



**SPONSORSHIP
OPPORTUNITIES**

Berks

Pride

Fest



 **READING
PRIDE**
CELEBRATION
www.readingpride.org



THE PAGODA
歡迎
CITY OF READING

ENRIQUE CASTRO JR.
EXECUTIVE DIRECTOR & CEO



Dear Friends & Sponsors,

On behalf of our Board & Volunteers, I thank you in advance for your support. As we prepare to celebrate our PRIDE festival this year, we are very excited to present to you our sponsorship opportunities package for the upcoming Pride Celebration.

At Reading Pride, we are committed to creating a vibrant and inclusive community where diversity is celebrated and embraced. Our annual Pride Celebration serves as a platform for advocacy, education, and, most importantly, a jubilant display of love and acceptance. It is through the support of generous donors like you that we are able to bring this vision to life each year.

Your sponsorship not only contributes to the success of our event but also signifies your commitment to equality and social justice. By aligning with Reading Pride, you are joining a movement that promotes acceptance, empowers individuals, and fosters a sense of belonging for all members of our community.

We offer a range of sponsorship opportunities tailored to suit your organization's goals and objectives. Whether you choose to become a presenting sponsor, stage sponsor, or participate at another level, your contribution will make a significant impact and will be recognized with gratitude and appreciation.

As we embark on this journey together, we invite you to join us in making Reading Pride Celebration a resounding success. Together, let us continue to build a world where everyone can live authentically and proudly.

Thank you for considering our sponsorship opportunities. We look forward to the possibility of partnering with you and creating lasting change in our community.

With Pride!



OUR MISSION


To support the LGBTQ+ community in the Greater Reading area by celebrating the rich tapestry of our culture and history and being a unified voice in times of need.

WHO WE ARE

Reading Pride Celebration is a registered 501(c)(3) organization founded in 2006 by a group of friends who thought our community needed a Pride Festival. Since, then Reading Pride Celebration has put on 17 Pride festivals. Each year, the Pride festival and our organization have experienced amazing growth. Attendees from all over the commonwealth and neighboring states have attended our festival each year.

The growth has led to many expansions of our initial mission and expanded our services to the LGBTQIA+ community of Greater Reading. Our experience has allowed us the honor of mentoring other organizations looking to host pride festivals in their communities. Last year we hosted the first ever PRIDE parade in Berks County and were fortunate to have some of those organizers and many others join us.

This year as we look forward to celebrating our 18th festival, we are pleased to announce it with a new name: Berks Pride Fest. The new name celebrates the growth of the festival and acknowledges its growth. The Berks Pride Fest is set to make Berks County a destination weekend for attendees with a parade on Saturday, followed by the Festival on Sunday. Local businesses will be encouraged to participate, creating a full weekend of activities to celebrate PRIDE.



COMMUNITY IMPACT

HOW OUR PROGRAMS MAKE AN IMPACT

Our Pride Festival has always been considered to be our biggest success in terms of community impact. The festival has allowed us to grow and serve as advocates, celebrating and supporting our community.

Our events & programs provide a Safe space for LGBTQ+ people and allies to engage, share resources, and promote a sense of community. Just as important, our events provide visibility and serve as a beacon of hope for those struggling with acceptance and finding community.

Each year our events and programs evolve as we strive to serve the diverse needs of our community. We do this with the generous support of our sponsors, donors & volunteers. All of our programming is planned by our Executive Director aided by a team of volunteers, and funded by your generosity.

YOUR DONATIONS AT WORK

For 17 years, we served as an all volunteer organization, ensuring that all dollars raised went directly back to our work. Our growth required the support of an executive director. As the sole employee, our director plans and executes our programming with the help of volunteers. This helps to keep expenses down and maximize the impact of the dollars raised on the community. In 2023, our volunteers participated in 43 community events resulting in 1500 volunteer hours.

Donations & sponsorships make up the majority of our annual budget.



COMMUNITY IMPACT CONT.

