



# SPONSORSHIP PROSPECTUS

MONTCLAIR  
**PRIDE**  
**2023**

JUNE  
**10**





MONTCLAIR  
PRIDE  
2023

# WHAT IS MONTCLAIR PRIDE?

Montclair Pride is a celebration of all that makes Montclair unique, welcoming, and unified in our diversity as people and as a community. It is LGBTQIA+ people and allies, our institutions and artists, businesses and neighbors, leaders and lovers, who call Montclair home or who come to visit. Pride is more than an event, it's who we are. Pride draws us to Montclair and bonds us together. No matter who we are, who we love, what we look like or where we are from, we are together in joy, excellence and acceptance. **We are Montclair Pride.**



# CELEBRATE A WEEK OF PRIDE



Montclair Pride is expansive, and infinite. Our celebration is a week of events spotlighting every aspect of the arts, culture, food, thought, advocacy, awareness and pure fun, across all ages, backgrounds, and interests. Pride Week showcases the incredible range and depth of talent in our community and region, and offers our institutions, investors and individuals multiple stages on which to shine.

## MONTCLAIR PRIDE 2022 WEEK OF EVENTS

- THU JUN 2** OFFICIAL OPENING PARTY FOR MONTCLAIR PRIDE  
**PRIDE NIGHT AT THE MUSEUM**  
 Montclair Art Museum
  - FRI JUN 3** MOVIE NIGHT UNDER THE STARS:  
**THE ROCKY HORROR PICTURE SHOW WITH MONTCLAIR FILM**  
 Lackawanna Plaza
  - FRI-SUN JUN 3-5** **PRIDE WORKOUT WEEKEND**  
 Participating Gyms
  - MON JUN 6** **DRAG VARIETY SHOW**  
 Vanguard Theater
  - TUE JUN 7** **READING SCRIPTURE WITH PRIDE**  
 Unitarian Universalist Congregation
  - WED JUN 8** **DRAG QUEENS & DOUGHNUTS**  
 Montclair Bread Company
  - THU JUN 9** **PRIDE STRIDE WITH FLEET FEET**  
 Montclair Brewery
  - SAT JUN 11** **MONTCLAIR PRIDE FESTIVAL**  
 Downtown Montclair
- + **MONTCLAIR PRIDE CONCERT AT THE WELLMONT FEATURING BETTY WHO**

**BE YOU. BE HEARD.**

APPEARANCES BY:

