

2022 Pride Frisco Inaugural Block Party



Sponsor Packet

Saturday October 8, 2022
Grace Avenue United Methodist Church
3521 Main St
Frisco, Texas 75034
pridefrisco.org

Introduction

Since 1970, Pride events have occurred on an annual basis in cities around the world. These events serve to celebrate, educate, and commemorate the LGBTQ+ community by promoting dignity, equality, visibility, awareness, and support.

Pride events can take many forms including parades, festivals, and block parties. Pride Frisco will be holding our inaugural block party on Saturday, October 8, 2022, at Grace Avenue United Methodist Church. The block party format was chosen to encourage community gathering as well as meaningful conversations and interactions.

The Pride Frisco Block Party serves to emphasize Frisco's commitment to being inclusive of all residents. It will also grow the local economy by encouraging spending and tourism. The block party represents the single largest visibility opportunity to get your business or community organization connected with Frisco's LGBTQ+ community both physically at our event and digitally through our website, social media, advertising, signage, and other marketing efforts.

This year's Pride Frisco Block Party will feature music, games, food, drinks, vendors, and entertainment in a safe, family-friendly environment for those of all ages to enjoy. Community organizations and subject matter experts will also be on hand to provide education, outreach, and resources to those seeking additional information and resources.

With research showing that the collective buying power of the LGBTQ+ consumer market in the United States approaching \$1 trillion, the Pride Frisco Block Party provides businesses and organizations the opportunity to enhance their profile as an active supporter that promotes the positive diversity of the LGBTQ+ community in Frisco, the surrounding area, and nationwide.

Pride Frisco is particularly committed to providing a safe and celebratory environment for the youth that make up over 30% of the population in Frisco. For youth in our area, the Pride Frisco Block Party represents one of the only safe, affirming, and open environments that they may experience for the year. Not only are things getting better; the block party represents what better looks like.

The Board of Directors appreciates your interest in supporting our efforts and organization. All money raised goes to directly support the block party and Frisco's LGBTQ+ community. Beyond monetary contributions, Pride Frisco also accepts in-kind donations including goods and services for fundraising efforts and product sponsorship for the event.

We invite you to partner with Pride Frisco as a sponsor. This packet includes all information you need to become a partner. We look forward to working with you to create an even stronger community and help your business grow.

Thank you,

Justin Culpepper
Founding President, Pride Frisco
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(214) 945-9593



About

Pride Frisco is a Texas nonprofit, public charity organization, 501(c)3 status pending. We serve the LGBTQ+ community and allies in Frisco and north Texas.

Our mission is to create a community of respect and inclusion by producing an annual event that educates, celebrates, and commemorates LGBTQ+ individuals and allies in Frisco and north Texas.

Our hope is to provide regular social and educational events in an accessible, family-friendly setting and to be a resource for LGBTQ+ adults, families, and youth through education, community activities, and scholarships.

Pride Frisco is committed to achieving the vision of a dedicated LGBTQ+ facility and community center to serve this population in Collin and Denton counties.



Sponsor Levels

		Sustaining Partner	Diamond Partner	Gold Partner	Silver Partner	Bronze Partner	Value Partner
		\$50,000+	\$25,000-49,999	\$10,000-24,999	\$5,000-9,999	\$2,000-4,999	\$500-1,999
PRIDE & GALA	Dedicated prime Sponsor area	X					
	Logo on step and repeat banner	X					
	Banner placement	X	X	X	X		
	5-minute commercial on stage	X	X				
	Recognition in festival announcement	X	X	X	X	X	
WEBSITE	Banner ad on home page	X					
	Logo placement on home page	X	X				
	Logo on sponsorship page & link to site	X	X	X	X	X	X
EMAIL BLASTS	Logo in email blasts	X	X	X	X	X	
SOCIAL MEDIA	Facebook posts	3	2	1	1	1	1
	Twitter posts	3	2	1			
	Instagram	3	2	1			
LOGO VISIBILITY	Sponsor logo added to PRIDE & GALA event logo	X					
	Volunteer T-shirts	X	X				
	Advertising as available	X	X	X	X	X	

Other Sponsorship Opportunities

In-Kind Opportunities

Sponsors can also provide products and services in exchange for sponsorship recognition. Some ideas for in-kind donations:

- Secure space for hosting meetings, seminars, and other programming events as appropriate
- Gift certificates, tickets, swag, etc. in support of Pride Frisco's fundraising efforts
- Product sponsorship such as food, beverages, etc.

Year-round Opportunities

Do you have unique partnership ideas with Pride Frisco? We can customize a partnership proposal that mutually benefits our organizations and furthers the cause for LGBTQ+ inclusion and diversity.



Sponsorship Form

Company / Personal Information

Company / Personal Name	
Address	
City, State, Zip	
Contact Name	
Daytime Phone	
Email	
Contact Person (Day of Event)	

Sponsorship Level

Level <i>(please select one)</i>	Amount Range	Amount <i>(please indicate amount)</i>
<input type="checkbox"/> Sustaining Partner	\$50,000+	
<input type="checkbox"/> Diamond Partner	\$25,000 - \$49,999	
<input type="checkbox"/> Gold Partner	\$10,000 - \$24,999	
<input type="checkbox"/> Silver Partner	\$5,000 - \$9,999	
<input type="checkbox"/> Bronze Partner	\$2,000 - \$4,999	
<input type="checkbox"/> Value Partner	\$500 - \$1,999	

(Initial here) _____ Yes, I/We would like to sponsor at the level and amount specified above.

Payment Information

- Check:** Please make checks payable to **Pride Frisco**. This is our preferred payment method because Pride Frisco receives 100% of your financial contributions without paying third-party processing fees.
- Electronic Payment:** If you prefer to make electronic payments, please visit our online donation site: <https://pridefrisco.square.site>.
- In-kind Contribution:** If you are making an in-kind contribution, please describe below and indicate fair market value:

Pride Frisco Contact Information

Please send completed Sponsorship Form to Pride Frisco via the following methods (email or mail).

Jon Culpepper
Founding Board Secretary & Treasurer
Pride Frisco
jon.culpepper@pridefrisco.org
(214) 364-8446

Mailing Address
Pride Frisco
5570 FM 423, Suite 250-2109
Frisco, Texas 75036

