



# Pride Foundation

2019

Corporate Partnership  
Opportunities



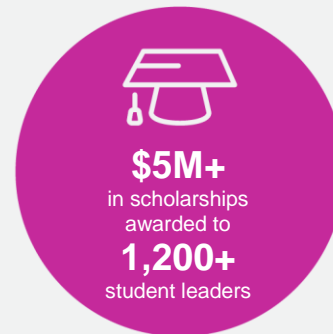
# Become a 2019 Corporate Partner

**Partnership with Pride Foundation offers opportunities for multi-layered relationships with an audience of thousands of open-minded, devoted and dynamic supporters across the Northwest.**

## Who We Are

Pride Foundation is a community foundation serving lesbian, gay, bisexual, transgender, and queer (LGBTQ+) individuals, organizations, and communities in the Northwest. We focus on the critical issues impacting LGBTQ+ people, including: housing and homelessness, economic and food security, education access and school safety, HIV & AIDS support and prevention, transgender visibility, elder issues, health care access and behavioral health services, and arts & culture. A commitment to racial equity is at the core of our work. For us, equity is about creating a place where we all belong, where we all can be ourselves, and where we all have opportunities to thrive.

Since our founding in 1985, Pride Foundation has invested more than \$74 million in LGBTQ+ communities across five states.



## We're mission-driven and community supported, just like you.

Pride Foundation is the only community foundation in the Northwest focused solely on LGBTQ+ lived and legal equality. We work across five states—building organizations, supporting students, and connecting leaders. We do this through grants, scholarships, and by funding and coordinating other timely initiatives.

## We're highly visible in our 5-state region, and we want to share the spotlight with you.

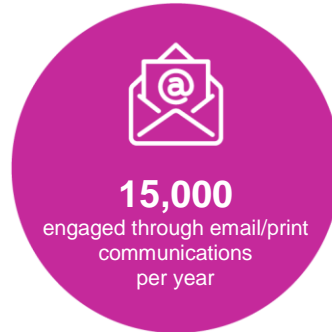
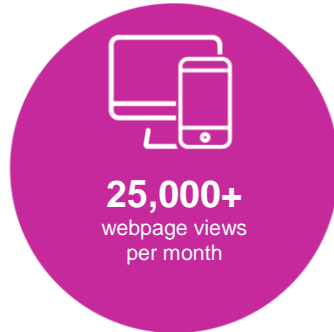
You will benefit from multiple points of exposure to desirable and loyal audiences. Nearly 90% of our donors have been active with Pride Foundation for 4 or more years, and half have been active for more than 10 years!

Pride Foundation's work and our movement's progress would not be possible without the incredible support of business and media partners like you. **Thank you.**



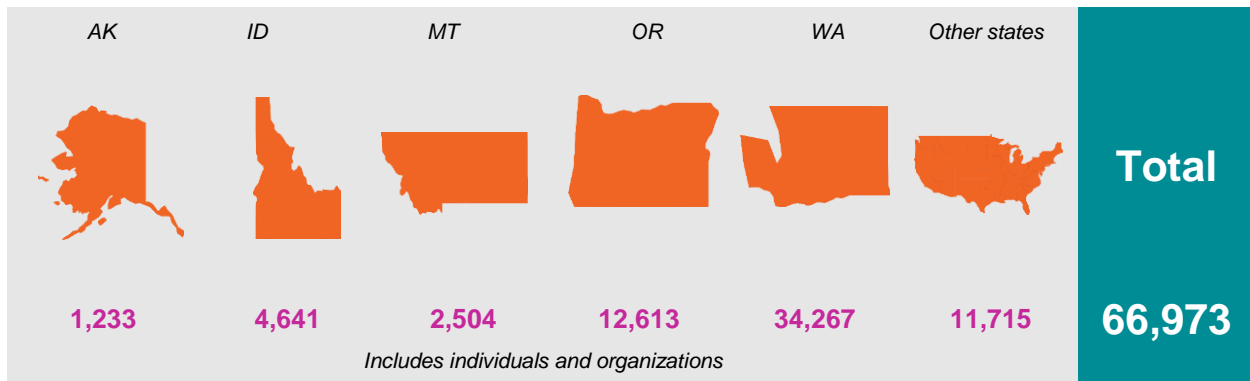
# Who We Reach

## Website and Digital Communications



## Demographics of Pride Foundation Family and Friends

Pride Foundation supporters are concentrated in the Northwest, but live across the nation.



