





www.iowacitypride.org

IOWA CITY PRIDE PO BOX: 2910 Iowa City, IA 52244

DATE2021

Dear Friends of Iowa City Pride,

Despite planning for the 50th lowa City Pride in 2020, we were sidelined by the pandemic, so we are looking ahead to the 50th lowa City Pride celebration (round 2) in 2021. We would like to stop and thank you and your business and express the need for sponsors in 2021., we are committed to increasing diversity and inclusiveness and are doing all we can to build Pride events that offer a fun and welcoming space to more folks than ever before.

Throughout 2019, we drew nearly 15,000 family and friends to the lowa City Pride festival and related events — our largest attendance ever! With the 50th Anniversary celebration coming up, we are expecting even bigger crowds! Through charitable giving and our newly created scholarship for local LGBTQIA+ identified students, lowa City Pride is dedicated to giving back to the communities that have supported us throughout the years.

Pride is a true community celebration, and we want every member of the lowa City community to benefit greatly through Pride. For our special and historic 50th Pride to be as successful as its predecessors, we will need your continued support and sponsorship. Included with this letter is Pride 2021 sponsorship materials. We would encourage you to review and commit to help this committee reach our goals: make this Pride the best one yet and keep most of the events free to the public.

Contribute as a sponsor for Pride 2021 and earn direct exposure to tens of thousands of people throughout lowa year-round. In addition to attracting loyal customers and clients that support diversity, you will receive top credit at our annual Pride events in June and throughout the year.

50 years ago, a group of LGBTQI + students marched in the University of Iowa Homecoming parade which paved the way for Iowa City Pride. Today, we look for ward to your continued support of Pride, and hope to see you at our various community events throughout the year.

Sincerely.

Iowa City Pride Executive Board/Committee

Anthony Sivanthaphanith President Joe Reilly Festival Director

Lisa Skriver Community Director

Please join us in celebrating the 50th Anniversary of Iowa City Pride by:

- Signing up online at Iowa City Pride.org/sponsors
- Mail check with contact name and email to P.O.Box 2910, Iowa City, Iowa 52244
- Reach out to Pride President Tony Sivanthaphanith at 563-299-8652 or info@ iowacitypride.org

"We need to make our 2021 Pride celebration count more than ever. We have big plans to make up for 2020. This year will still be our 50th Pride!"

— IC Pride President, Anthony Sivanthapanith

2021 Pride Sponsorship Opportunities

BENEFITS

Full landing page on iowacitypride.org
Lead logo/profile on sponsor page
Large logo on all year-round Pride event promotions
"Presented by" rights in 2021 advertising and outreach
Main stage top banner position, and all other sponsor perks







\$5,000

BENEFITS

Small logo on all year-round Pride event promotions Logo on iowacitypride.org sponsor page Name on all Pride merchandise Pride 2021 vendor booth Pride parade slot

Digital media promo, Pride door window emblem



GOLD \$1,000

BENEFITS

Pride vendor booth Parade slot Digital and social media promotion Pride door/window emblem



FRIENDS \$50 +

BENEFITS

Logo and profile on iowacitypride.org sponsor page Logo on all year-round pride event promotions Main stage secondary banner position Logo on all pride merchandise including t-shirts, frisbees and more Pride 2021 vendor booth, Pride parade slot, and all other sponsor perks

PLATINUM \$2,500



BENEFITS

Name on iowacitypride.org sponsor page Listing on all year-round Pride event promotions Pride 2021 vendor booth Pride parade slot Digital and social media promotion Pride door/window emblem

SILVER \$500



ONE TIME OR RECURRING GIFT

If you can't give all at once, but would like to support the historic 50th Pride celebration: You may set up recurring payment for your support of Iowa City Pride online.

- Each sponsor receives "big check" presentation photo and acknowledgement on Facebook and Pride sponsor page.
- Please specify business and contact name along with email address on mailed or online forms
- Please make payment online at <u>www.iowacitypride.org</u> or mail check to Iowa City Pride, PO Box 2910, Iowa City, IA 52244

Email: tony@iowacitypride.org phone: 563-299-8652 www.iowacitypride.org