



Pride Foundation

2019
Pride Month
Partnership Opportunities



Become a 2019 Pride Month 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. LGBTQ+ people hold a host of identities that make up who we are. We are people of color, Two-Spirit, Black, youth, elders, people with disabilities, Native American, Alaskan Native, First Nation, women, immigrants, and people of faith. All of our movements for justice are interconnected. Pride Foundation's work must reflect the dynamic and diverse makeup of our community, and be expansive enough to thoroughly address the dreams, needs, and lives of all members of our community.

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.

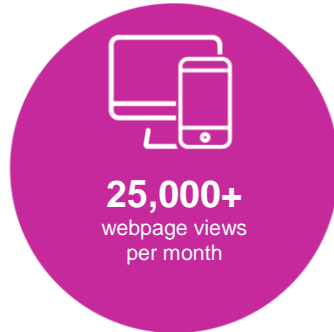
You will benefit from multiple points of exposure to desirable and loyal audiences. Nearly 90% of our donors have been active with Pride Foundation for 4 or more years, and half have been active for more than 10 years!

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



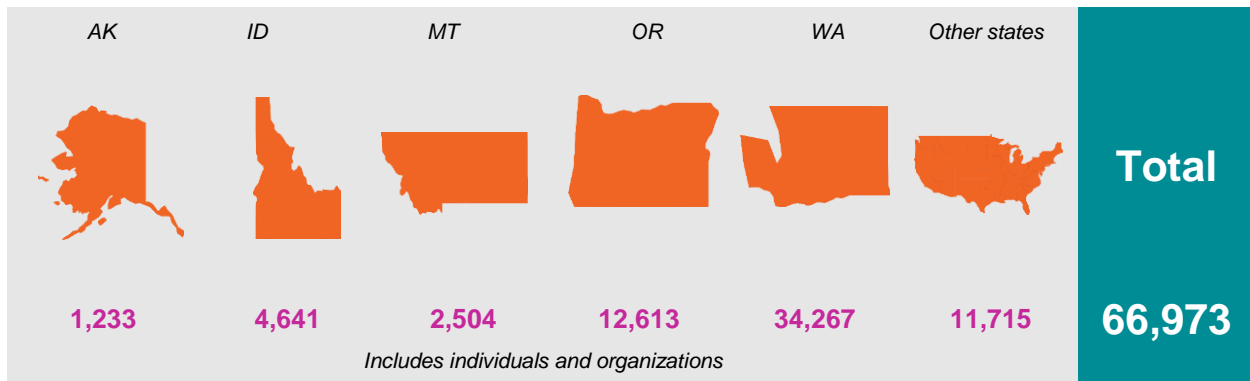
Who We Reach

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

Pride Month Fundraisers and Sponsorships

We're excited to invite you to partner with us during Pride Month! Hosting a fundraiser or special promotion for Pride Foundation during June is a meaningful way to support our work, and offers a variety of opportunities for visibility for your business:

| Benefits* | Level 3 (\$5000+) | Level 2 (\$1000- \$4999) | Level 1 (Up to \$999) |
|---|----------------------|-----------------------------|--------------------------|
| Logo/company name hyperlinked on Pride Foundation website | ✓ | | |
| Your company name listed as a sponsor of our Year-End events in onsite media presentation and/or verbally from podium | ✓ | | |
| Individualized thank-you post via social media linking to your website | ✓ | ✓ | |
| Your company name listed in our annual Gratitude Report | ✓ | ✓ | ✓ |
| Your name listed on Pride Foundation's website | ✓ <i>And logo</i> | ✓ | ✓ |
| Promotion of your fundraiser on our social media (Facebook/Twitter/IG) | ✓ | ✓ | ✓ |
| Your business name displayed at our booths at Pride Month events across the region | ✓ | ✓ | ✓ |
| Members of your staff are invited to march with us in a Pride Parade! (The Seattle Pride Parade is on June 30, 2019**) | ✓ | ✓ | ✓ |

*Benefit levels are based on your estimated donation from your fundraiser.

**Per Seattle Pride Parade regulations, marchers in our Pride Parade contingent may not advertise groups or businesses other than Pride Foundation while marching.

We want to be your partner this June, and we know you'll benefit from the association!

To discuss Pride Month sponsorships, please contact:
Chelsea Robinson, Event & Donor Relations Coordinator:
chelsea@pridefoundation.org

Pride Foundation

2019 Pride Month Sponsorship Commitment Form

Fundraiser Information

Date(s) of Fundraiser: _____

Benefit Level (Level 1, 2 or 3): _____

Please describe your event or fundraiser:

How will your donation be calculated? (E.g. proceeds from special drink, \$2 per round of bowling):

How will you make your donation, and on what date? (E.g. "check mailed July 10"): _____

What do you need from Pride Foundation? (E.g. our logo/branding materials, printed collateral, a volunteer on an event day):

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 chelsea@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** chelsea@pridefoundation.org

Contact Chelsea Robinson, Event & Donor Relations Coordinator, with any questions
Office: 206.323.3318 | Fax: 206.323.1017