPECT  
FOR ALL”

Becoming a sponsor of the Great Lakes Bay Pride Festival and other Perceptions events shows your support for a vibrant, diverse community that inspires engagement, equality and respect for all, regardless of sexual orientation or gender identity/expression. Thank you for your interest in supporting the SOGI/E community in the Great Lakes Bay Region.

Business/Organization Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Business/Organization Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Sponsorship Level: Violet \_\_\_\_\_ Indigo \_\_\_\_\_ Blue \_\_\_\_\_ Green \_\_\_\_\_ Yellow \_\_\_\_\_ Orange \_\_\_\_\_ Red \_\_\_\_\_

### Please send the following information to [Pride@PerceptionsMI.org](mailto:Pride@PerceptionsMI.org) upon return of Sponsorship Form:

- Company name (as it is to appear on flyers and promotions)
- Logo in high-resolution format (please include any logo variations and brand guidelines)
- Company bio for publications

Will you be utilizing the complimentary vendor space included with your sponsorship?

YES  NO

### For Yellow level and above, please provide company banners no later than June 12, 2020.

Upon receipt of the Sponsorship Form and required information, a confirmation letter will be sent to the email address provided.

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Mail completed form and payment to:

Perceptions

Great Lakes Bay Pride Festival

P.O. Box 1525, Midland, MI 48641

Perceptions is a 501c3 non-profit organization on a mission to provide inclusive sexual orientation and gender identity/expression (SOGI/E) education, advocacy, networking, and resources to individuals and organizations in the Great Lakes Bay Region. Visit [www.perceptionsmi.org](http://www.perceptionsmi.org) for more information and current program options.



# Sponsorship Levels

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### *Violet*

#### **\$10,000 includes Indigo Level plus:**

- Title sponsor rights (Violet Level only)
- Option to promote company on-stage (4 minutes maximum)
- Maximum of two available

### *Indigo*

#### **\$7,500 includes Blue Level plus:**

- Swag bag sponsor rights (Indigo Level only)
- Bags will be given out to first 2,000 attendees
- Maximum of one available

### *Blue*

#### **\$5,000 includes Green Level plus:**

- Entertainment sponsor rights (Blue Level only)
- Option to promote company on-stage (2 minutes maximum)
- Maximum of one available

### *Green*

#### **\$3,500 includes Yellow Level plus:**

- Volunteer sponsor rights (Green Level only)
- Company name used in all media advertising
- Maximum of two available

### *Yellow*

#### **\$1,000 includes Orange Level plus:**

- Company banner prominently displayed at festival (banner provided by company)

### *Orange*

#### **\$500 includes Red Level plus:**

- Company logo included on festival marketing (including social media)

### *Red*

#### **\$250 includes:**

- Company logo on Pride Festival website
- Company name announced on stage throughout Pride Festival
- 10' X 10' vendor space at the festival

A GREAT LAKES  
BAY PRIDE  
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HAS MADE A  
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COMMUNITY IN  
THE GREAT LAKES  
BAY REGION AND  
BEYOND.

