



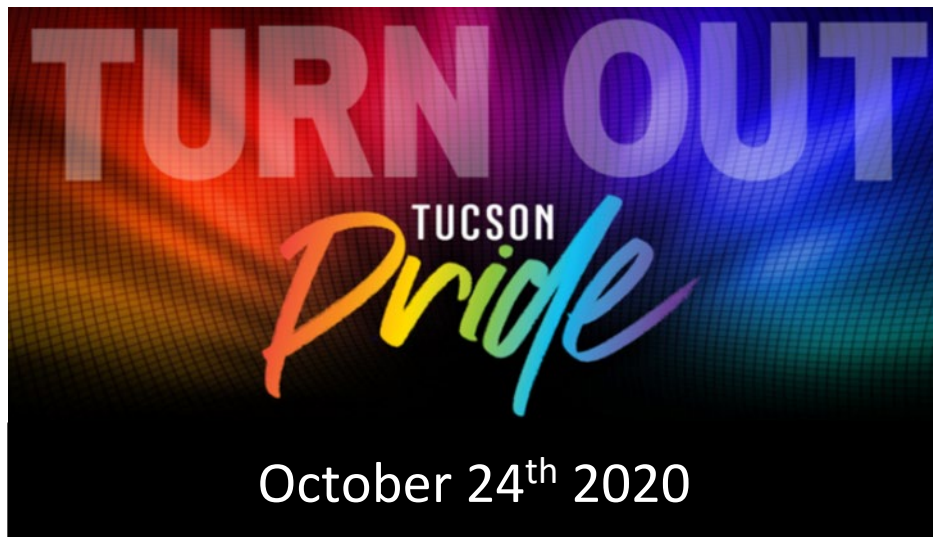
2020 SPONSORSHIP OPPORTUNITIES

"To unify, celebrate, and strengthen the LGBTQ+ community of Southern Arizona through advocacy, education, leadership, and support."

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ABOUT TUCSON PRIDE

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Tucson Pride, Inc. (TPI) is an **all-volunteer** administered and operated IRS 501(c)(3) Non-Profit Organization that produces and promotes cultural, educational, and recreational events for the gay, lesbian, bisexual and transgender community in Tucson, Arizona and beyond. Tucson Pride was founded in 1977 **making it Arizona's first and longest established LGBTQ Organization.**

TUCSON PRIDE: TAKING THE 2020 ANNUAL PRIDE FESTIVAL VIRTUAL

After careful consideration and with great respect for our community, the Tucson Pride Board of Directors has voted to not hold an in-person Annual Tucson Pride Parade and Festival this year. In its place, Tucson Pride is taking the annual celebration virtual in October in honor of National Coming Out Month. This decision was not made lightly; the board has carefully monitored Covid-19 guidelines and recommendations from authorities on local, state, and national levels, as well as explored all available alternatives. A virtual festival was determined to not only be the safest approach for 2020 but was also an avenue that allowed us to incorporate educational programming in brief segments throughout the event.

With the support of Virtual Arizona Pride and our community, we are looking forward to bringing a quality virtual event this October we hope you will find engaging and entertaining. The Tucson Pride Virtual Festival will feature a variety of partnerships with nonprofit organizations, performances, panels, and highlights from our local LGBTQ history. The virtual event will be hosted by none other than your Tucson Pride Royalty, Lucinda Holliday and Justin Deeper-Love.

Details on the event schedule will be published in the coming weeks, as well as links for viewing. Now, more than ever, it is crucial our community stand together. Be kind, spread joy, stay safe and join us October 24th 2020 in Pride. Interested in sponsorship opportunities? While the expenses of a virtual event will likely not compare to those that come with putting on a live show, we have realized there are a number of expenses associated with technology support and programming. Additionally, it is our hope to promote businesses like yours through live raffles and other prizes given to participants throughout the event. This year's sponsorship packet outlines an array of different sponsorship opportunities to allow your business to show its support of the LGBTQ community and an ongoing partnership with Tucson Pride.

VISION

Tucson Pride envisions a community of diverse, empowered, and accepted individuals to live full and authentic lives, with the love and support of an understanding community.

MISSION STATEMENT

To unify, celebrate, and strengthen the LGBTQ+ community of Southern Arizona through advocacy, education, leadership, and support.