A SPECIAL PERFORMANCE BY THE CAST OF **THE MOUNTAIN MEN**





## THE NUMBERS

# 14,200 ATTENDEES

### EDUCATION LEVEL OF THE 2022 ATTENDEES

HIGH SCHOOL GRADUATE OR HIGHER

# 89%

BACHELOR'S DEGREE OR HIGHER

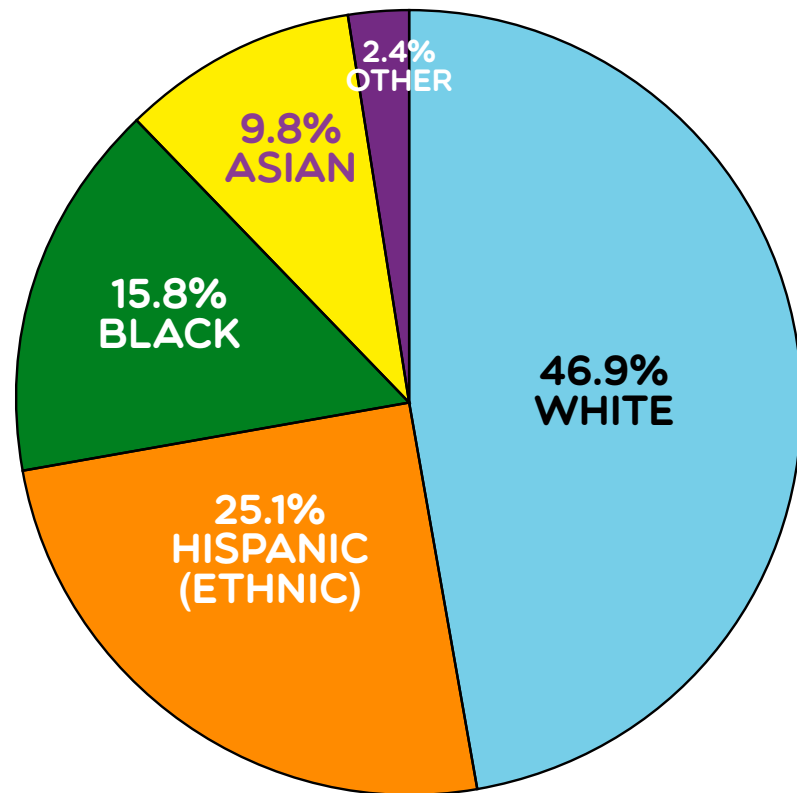
# 47%

# 40

AVERAGE AGE

## DEMOGRAPHIC BREAKDOWN

Attendees left the first Montclair Pride in 2022 with a sense of awe and wonder. LGBTQIA+ people and allies, neighbors and strangers, businesses and customers, performers and spectators, friends and families: it was all about building community.



## HOUSEHOLD AVERAGE INCOME

# \$133,071

# TWO PERSONS PER HOUSEHOLD

# 25% HOUSEHOLDS WITH CHILDREN

## LGBTQ COMMUNITY INSIGHTS\*

# 76%

Think more positively of companies that sponsor LGBTQ communities & events

# 71%

Are more likely to purchase from such companies

# 69%

Think more positively of companies that advertise in LGBTQ media

# 67%

Agree LGBTQ-supportive companies have made a positive difference for LGBTQ employees.

# KUDOS FROM OUR PARTNERS

“We were honored and so happy to take part. **It was the best festival we have ever attended.** It was a great event for the people and businesses of the community to come together, to get to know one another and to share a positive warm and loving atmosphere.”

**Ruth Bollo**

Park Street Automotive Inc.

**2022 School of Rock Stage Sponsor**



“Many times throughout the day, I couldn’t help but remark that I was shocked at how this was the first year of Montclair Pride. **The organization, vendor offerings etc down to the talent were insanely wonderful and it felt more cohesive than other big town prides I’ve been to.** It also really helped me feel like a part of Montclair’s queer community as someone who works in Montclair, and that really meant a lot to me.”

**Cheska Colombo**

The Wellmont Theater

**2022 Event Sponsor**



“**Montclair Pride 2022 exceeded our expectations in every aspect!** We were honored to be invited and could not have imagined a better event for our brand.”

**Kimi Mei**

Baby Peipei

**2022 Vendor**

“The organization, execution, and overall experience was remarkable... **Montclair Pride 2022 provided an opportunity to connect with the community like nothing we’ve ever seen before!**”

**Steven Ryan**

Mental Health Association

**2022 School of Rock Stage Sponsor**



“**It was the best community event we’ve ever participated in!**

The vibe was amazing and the turnout could not have been better. We can’t wait to be there again next year!”

**Brittany DeMaio**

New Moon Photography

**2022 Bronze Sponsor**



# 2022 SPONSORS

## Presenting Sponsors

Audi  
Montclair Center BID

## Event Sponsors

BDP Holdings  
Essex County  
GO Magazine  
Montclair Film  
Studio042  
The George  
Wellmont Theater  
West of Hudson Real Estate

## Main Stage Sponsor

Montclair Girl

## School of Rock Stage Sponsors

School of Rock Montclair  
The Bravitas Group  
Guerriero Gelato  
Mental Health Association  
Montclair Local  
Park Street Auto  
Summit Health

## Diamond Sponsors

Audible  
Keller Williams  
The MC Hotel

Montclair Art Museum  
Montclair Brewery  
Porta

## Platinum Sponsors

Argentino Fiore Law & Advocacy  
Baristanet  
Gilead  
Greenwood Development  
Cara A. Parmigiani, LLC  
Little Daisy Bake Shop  
Montclair State University  
Rao's Speciality Food Inc.