## Social Media Presence



## In-Person Engagements

**1,000+**  
attend scholarship  
celebrations each spring

**500+**  
Attend year-end  
celebrations each winter

# Regional Partnership Opportunities and Benefits

Benefits	Luminary \$10,000	Leader \$5,000	Champion \$2,500	Change-Maker \$1,000
Your company <b>featured on our website</b> in a post highlighting your community engagement (25,000 page views per month)	✓			
A <b>featured story</b> about your company in bi-monthly eNews (13,000 national audience)	✓			
Opportunity to <b>co-brand promo items</b> for Scholarship Celebration	✓	✓		
<b>Mention from podium</b> at Scholarship Celebration Series (locations of your choice)	✓	✓		
Logo/company name hyperlinked on <b>Pride Foundation website</b>	✓	✓	✓	
Your company name listed as a sponsor of our Year-End event series in <b>media presentation</b> and/or verbally (locations of your choice)	✓ <i>And logo</i>	✓	✓	
Your name listed on Scholarship Celebration Series <b>invitations, event media presentation, and event signage</b>	✓ <i>And logo</i>	✓ <i>And logo</i>	✓ <i>And logo</i>	✓
Your name listed and our partnership displayed on <b>Pride Foundation's website</b>	✓ <i>And logo</i>	✓ <i>And logo</i>	✓ <i>And logo</i>	✓
Individualized thank-you post via <b>social media</b> linking to your website	✓	✓	✓	✓
Your company name <b>listed in our annual Gratitude Report</b>	✓	✓	✓	✓
Opportunity for <b>employees to attend private reception</b> prior to Seattle Scholarship Celebration	✓	✓	✓	✓

These regional partnership opportunities for exposure and promotion are **extensive and flexible** and we can help put together a package for any budget, including additional volunteer opportunities once we discuss your company's interests. There is also an additional opportunity to sponsor our unique gala in Portland, Oregon—details and benefits are outlined on the next page. Sponsorship levels outlined are for cash and in-kind support.

**We want to be your charitable partner in 2019, and we know you'll benefit from the association!**



# Pride Foundation Presents: The Equity Awards

*A Unique Gala Event Hosted in Portland, Oregon*

This special gala brings 300+ diverse members of Oregon's philanthropic community together for a memorable evening that is both a celebration and an awards event for community groups working for LGBTQ+ equality in Oregon.

A deeply impactful program, a strong sense of community, and a fun and engaging atmosphere make The Equity Awards a favorite among attendees.

We are pleased to invite you to join us as a partner for The 3<sup>rd</sup> Annual Equity Awards in Spring 2020. We could not do this event or our work without the support of our community, including our business community.

In addition to the regional sponsor benefits outlined on the previous page that include year-round promotion throughout the entire Northwest, this distinctive sponsorship opportunity offers visibility and increased exposure to a more targeted audience leading up to the gala.

**We hope you will join us at The 3<sup>rd</sup> Annual Equity Awards—a night to remember.**

Benefits	Presenting \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze* \$1,000
Regional benefits (see prior page)	<i>Luminary Level Benefits</i>	<i>Leader Level Benefits</i>	<i>Champion Level Benefits</i>	<i>Change-Maker Level Benefits</i>	
Speaking opportunity at the event	✓				
Verbal acknowledgment from the stage	✓	✓	✓		
Complimentary table at the event	✓ <i>VIP Placement</i>	✓ <i>VIP Placement</i>	✓	✓	✓ <i>Half Table</i>
Screen recognition on streaming slideshow during the event	✓ <i>Exclusive Top Billing</i>	✓ <i>Premiere</i>	✓ <i>Prominent</i>	✓	✓
Logo recognition on all event printed and digital promotional materials and mediums	✓ <i>Exclusive Top Billing</i>	✓ <i>Premiere</i>	✓ <i>Prominent</i>	✓	✓

*\*Reserved for our non-profit community partners*

To discuss The Equity Awards partnership options, please contact:

Katie Carter, CEO

[katie@pridefoundation.org](mailto:katie@pridefoundation.org)

Find out more: [pridefoundation.org/equityawards](http://pridefoundation.org/equityawards)

# Pride Foundation

## 2019 Sponsorship Commitment Form

### Regional Sponsorship:

Luminary / \$10,000    Leader / \$5,000    Champion / \$2,500    Change-maker / \$1,000

### Equity Awards Sponsorship:

Presenting / \$15,000    Platinum / \$10,000    Gold / \$5,000    Silver / \$2,500    Bronze / \$1,000

We cannot be a full sponsor at this time, but want to support you with a contribution of \$ \_\_\_\_\_

## Payment Information

We will fulfill this pledge of support as follows:

Check made out to Pride Foundation (enclosed)

Please charge the following credit card number in the amount of \$ \_\_\_\_\_

Visa    MasterCard    American Express

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Send an invoice. We will fulfill payment no later than \_\_\_\_/\_\_\_\_/\_\_\_\_

My donation is an in-kind donation (please describe) \_\_\_\_\_

## Company Contact Information

- Please list company/org name to be used in promotional materials, indicating exactly how it should appear, including capital letters and abbreviations.
- Email your logo and any guidelines for use to [alli@pridefoundation.org](mailto:alli@pridefoundation.org).

Company Name \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Comments \_\_\_\_\_

### Please return form to

Pride Foundation, 2014 E. Madison, Suite 300, Seattle, WA 98122 **or** [alli@pridefoundation.org](mailto:alli@pridefoundation.org)

Contact Alli Auldridge with any questions  
Office: 206.323.3318 | Fax: 206.323.1017