VALUES

Transcend, Unify, Cultivate, Support, Outreach, Nourish

Proactive, Respect, Inclusive, Diversity, Encouragement

INDEX OF PRIDE 2020 SPONSORSHIP LEVELS

PREMIUM & SUPPORTER CASH SPONSORSHIPS OR VALUE OF IN-KIND SPONSORSHIPS		
DIAMOND	\$5,000	PAGE 3
PLATINUM	\$2,500	PAGE 3
GOLD	\$1,000	PAGE 3
SILVER	\$500	PAGE 3
FRIENDS OF TUCSON PRIDE	\$50 - \$499	PAGE 3
TITLE SPONSORSHIPS		
MUSIC LICENSING & COPYRIGHT SUPPORT (Single-Title Sponsorship)	\$2,000	PAGE 3
TECHNOLOGY SUPPORT (Up to 3 Title Sponsors)	\$1,500	PAGE 3
TUCSON PRIDE SCHOLARSHIP FUND (Unlimited Title Sponsors)	\$100+	PAGE 3

SPONSER LEVELS & BENEFITS

LEVEL & BENEFITS	DIAMOND \$5,000	PLATINUM \$2,500	GOLD \$1,000	SILVER \$500	FRIENDS OF TUCSON PRIDE \$50 to \$499	MUSIC LICENSING TITLE SPONSOR \$2,000	TECHNOLOGY TITLE SPONSORS \$1500	TUCSON PRIDE SCHOLARSHIP FUND \$100 AND UP
20 MINUTE VIDEO SEGMENT (or multiple videos that total 20) PLAYED DURING LIVE EVENT – sponsor must submit by 10/10/2020	•	NONE	NONE	NONE	NONE	NONE	NONE	NONE
15 MINUTE VIDEO SEGMENT (or multiple videos that total 15) PLAYED DURING LIVE EVENT – sponsor must submit by 10/10/2020	NONE	•	NONE	NONE	NONE	•	NONE	NONE
10 MINUTE VIDEO SEGMENT (or multiple videos that total 10) PLAYED DURING LIVE EVENT – sponsor must submit by 10/10/2020	NONE	NONE	•	NONE	NONE	NONE	•	NONE
5 MINUTE VIDEO SEGMENT PLAYED DURING LIVE EVENT – sponsor must submit by 10/10/2020	NONE	NONE	NONE	•	NONE	NONE	NONE	NONE
3 MINUTE VIDEO SEGMENT PLAYED DURING LIVE EVENT – sponsor must submit by 10/10/2020 - Suggested themes: -What Pride Means To Me - Favorite Pride Experience – Queer the Vote	NONE	NONE	NONE	NONE	•	NONE	NONE	•
EXCLUSIVE PRESENTER NAMING RIGHTS FOR TITLE SPONSOR CATEGORY FOR THE 2020 TUCSON PRIDE VIRTUAL FESTIVAL	NONE	NONE	NONE	NONE	NONE	•	NONE	•
CO-PRESENTER NAMING RIGHTS FOR TITLE SPONSOR CATEGORY FOR THE 2020 TUCSON PRIDE VIRTUAL FESTIVAL	NONE	NONE	NONE	NONE	NONE	NONE	•	NONE
VERBAL RECOGNITION DURING LIVE EVENT	•	•	•	•	•	•	•	•
VERBAL RECOGNITION AT ALL 2020 EVENTS	•	•	NONE	NONE	NONE	•	•	NONE
ROTATING SPONSOR LOGO ON PRIDE SOCIAL MEDIA	•	•	•	•	NONE	•	•	•
SPONSOR LOGO AND HYPERLINK ON PRIDE WEBSITE	•	•	•	•	NONE	•	•	•
1 COMPLIMENTARY RAFFLE ENTRY	NONE	NONE	NONE	NONE	•	NONE	NONE	NONE

FREQUENTLY ASKED QUESTIONS

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WHO PRODUCES TUCSON PRIDE?

Tucson Pride Incorporated (TPI), Arizona's first and longest operating LGBTQ+ Pride organization, has produced the Pride celebration for over 40 years. What began as a picnic in the park in 1977, is typically now a weekend of celebration and activism that promotes strong community bonds between the community at large and the Southern Arizona LGBTQ+ community. This is the first year in history Tucson Pride has gone virtual. Tucson Pride in the Desert is TPI's largest annual fundraiser, encompassing more than 70% of TPI's annual budget.

HOW DO I BECOME A SPONSOR?

