



2023  
Gold Sponsorship Package  
\$125,000

The following is a list of standard benefits available to organizations who contribute to Heritage of Pride's 2023 activities in June and beyond at the Gold level. **Please note:** the below is used for discussion purposes only and all benefits are subject to alteration.

Benefits include:

- SPONSORSHIP:
  - Listed as an Official 2023 sponsor
- CONCIERGE SERVICES:
  - Access to an individualized experience and a dedicated staff liaison
- DONATION:
  - A tax-deductible contribution to the philanthropic work of Heritage of Pride and the *Pride Gives Back* program
- PRIDE 365:
  - Inclusion in year-round campaigns and programming, including 2023 Campaign Launch activities in Winter/Spring
- DIGITAL:
  - A promotional package on our social media accounts with the largest following of any Pride organization in the world
- PRIDE GUIDE:
  - A full-page brand ad in our annual publication
- BROADCAST:
  - TV spot on the Emmy nominated live WABC Broadcast of the Pride March with 200,000 viewers
- THE MARCH:
  - Vehicle registration waved for one (1) float, double decker bus, van or car, reaching 1.5 million attendees
- PRIDEFEST:
  - 10x20 booth Space at our open-air street festival on Pride Sunday, with 100,000 attendees
- PRIDE ISLAND:
  - Booth Space at our marquee dance festival, reaching more than 5,000 participants
- OTHER EVENTS:
  - Booth space at your choice of an additional event, including programming curated for individual communities, such as POC, Youth and Families (calendar to be finalized by end of 2022)