## Gold Sponsors

BSTV Entertainment  
Brick + Dough  
Cooperman Barnabas Medical Center/Clara  
Maass Medical Center  
Dentistry for Children  
Genova Burns LLC  
Hackensack Meridian Health  
hello products  
Investors Bank  
Java Love Coffee Roasting Co.  
Maison Masor Art  
Mandelbaum Barrett  
Montclair Real Estate Law Group  
Planned Parenthood of Metro New Jersey  
Spiro Harrison  
Xfinity  
YMCA of Montclair

## Silver Sponsors

Compass  
Cornerstone Montclair  
The Eclectic Chic Boutique  
Ferguson Dental Associates

## Silver Sponsors (continued)

Fleet Feet Montclair  
Garden State Equality Education Fund  
Gensler  
Gikas - The Restoration Specialists  
Hoboken Farms  
Hyderally & Associates  
Just Kidding Around  
L&B Healthy Pet Markets  
The Lane Team  
Le French Dad Boulangerie  
Luken Center for Psychotherapy  
Macaroni Kid Clifton-Montclair  
Montclair Culinary Academy  
Montclair Dems  
Outpost in the Burbs  
Partners for Health Foundation  
RHG Architecture + Design  
Smith Mullin, PC  
TargetCue  
Temple Sholom of West Essex  
The Tutor Shack  
Vanguard Theater Company  
Vesa Brides  
Weichert Realtors Upper Montclair

## Bronze Sponsors

ADP  
Bnai Keshet  
daikichi  
DesignShed/Dense  
Jazz House Kids  
Law Office of Leslie A. Farber  
Minias Montclair  
Montclair House Grill  
Montclair Mud Clay Studio  
New Jersey Performing Arts Center  
New Moon Photography  
Out In Jersey Magazine  
Painted Soul Arts  
Paper Plane Coffee  
Rabble Rise Doughnuts  
VeroLuce Photography  
Watchung Booksellers

## Vendors

AC Dance  
Apex Ensemble  
Baby Peipei  
Charmed Beading Studio  
The Coder School Montclair  
Cool Cat Music Company  
deVINE Plantery  
DollyMoo

Enlightened Path Healing  
Glen Ridge Taekwon-do  
The Gravity Vault  
Houss Freya Apothecary  
Humane Montclair  
Inkcurves Design  
Inner Eye  
Jackys Moody Art  
Mighty May Books  
Milkwell  
Mind Your Beads & Seeds  
Montclair Public Library Cart  
Pure Energy Hair Studio  
RAVEbandz  
Row House Montclair  
Salt Air{e} Collective  
Stokedville  
Studio Air  
TieBro Handmose Bow Ties  
Unwined 2020  
The Youngsters

## Food Vendors

Ani Ramen  
Ann's Catering  
Dellano Food Service  
Efi's Gyro  
Guerriero Gelato  
Kai Yang  
Lulu's Artisanal Cafe  
Mattarello Bakery  
Mochinut Montclair  
Stuff by SJ

## Non-Profit Vendors

AAPI Montclair  
ACLU-NJ  
BlueWaveNJ  
Family Connections ADAPT Coalition  
Fibromyalgia Care Society of America, Inc.  
First Congregational Church of Montclair  
Humane Montclair  
Hyacinth Foundation  
Latinos of Montclair  
Little Treasure Thrift Shop  
Montclair History Center  
New Jersey 11th for Change  
New Jersey Community Research Initiative  
New Jersey Pride Chamber of Commerce  
No More Dysphoria  
Northeast Earth Coalition  
Paper Mill Playhouse  
St. Francis of Assisi ANCC  
St. Luke's Episcopal Church  
Toni's Kitchen a food ministry of St Luke's Church  
Trans Affirming Alliance  
Union Congregational Church  
Unitarian Universalist Congregation at Montclair  
Unity of Montclair



