



MANSFIELD GAY PRIDE ASSOCIATION

2019 SPONSORSHIP OPPORTUNITIES GUIDE



www.MansfieldGayPrideAssociation.org



ARE YOU INTERESTED IN BECOMING A MANSFIELD GAY PRIDE FESTIVAL SPONSOR? FOLLOW THESE 4 STEPS!

1. Review the Pride Sponsorship opportunities in this packet.
2. Contact one of the below email addresses to discuss your sponsorship possibilities.
3. Complete a sponsorship commitment form, indicating if you will participate in the 5th Annual Mansfield Pride Festival and Parade by selecting if you will have a vendor booth and/or be in the parade
4. Return sponsorship commitment form, payment, and sponsorship fulfillment requirements so that our team may promote your goods and services.

GENERAL SPONSORSHIP LEVEL DETAIL

As a sponsor, you will help fund community activities, local fundraiser, the Scholarship funds, and help fund the basic running of the association.

FESTIVAL SPONSORSHIP LEVEL DETAIL

Supporting the Festival will ensure funds for putting on the event and you can support specific areas in the festival. *The Volunteer Food Tent and the Entertainer Tent will have its own banner with the logo(S) of the sponsors of that area.

Kid Zone Sponsorship Opportunities

This year we also have other sponsorship opportunities available that will help fund various locations within this year's festival.

Kid Zone Sponsorship levels*		
2 hours	4 hours	7 hours**
\$250	\$425	\$700

The Kid Zone sponsor is geared to a business or charity such as a daycare or child related activity group. The sponsor will be able to display their logo, show what their business or group has to offer at as they help monitor the Kid Zone. Additional rules and features apply to the Kid Zone sponsorship.

RESTRICTIONS, CONDITIONS, AND LIMITATIONS

PLEASE NOTE OUR SPONSORSHIP RESTRICTIONS, CONDITIONS, AND LIMITATIONS
Mansfield Gay Pride Association has the right to accept or refuse sponsorship depending on the commitments already in place or if the sponsorship offer does not meet the needs or standards of the organization. If a sponsorship is split, the total benefits for that level will be split between the two sponsors.

If you have any questions please email Sponsor@MansfieldGayPrideAssociation.org or ToddR@MansfieldGayPrideAssociation.org

Sponsorship Level Detail: Festival

	Main Stage \$3,000	Beer Garden \$2,500	Community Sponsor \$500	Kid Zone (see page 1)
Print Recognition	Festival Sponsorship			
Ad in Official Pride Guide	½ Page	½ page	Name Recognition	No
Logo on Main Stage Banner	Yes	No	No	No
Logo on Volunteer Shirts	Yes	Yes	No	No
Logo on Festival Entrance Signs	Yes	Yes	Name Recognition	Yes
Logo in Official Pride Guide	Yes	Yes	No	Yes
Logo on Sponsors Banner	Yes	Yes	No	Yes
Online Recognition	Festival Sponsorship			
Rotating Ad on Pride Website	Yes	Yes	No	Yes**
Logo and Link on Pride Website	Yes	Yes	Name Recognition	Yes**
Additional Recognition	Festival Sponsorship			
Verbal Recognition at Stage	4 Times	2 Times	Once	Once
Authorized Use of Official 2017 Logo	Yes	Yes	yes	Yes
Vendor Benefits	Festival Sponsorship			
Max # of complementary Festival Spot	3	2	1	1
Vendor Space Size	12'x24'	12'x12'	12x12	12'x12'
Max # of Parade Entries	Group C	Group B	Group B	Group B

** This is only available for an all-day sponsorship of the Kid Zone

Sponsorship Level Detail: General Sponsor

	Diamond	Gold	Silver	Bronze
	\$6,000	\$3,000	\$1,500	\$750
Festival Recognition	General Sponsorship			
Ad in Official Pride Guide	1 Full Page	1/2 Page	1/4 Page	No
Logo on Volunteer Shirts	Yes	Yes	Yes	No
Logo on Festival Entrance Signs	Yes	Yes	No	Name Recognition
Logo in Official Pride Guide	Yes	Yes	Yes	Name Recognition
Logo on Sponsors Banner	Yes	Yes	Yes	Name Recognition
Verbal Recognition at Stage	4 Times	2 Times	1 Time	No
Authorized Use of Official 2019 Logo	Yes	Yes	Yes	Yes
Logo and Link on Pride Website	Yes	Yes	Yes	Logo only
Max # of complementary Festival Spot	2	2	1	1
Vendor Space Size	12'x36'	12'x24'	12'x12'	12'x12'
Max # of Parade Entries	3	2	1	1
Verbal Recognition at Stage	4 Times	2 Times	1 Time	No
Rotating Ad on Pride Website	6 times a year	3 times a year	No	No
Logo and Link on Website	Yes + Informational Profile	Yes	Yes	Logo only
Year Around Recognition	General Sponsorship			
Authorized Use of Official 2019 Logo	Yes	Yes	Yes	Yes
MGPA Membership	Corporate Leader	Corporate Membership	Active Membership	Active Membership
Verbal Recognition at additional MGPA events	Yes	Yes	No	No
Creative Approval	Yes	No	No	No
Print Recognition at additional MGPA Events including inside the office	Yes	Yes	No	No