



2023
Platinum Sponsorship Package
\$175,000

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 Platinum 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
- CORPORATE CIRCLE:
 - Become a founding member of the corporate leadership program which includes invitations to round-table summit events and access to the ERG resource network
- 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:
 - Several TV spots on the Emmy nominated live WABC Broadcast of the Pride March with 200,000 viewers and the opportunity for a live interview
- THE MARCH:
 - Vehicle registration waved for one (1) float, double decker bus, van or car with maximum exposure opportunities, reaching 1.5 million attendees,
- PRIDEFEST:

- 10x30 booth Space at our open-air street festival on Pride Sunday with maximum exposure opportunities, reaching 100,000 attendees
- PRIDE ISLAND:
 - Booth Space at our marquee dance festival, with maximum exposure opportunities, reaching more than 5,000 participants
- OTHER EVENTS:
 - Booth space at any/all additional events, including programming curated for individual communities, such as POC, Youth and Families (calendar to be finalized by end of 2022)