# SOME OF THE PRIDE 2022 TALENT



**BETTY WHO**



**APEX ENSEMBLE**



**BEYOND THE BOOGIE  
DANCE COMPANY**



**GABI SKLAR**



**JUDY GOLD**



**LADY KEYANTE**



**BRYAN RUBY**



**CARMEN CARRERA**



**DAKOTA JONES**



**LAURA BENANTI**



**LUIS RODRIGUEZ**



**MARIAH AYSCUE**



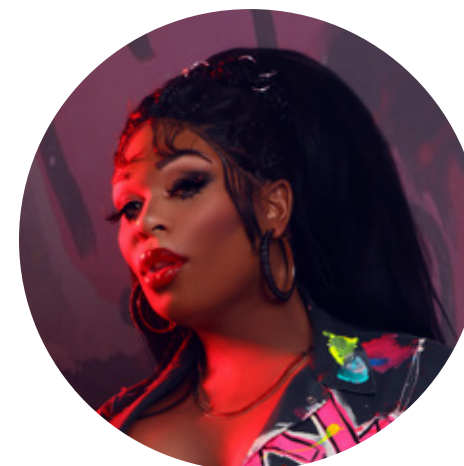
**DRUMS OF THUNDER**



**DYLLÓN BURNSIDE**



**FAB THE DUO**



**PEPPERMINT**



**SCHOOL OF ROCK  
HOUSE BAND**



**SOFISTAFUNK  
FASHION SHOW**



# 2022 PRIDE MAP

## MONTCLAIR PRIDE

DOWNTOWN • JUNE 11, 2022

150+ VENDORS & SPONSORS  
2 STAGES OF TALENT  
15+ HOURS OF PERFORMANCES  
AND SPEAKERS



The overwhelming success of the inaugural Montclair Pride shows we are just at the beginning of what's possible. Our love of community is radiating through downtown Montclair and beyond. Our sold-out events, world-class performers, and record

crowds elevate Montclair Pride to an experience everyone wants to be a part of. Our innovative School of Rock Kids and Family Stage draws families of every kind and combination, undeniably entertaining and loving, creating lifetimes of memories.

# BE WITH US

There are many ways for you to stand out and show support for the LGBTQIA+ community.

### Pride Sponsorships

Make a high impact impression with maximum visibility.

### Stage Sponsorships

Put your brand front and center on stage with prominent placement.

### Booth Sponsorships

Connect with guests in-person while increasing brand awareness.

### Partner Event Sponsorships

Support a curated event with a tailored brand and attendee experience.

### Media Sponsorships

Engage with attendees in exchange for media exposure.

### Local Sponsorships

Promote and sell products and services or create a bespoke Pride partnership.





# SPONSORSHIP OVERVIEW

## Pride Sponsorships

(page 18)



**PRESENTING SPONSOR**  
**\$100,000**

**EVENT SPONSOR**  
**\$40,000**

## Partner Event Sponsorships

(page 20)

**FALL GALA EVENT**  
(November)  
**\$40,000**

**SPRING FLING**  
(March/April)  
**\$25,000**

**VIP RECEPTION**  
(June 8)  
**\$25,000**

**AFTER-PARTY**  
(June 10)  
**\$20,000**

## Stage Sponsorships

(page 19)

**EVENING CONCERT SPONSOR**  
**\$150,000**

**MAIN STAGE SPONSOR**  
**\$30,000**

**FAMILY STAGE SPONSOR**  
**\$20,000**

## Media Sponsorships

(page 23)

**TIER 1**  
**\$30,000**

**TIER 2**  
**\$20,000**

**TIER 3**  
**\$15,000**

**TIER 4**  
**\$10,000**

**TIER 5**  
**\$5,000**

## Booth Sponsorships

(page 18)

**ADVOCATE SPONSOR**  
**\$20,000**

**EMPOWER SPONSOR**  
**\$10,000**

**EQUALITY SPONSOR**  
**\$5,000**

**IMPACT SPONSOR**  
**\$2,500**

**INCLUSIVITY SPONSOR**  
**\$1,000**

## Local Sponsorships

(page 22, 23, and 25)

**VENDOR**  
**\$250**

**NON-PROFIT VENDOR**  
**\$100**

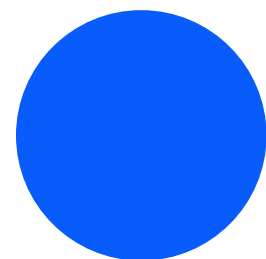
**PRIDE PARTNER**  
**Bespoke Packages**

