

PRIDE MONTH



OutFront Pride Month Sponsorship Opportunities

Pride is a celebration in June commemorating the Stonewall Riots, an uprising led by queer and trans people of color. By sponsoring OutFront during Pride you would be featured at OutFront events for the entire month of June!

During Pride, OutFront hosts a full month of events, with plenty of opportunities for brand elevation. Specific events to be determined Spring, 2022.

| SPONSORSHIP BENEFITS | GRASSROOTS \$150 | ADVOCATE \$300 | ORGANIZER \$500 | MOVEMENT BUILDER \$1,000 | COMMUNITY LEADER \$2,500 | CHAMPION \$5,000 | FEATURED \$10,000 |
|------------------------------------------------------------------------------------------|---------------------|-------------------|--------------------|--------------------------------|--------------------------------|---------------------|----------------------|
| Premier logo placement on banner and verbal recognition at June Pride events ✦ | | | | | | | ● |
| Customized volunteer opportunity | | | | | | ● | ● |
| Blog post on website | | | | | | ● | ● |
| Workplace inclusion training | | | | | ● | ● | ● |
| Give away of company swag at OutFront Pride events during the month of June ✦ | | | | ● | ● | ● | ● |
| Name* or logo** included in minimum of 2 emails to OutFront's 50k subscribers | | | ●* | ●** | ●** | ●** | ●** |
| Name* or logo** featured in all invitations and promotional materials for Pride events ✦ | ●* | ●* | ●* | ●** | ●** | ●** | ●** |
| Name* or logo** featured on website and event banner for month of June ✦ | ●* | ●* | ●* | ●** | ●** | ●** | ●** |

LOGO DEADLINE: May 18, 2022

Submit to communications@outfront.org

Grassroots, Advocate, and Organizer Levels intended for small non-profit support only

✦ As sober spaces are important for LGBTQ+ communities, OutFront Minnesota is excited to be hosting a sober event for Pride 2022 (details forthcoming). Out of respect for this community, any alcohol or CBD sponsorships will not be included in the marketing for this event.