SPONSORSHIP
PROSPECTUS

MONTCLAIR
PRIDE
2023

JUNE 10
Montclair Pride is unique from most, if not all other Pride events. There is the celebration, of course, but in addition, revenue generated at Pride is invested back into year-round educational and community programming to create safe spaces and offer resources to LGBTQIA+ teens, families and seniors, as well as trans/gender non conforming/nonbinary people of all ages. We’re also really proud that in 2022, of the 14,200 attendees at Montclair Pride 52% were people of color, and the average household income was $133,000 -- representing a strong opportunity for brands who support our community to show up.

We consider ourselves a cutting edge and forward thinking organization nationally in terms of modeling how a modern LGBTQIA+ organization should be organized and can be effective, particularly in the suburbs at a time when we see that as the front-line in our struggle, noting what is happening in Florida, Arkansas, Tennessee, and other places around America. This is especially urgent as anti-LGBTQIA+ forces attempt and succeed at bans, censorship, and pushing shame, hatred and in some cases inciting violence against our overall community.

Our mission is building community for people who are marginalized, to create safe spaces so no one feels alone, to recognize how we are targeted for violence and build capacity through knowledge, resources and in-person advocacy. We’re doing it by listening to people in the community and personalizing our offerings based on what they need.

We’re only limited by our funding and we hope we can count on your support.

Peter Yacobellis
Executive Director, Chair Emeritus, Co-Founder
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.

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.
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.
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.

THE NUMBERS

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.

14,200 ATTENDEES

EDUCATION LEVEL OF THE 2022 ATTENDEES

HIGH SCHOOL GRADUATE OR HIGHER 89%
BACHELOR’S DEGREE OR HIGHER 47%

40 AVERAGE AGE

LGBTQ COMMUNITY INSIGHTS

76%
Think more positively of companies that sponsor LGBTQ communities & events

71%
Think more positively of companies that advertise in LGBTQ media

69%
Are more likely to purchase from such companies

67%
Agree LGBTQ-supportive companies have made a positive difference for LGBTQ employees.

HOUSEHOLD AVERAGE INCOME

$133,071

25% HOUSEHOLD

WITH CHILDREN

TWO PERSONS PER HOUSEHOLD

Source: Placer Labs
*Source: CMI 16th Annual LGBTQ Community Survey
“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

“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

“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

“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

montclairpride.org sponsorship@outmontclair.org
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
Guerrierio Gelato
Mental Health Association
Montclair Local
Park Street Auto
Summit Health

Diamond Sponsors
Audible
Keller Williams
The MC Hotel

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
Spito Harrison
Xfinity
YMCA of Montclair

Silver Sponsors
Compass
Apex Ensemble
Baby Pepei
Charmed Beading Studio
The Coder School Montclair
Cool Cat Music Company
deVINE Plantery
DollyMoo

Silver Sponsors (continued)
Fleet Feet Montclair
Garden State Equality Education Fund
Gentsler
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
Brai Keshet
dakiki
DesignShed/Dense
Jazz House Kids
Law Office of Leslie A. Farber
Minas 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
Watching Booksellers

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

Food Vendors
Ani Ramen
Ann’s Catering
Dellano Food Service
El’s Gyro
Guerrierio Gelato
Kai Yang
Lulu's Artisanal Cafe
Mazzarello 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

Enlightened Path Healing
Glen Ridge Taekwon-do
The Gravity Vault
Houss Freya Apothecary
Humane Montclair
InCurves 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 Handmade Bow Ties
Unwined 2020
The Youngsters

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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

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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.