**PRIDE SUPPORTER**  
**Individual Donations**



# PRESENTING & BOOTH SPONSORSHIPS

Montclair Pride 2023 Sponsorship Benefits	Presenting Sponsor	Event Sponsor	Advocate Sponsor	Empower Sponsor	Equality Sponsor	Impact Sponsor	Inclusivity Sponsor
Investment	\$100,000	\$40,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
# spots available	Limited	Limited	Limited	10	20	20	15
Industry exclusivity	●	●	●				
Naming rights (excludes in-kind)	●						
Onsite Benefits							
Verbal recognition from event stages	●	●					
Maximum space size	Bespoke		10x20 20x20 upgrade for \$25K		10x10		
Rental setup included	Bespoke			Tent, table and chairs			Tent only
VIP seats	15	10					
Brand Recognition Benefits							
Logo on volunteer t-shirt	●						
Logo on festival stage	All stages	●					
Logo on Guide to Pride	●						
Logo on Pride Map	Activation callout	●	●	●			
Logo on sponsor banners	●	●	●	●	●		
VIP swag bag inclusion (sponsor provided)	●	●	●	●			
Pre-Event Benefits							
Named in press releases	All	●	●				
Guide to Pride email	●	●					
Email marketing	Featured in one newsletter + logo in footer					Logo in footer	
Social media marketing	Featured post					Group post	
Website marketing	Logo on homepage & sponsor page				Logo on sponsor page	Name only	
Pride Week Event Benefits							
Pride Week event tickets	2 tickets to each event		2 tickets to one event				
Pride Week event option	Bespoke event						
VIP Party sponsorship benefits	●	●					
VIP Party admission & drink tickets	10	6	6				
Post-Event Benefits							
Sponsorship summary	Personalized		Pride round-up				



# STAGE SPONSORSHIPS

Montclair Pride 2023 Sponsorship Benefits	Evening Concert Sponsor	Main Stage Sponsor	Family Stage Sponsor
Investment	\$150,000	\$30,000	\$20,000
# spots available	1	8	8
Industry exclusivity	●	●	●
Naming rights (excludes in-kind)	●		
Onsite Benefits			
Verbal recognition from event stages	●	●	●
Onstage speaking opportunity	●		
Maximum space size	Bespoke		
Rental setup included	Bespoke		
VIP seats	30	10	
Brand Recognition Benefits			
Logo on festival stage	●	●	●
Logo on Guide to Pride	●		
Logo on sponsor banners	●	●	●
VIP swag bag inclusion (sponsor provided)	●	●	●
Pre-Event Benefits			
Named in press releases	●	●	●
Guide to Pride email	●	●	●
Email marketing	Featured in one newsletter + logo in footer		
Social media marketing	Featured post		
Website marketing	Logo on homepage & sponsor page		
Pride Week Event Benefits			
VIP Party sponsorship benefits	●		
VIP Party admission & drink tickets	10	6	6
Post-Event Benefits			
Sponsorship summary	Personalized	Pride round-up	





# BENEFIT DETAILS

## Industry exclusivity

If applicable, only one company within your industry can sponsor

## Naming rights (excludes in-kind)

Company name is attached to sponsorship (i.e. "Concert sponsored by XYZ")

## Verbal recognition from event stages

Company name announced on stage

## Onstage speaking opportunity

5-minute intro on stage

## VIP seats

Reserved seats for evening concert

## Logo on festival stage

Logo featured on stage signage

## Logo on Guide to Pride

Logo placed on Guide to Pride printout featuring festival map and stage schedules

## Logo on Pride Map

Step-and-repeats featuring festival area and sponsors by level

## Logo on sponsor banners

Banners displayed throughout the festival listing the sponsors by level

## VIP swag bag inclusion (sponsor provided)

VIP reception handout with your product or discount only, 250 quantity

## Guide to Pride email

Email to Out Montclair's distribution list detailing festival map and schedules

## Social media marketing

Featured post: personalized post featuring sponsor with statement and images (sponsor provided)

Group post: post highlighting all sponsors by level

# PARTNER EVENT SPONSORSHIPS

Fall Gala Event - November

Spring Fling - March/April

VIP Reception - June 8

After-Party - June 10

Sponsorship of these singular events can be everything from branded step-and-repeats to decor to speaking opportunities to VIP areas.

Contact [marie.cottrell@outmontclair.org](mailto:marie.cottrell@outmontclair.org) to discuss these bespoke opportunities.



# BETTER TOGETHER

## Family Treasure Hunt

Want more traffic and visibility to your booth? Sponsor the "Family Treasure Hunt" guide which will be available at Montclair Pride. Attendees must visit all vendors in the guide to be entered into a raffle to win a basket of Out Montclair merchandise! This sponsorship is limited to 15 businesses, first come, first serve.

**Cost: \$250**

## Pride Partner

Become an exclusive Pride Partner such as selling our Pride swag or selling your products with all sales going towards supporting Out Montclair programs, including Montclair Pride. This bespoke package can include industry exclusivity, onsite presence, brand recognition and marketing benefits.