PROGRAMS & EVENTS

- Pride Festival
- Pride Parade
- Transgender Day of Remembrance Interfaith service
- Transgender Day of Visibility
- The Rainbow Letters: a living history of the LGBTQIA community.
- Documentaries
- Training & Resources
- Berks LGBTQ+ Business Alliance
- SAFE Space program
- Drop in & Referral Services
- Social Gatherings & Events
- Pride Kids event
- Pride Picnic
- Reading Pride Ambassador
- Annual Flag raisings in celebration of Pride Month
- Networking Events
- LGBTQ+ Art Showcase
- Pride night at the Fightin' Phils
- Bus Trips
- Volunteer Picnic
- LGBTQ+ Pride youth Prom
- Pride Gives Back Fund for LGBTQ+ youth
- HIV & STI testing through a partnership with PrEP Reading
- Wellness & Health Presentations
- Holiday Events
- Pride Library card competition
- Arts programing
- Annual Gala & award ceremony



BERKS PRIDE FEST 2024

The parade & festival grow each year providing great visibility & return for our sponsors and vendors.

The Berks Pride fest promises to be our biggest event ever making Berks a destination weekend for attendees. It will start with a parade on Saturday, followed by the festival on Sunday. Local businesses and organizations are encouraged to participate using our new “My Gay Card” program. Participating business will offer discounts & host events partnered with pride to ensure a wide variety of activities. The card encourages attendees to explore what is being offered and explore Berks.

2023 Recap:

The 1st Pride Parade enjoyed the participation of 20 groups marching down Penn St. in Reading. The 17th festival hosted over 5000 attendees, 200 vendors, 32 performers, 38 sponsors, and much more.

We expect those numbers to increase this year as they have every year.

Your support will ensure the success of the Berks Pride Fest. With the combination of Parade & Festival all in one weekend, this event is not to be missed. The combination also allows our sponsors to achieve maximum visibility with combined sponsorship of both events.

All Sponsors receive benefits at both events and are encouraged to participate in both.

Your partnership provides visibility for your brand, publicly showing your support for the local LGBTQ+ & Allied community.

“The Reading Pride Celebration became and will remain the most important LGBTQIA celebration of our region; they’ve set the bar high in the mission of advancing the rights and inclusion for all.”

-Mayor Eddie Moran, City of Reading

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor: \$15,000

- Logo displayed throughout the festival
- Logo included on Print & Social Media advertisements listed as the presenting sponsor
- Float or group participation toward the front of the parade.
- logo displayed prominently on the RPC page as presenting sponsor for 12 months.
- Free festival admission for up to 35 employees. This does not include the 4 admissions granted to man your booth.
- Prominently placed 10x30 booth at pride festival.
- 50% discount on 2024 membership to the Berks LGBTQ+ Business alliance.
- Meet and greet with headliner for senior staffers.
- ability to address crowd from main stage (5 mins max)
- Logo displayed on cover of online pride guide, along with a full page ad or message.
- Ability to provide company branded swag bags or give aways to be distributed to attendees at main gate.

Main Stage Sponsor: \$10,000

- -Space for a float or Walking group with vehicle in the parade.
- Logo displayed prominently on the main stage
- logo displayed on Pride Festival home page for 12 months
- meet and greet with headliners
- Complimentary admission to festival for 25 employees. (This is in addition to the 4 wristbands provided for booth staff)
- prominently placed 10x20 booth near the main stage (subject to specific terms) - logo displayed on social media and print materials as main stage sponsor. -
- Social media acknowledgement
- ability to provide swag bags or promo items to be distributed at main gate. -
- full page ad or message in online pride guide.
- ability to address the crowd on the main stage (5 mins max)
- acknowledgement by MC on stage as providing entertainment. -
- 50% discount on 2024 membership to the Berks LGBTQ+ Business alliance

SPONSORSHIP OPPORTUNITIES CONTINUED

Gate Sponsor: \$8,000

- Logo displayed prominently at admission gates -
- logo displayed on RPC home page as gate sponsor for 9 months. -
- Float Space in the parade -acknowledgement as gate sponsor on social media.
- Free festival admission for 20 employees (this does not include the 4 wristbands for employees working your booth)
- Prominently displayed 10x20 booth at festival
- ability to address the crowd from the main stage (3 min max)
- Ability to provide co-branded tote bags to all guest entering the gates, providing maximum visibility.
- 1/2 page ad in the online pride guide - 25% discount on 2024 membership to the Berks LGBTQ business alliance.
- 25% discount on 2024 membership to the Berks LGBTQ+ Business alliance

Pride Bar: \$3,000 - \$10,000

- Each beverage sponsor is listed as a Pride Bar sponsor on our website, social media, print materials, and in the online pride guide.
- Pride bars will be branded with sponsor provided materials
- Pride bar sponsors can provide swag to all bar attendees, and will also receive
- a 10x20 booth at the festival to provide swag, interactive activities, games, and promote visibility of their brand.
- 1/2 page ad in the online pride guide
- 25% discount on 2024 membership to the Berks LGBTQ business alliance.
- logo Inclusion on award letters for the Pride gives back grant recipients as the bar proceeds benefit the grant.