- Complete the Sponsorship Commitment form (last 2 pages of this packet) and return to sponsors@tucsonpride.org
- Send payment by one of the following methods:
 - PayPal payments can be sent to: paypal.me/TucsonPride
 - Other payment arrangements can be made; inquire at treasurer@tucsonpride.org
- Submit a high-quality graphic logo (no later than September 30th for full promotional opportunities in October) to sponsors@tucsonpride.org
- As applicable, submit any appropriate media (i.e. sponsorship levels that include promotional air time should submit a video no later than October 10, 2020). Due to video files being larger than most email platforms allow, they should be submitted via a web clouding service link such as Dropbox, Google Drive or Microsoft One-Drive. The link can then be sent to sponsors@tucsonpride.org



SPONSORSHIP COMMITMENT FORM 2020

Sponsor Details:

Company Name:

*As you wish for it to appear on the Tucson Pride Website & Promotional Materials

Street Address:

City:

State:

Zip Code:

Point of Contact:

Phone Number:

Email:

Website:

Social Media Links:

Is there a quote you'd like us to include in social media promotions (proud to support LGBTQ, reasons why you support, etc)?

Sponsorship Packages (Check One):

<input type="checkbox"/> Music Licensing Title Sponsor - \$2,000	<input type="checkbox"/> Technology Title Sponsor - \$1,500				
<input type="checkbox"/> Diamond Sponsor - \$5,000	<input type="checkbox"/> Platinum Sponsor - \$2,500				
<input type="checkbox"/> Gold Sponsor - \$1,000	<input type="checkbox"/> Silver Sponsor - \$500				
<input type="checkbox"/> Tucson Pride Scholarship Fund Sponsor - (\$100 and up) Amount: \$ <input style="width: 100px;" type="text"/>	<input type="checkbox"/> Friends of Tucson Pride - \$50 - \$499 Amount: \$ <input style="width: 100px;" type="text"/>				
<input type="checkbox"/> In-Kind Sponsorship (Donation of raffle prizes, services or products)	<table style="width: 100%; border: none;"> <tr> <td style="width: 30%; border: none;">Estimated Value:</td> <td style="border: none;">Description of In-Kind Donation:</td> </tr> <tr> <td style="border: none;">\$ <input style="width: 50px;" type="text"/></td> <td style="border: none;"><input style="width: 100%; height: 30px;" type="text"/></td> </tr> </table>	Estimated Value:	Description of In-Kind Donation:	\$ <input style="width: 50px;" type="text"/>	<input style="width: 100%; height: 30px;" type="text"/>
Estimated Value:	Description of In-Kind Donation:				
\$ <input style="width: 50px;" type="text"/>	<input style="width: 100%; height: 30px;" type="text"/>				

Payment Options (Check One):

<input type="checkbox"/>	Paypal payments can be sent to: paypal.me/TucsonPride
<input type="checkbox"/>	Other payment arrangements can be made; inquire at treasurer@tucsonpride.org

To unify, celebrate and strengthen the LGBTQA+ Community of Southern Arizona through advocacy, education, leadership and support



Terms and Conditions:

1. I certify that I am a duly authorized representative of the above listed organization and that I am authorized to enter into this agreement.
2. I recognize that all sponsorships are subject to review and acceptance by the Tucson Lesbian and Gay Alliance (Tucson Pride).
3. I understand that accepted sponsorships will enter effect upon receipt of payment of pledged funds or in-kind product unless an exception is specifically granted by Tucson Pride.
4. All benefits granted to Tucson Pride Sponsors are non-transferrable and are intended for exclusive use by the sponsoring business or organization. No Pride sponsor benefits may be sold, raffled or otherwise transferred to any entity or individual outside of the sponsoring business or organization. If Sponsors do not use some or all of the benefits provided with their sponsorship level, the benefits revert to Tucson Pride ownership to be used as desired by Tucson Pride. Failure to adhere to these restrictions will result in forfeiture of all Pride Sponsor benefits for the current festival and parade year.
5. As a Sponsor, I pledge that my business or organization has a policy that prohibits employment discrimination based on sexual orientation and gender identity. If my business or organization does not currently have this policy, I pledge that my business or organization will enact said policy by October 2020. I understand that failure to enact said policy by October 2020 will result in our forfeiture of involvement in 2020 Pride activities.

Count Me In!

Printed Name: Date:

Signature: _____

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