**Cost: Bespoke**

# IN-KIND SPONSORSHIPS

## Media Sponsorships

Partner with Montclair Pride and we will offer you unique ways to reach new potential readers. We offer 5 Media Sponsorship Tiers that include marketing and branding opportunities (print and digital) as well as onsite visibility.

## Children Activity Area

Sponsor to provide play/recreational equipment suitable for children as well as licensed personnel to operate equipment safely. Sponsor will receive area branding as the Children Activity Area sponsor.

## Swag Bag / Auction Items

Sponsors to provide items for festival to use at its discretion in gift-bags, event prizes, raffle etc.

## Hydration Station

Sponsor to provide water truck(s) or eco friendly single serve water at multiple locations. Sponsor will receive area branding as well as callout on Pride Map.

## Floral / Balloon

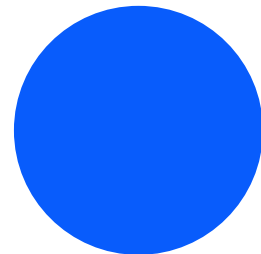
Sponsor to provide floral arrangements and/or balloon arrangements for festival. Sponsor will be listed as Floral/Balloon Sponsor.



# VENDOR OPPORTUNITIES

Montclair Pride 2023 Sponsorship Benefits	Vendor	Non-Profit Vendor
Investment	\$250	\$100 no tent, \$150 with tent
# spots available	35	20
Maximum space size	10x10	10x10
Rental setup included	Tent only	Upgrade with tent for \$150
Post event	Pride round-up	

Booth Rental Add-ons	Cost
10x10 Non-profit tent	\$50
6-foot table	\$30
Set of 2 chairs	\$30



# MEDIA SPONSORSHIPS

Montclair Pride 2023 Media Sponsorship Benefits	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
In-kind exchange	\$30,000	\$20,000	\$15,000	\$10,000	\$5,000
# spots available	3	3	5	5	3
Maximum space size	10x20	10x10			
Rental setup included	Tent, table and chairs				Tent only
<b>Brand Recognition Benefits</b>					
Logo on pride map	●	●	●		
Logo on sponsor banners	●	●	●	●	
VIP swag bag inclusion (sponsor provided)	●	●	●		
<b>Pre-Event Benefits</b>					
Named in press releases	●	●	●	●	●
Email marketing	Featured in one newsletter + Logo in footer				Logo in footer
Social media marketing	Featured post				Group post
Website marketing	Logo on homepage & sponsor page			Logo on sponsor page	
<b>Pride Week Event Benefits</b>					
Pride week event tickets	2 events	1 event			
VIP Party admission and drink tickets	6	4			
<b>Post-Event Benefits</b>					
Sponsorship summary	Pride round-up				





# PRESS & ENGAGEMENT

EUPHORIC. PROUD. BEAMING.  
BURSTING WITH TALENT. MUSIC.  
MERRIMENT. SOLIDARITY.



Dozens of local, regional and national news outlets captured the essence of the inaugural Montclair Pride, including leading news leaders like The New York Times, Washington Post, USA Today and the most trusted and beloved local news sites including Montclair Local,

Baristanet, CBS2, WPIX, Asbury Park Press, Bergen Record, The Montclair Girl, Out in Jersey, and GO! Magazine. We had something to say. Millions of readers and viewers in the tri-state area and beyond heard us, saw us, and will see you.

# PRIDE SUPPORTER INDIVIDUAL DONATIONS



Count me in.



## Ambassador (\$5,000+)

“Champion” benefits, plus premium placement on Out Montclair website and recognition as Out Montclair Ambassadors.

## Champion (\$4,999 - \$2,500)

“Leader” benefits + 2 Out Montclair tee shirts + recognition at the VIP Pride Party on June 8th 2023.

## Leader (\$2,499 - \$500)

“Advocate” benefits plus an additional ticket (2 total) to the Pride VIP Party on June 8th 2023.

## Advocate (\$499 - \$250)

“Supporter” benefits plus 1 ticket to the Pride VIP Party on June 8th 2023

## Supporter (\$249 - \$25)

All donors who give \$25 or more to Out Montclair between July 1st and June 30th will be recognized in several places, including in our post-event Pride Round-Up and Out Montclair’s Annual Report.

(If you would like your contribution to remain anonymous, please email us at [finance@outmontclair.org](mailto:finance@outmontclair.org).)