Full Details of our Pride Bar Sponsorship can be viewed on our event page.

SPONSORSHIP OPPORTUNITIES CONTINUED

General Sponsorship \$750-\$5,000

General Sponsorships are not branded to one particular area, and provide benefits as follows.

- **Red - (\$5,000)** Red Level sponsorship provides the sponsor with the following benefits. 10x20 booth at festival. Company logo listed as Red Level sponsor on RPC site for 9 month. 10 complimentary admissions for staff in addition to the 4 admissions included for booth staff. Recognition in the online pride guide and social media promotions as red level sponsor. Sponsors logo banner displayed at Pride. 30% discount on 2024 membership to the Berks LGBTQ+ Alliance. Full page ad in online pride guide. Opportunity to address crowd. 4 Social Media thank yous with links to your site. listed as sponsor in ads and promos for festival. Float space in the parade.
- **Orange - (\$3,000)** 10 x10 vendor booth. company logo displayed at festival as a sponsor. 8 complimentary admissions for employees in addition to the 4 granted for booth staff. listing with links on rpc website for 3 months. 1/2 page ad in online pride guide. Mention on Stage. 25% discount on 2024 Berks LGBTQ business alliance membership. 2 seperate Social Media thank you with links to your site. listed as sponsor in ads and promos for festival. Float Space in the parade.
- **Yellow- (\$2,000)** 10x10 vendor booth, company logo displayed at pride festival. listing with links on RPC site for one month. 6 complimentary admissions for employees, in addition to the 4 granted with the booth. 1/4 page add in Online pride guide. Mention on stage. Social Media thank you with links to your site. listed as sponsor in ads and promos for festival. Float space in the parade
- **Green- (\$1,500)** Listing with links on RPC website for 1 month, 10x10 vendor booth , 6 complimentary admissions for the festival, mention on stage, logo displayed on banner with other sponsors at festival. Social Media thank you with links to your site. listed as sponsor in ads and promos for festival. Walking group space in parade. No vehicle.
- **Blue- (\$1000)** 10x10 vendor booth , 4 complimentary admissions for the festival, logo displayed on banner with other sponsors at festival. Social Media thank you. listed as sponsor in thank you listing on RPC site, and online pride guide. Walking group space in the parade (no vehicle).
- **Purple- (\$750)** 6 complimentary admissions for the festival, logo displayed on banner with other sponsors at festival. Social Media thank you. listed as sponsor in thank you listing on RPC site, and online pride guide. Walking group space in the parade (no vehicle).

SPONSORSHIP OPPORTUNITIES CONTINUED

DJ Sponsor : \$5,000

- Float space or walking group space in the parade.
- Logo displayed prominently at Acoustic stage
- logo displayed on RPC home page as acoustic stage sponsor for 6 months.
- acknowledgement as acoustic stage sponsor on social media. -
- Free festival admission for 10 employees (this does not include the 4 wristbands for employees working your booth)
- Prominently displayed 10x20 booth at acoustic stage -ability to address the crowd from the main stage (3 min max)
- 1/2 page ad in the online pride guide - 25% discount on 2024 membership to the Berks LGBTQ business alliance.

Sober, Teen & Kids Space Sponsors: \$1,500+

Full Details of each sponsorship & Space can be viewed on the event page. In addition to booth space & other benefits, and participation in the parade, the space sponsors run dedicated spaces branded by them with activities for the specific group.

See our event page for full details & to sign up for any sponsorship level by scanning the QR Code:



DON'T MISS OUT ON BEING PART OF THE MOST IMPORTANT LGBTQ+ CELEBRATION IN THE AREA!



Visit our event page or reach out today.
Give us a call: 610-457-1960
Email us: info@readingpridecelebration.org
Visit our Website: www.readingpride.org