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

Stage Sponsorships
(page 19)

- Main Stage Sponsor
  $30,000
- Family Stage Sponsor
  $20,000

Booth Sponsorships
(page 18)

- Advocate Sponsor
  $20,000
- Empower Sponsor
  $10,000
- Equality Sponsor
  $5,000
- Impact Sponsor
  $2,500
- Inclusivity Sponsor
  $1,000

Partner Event Sponsorships
(page 20)

- VIP Reception
  (June 8)
  $25,000
- After Party
  (June 10)
  $20,000

Local Sponsorships
(page 22, 23, and 25)

- Vendor
  $250
- Non-Profit Vendor
  $100
- Pride Partner
  Bespoke Packages
- Pride Supporter
  Individual Donations

montclairpride.org sponsorship@outmontclair.org
## PRESENTING & BOOTH SPONSORSHIPS

<table>
<thead>
<tr>
<th>Montclair Pride 2023 Sponsorship Benefits</th>
<th>Presenting Sponsor</th>
<th>Event Sponsor</th>
<th>Advocate Sponsor</th>
<th>Empower Sponsor</th>
<th>Equality Sponsor</th>
<th>Impact Sponsor</th>
<th>Inclusivity Sponsor</th>
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</thead>
<tbody>
<tr>
<td>Investment</td>
<td>$100,000</td>
<td>$40,000</td>
<td>$20,000</td>
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<tr>
<td>Industry exclusivity</td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Naming rights (excludes in-kind)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maximum space size</td>
<td>Bespoke</td>
<td>Bespoke</td>
<td>10x10</td>
<td>20x20 Upgrade for $30K</td>
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<td></td>
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<tr>
<td>Rental setup Included</td>
<td>Bespoke</td>
<td>Tent, table and chairs</td>
<td>Tent only</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP seats</td>
<td>15</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Brand Recognition Benefits
- Logo on volunteer t-shirt
- Logo on festival stage
- Logo on Guide to Pride
- Logo on Pride Map
- Logo on sponsor banners
- LOGO swag bag inclusion (sponsor provided)

### Pre-Event Benefits
- Named in press releases
- Guide to Pride email
- Email marketing

### Pride Week Event Benefits
- Pride Week event tickets
- 2 tickets to each event
- Pride Week event option
- Bespoke event
- VIP Party sponsorship benefits
- VIP Party admission & drink tickets

### Post-Event Benefits
- Sponsorship summary

## STAGE SPONSORSHIPS

<table>
<thead>
<tr>
<th>Montclair Pride 2023 Sponsorship Benefits</th>
<th>Evening Concert Sponsor</th>
<th>Main Stage Sponsor</th>
<th>Family Stage Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment</td>
<td>$150,000</td>
<td>$30,000</td>
<td>$20,000</td>
</tr>
<tr>
<td># spots available</td>
<td>1</td>
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<td>8</td>
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<tr>
<td>Industry exclusivity</td>
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</tr>
<tr>
<td>Naming rights (excludes in-kind)</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Maximum space size</td>
<td>Bespoke</td>
<td>Bespoke</td>
<td></td>
</tr>
<tr>
<td>Rental setup included</td>
<td>Bespoke</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VIP seats</td>
<td>30</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

### Brand Recognition Benefits
- Logo on festival stage
- Logo on Guide to Pride
- Logo on sponsor banners
- LOGO swag bag inclusion (sponsor provided)

### Pre-Event Benefits
- Named in press releases
- Guide to Pride email
- Email marketing

### Pride Week Event Benefits
- VIP Party sponsorship benefits
- VIP Party admission & drink tickets

### Post-Event Benefits
- Sponsorship summary

[montclairpride.org sponsorship@outmontclair.org]
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 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

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 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.

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

<table>
<thead>
<tr>
<th>Montclair Pride 2023 Sponsorship Benefits</th>
<th>Vendor</th>
<th>Non-Profit Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investment</td>
<td>$250</td>
<td>$100 no tent, $150 with tent</td>
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<tr>
<td># spots available</td>
<td>35</td>
<td>20</td>
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<tr>
<td>Maximum space size</td>
<td>10x10</td>
<td>10x10</td>
</tr>
<tr>
<td>Rental setup included</td>
<td>Tent only</td>
<td>Upgrade with tent for $150</td>
</tr>
<tr>
<td>Post event</td>
<td>Tent only</td>
<td>Pride round-up</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Booth Rental Add-ons</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Non-profit tent</td>
<td>$50</td>
</tr>
<tr>
<td>6-foot table</td>
<td>$30</td>
</tr>
<tr>
<td>Set of 2 chairs</td>
<td>$30</td>
</tr>
</tbody>
</table>

### 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.