



Pride Foundation

2018
Corporate Sponsorship
Opportunities



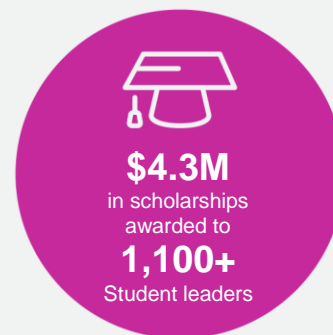
Become a 2018 Corporate Sponsor

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

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, community and domestic violence, health care access and behavioral health services, and arts & culture.

Since our founding in 1985, Pride Foundation has invested more than \$72 million in the LGBTQ community.



We're mission-driven and prioritize community support, 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 want to share the spotlight with you.

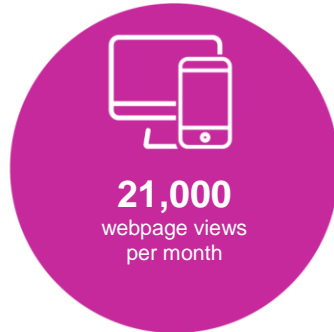
You will benefit from multiple points of exposure to desirable and loyal audiences. Our donors are dedicated to our mission and highly educated, with more than half holding Master's Degrees. Nearly 70% are 45 years old or older. 90% have been active with Pride Foundation for 4 or more years, and half have been active for more than 10 years!

We want to be your charitable partner in 2018, and we know you will benefit from the association!



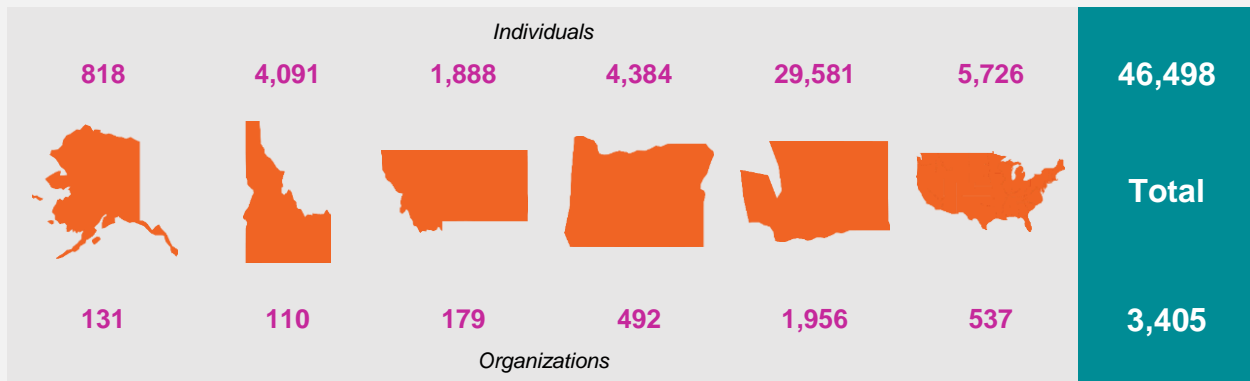
Who We Reach

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 Sponsorship Levels and Benefits

Benefits	Luminary \$10,000	Leader \$5,000	Champion \$2,500	Change Maker \$1,000
Your company featured on front page of website in a blog post highlighting your community engagement (21,000 page views per month)	✓			
A featured story about your company in bi-monthly eNews (13,000 national audience)	✓			
Opportunity to co-brand promo items for Scholarship Celebration	✓	✓		
Mention from podium at Scholarship Celebration Series (locations of your choice)	✓	✓		
Logo/company name hyperlinked on Pride Foundation website to your company website	✓	✓	✓	
Your company name listed as a sponsor of our Year-End event series in media presentation and/or verbally (locations of your choice)	✓ <i>And logo</i>	✓	✓	
Your name listed on Scholarship Celebration Series invitations, event media presentation, and event signage	✓ <i>And logo</i>	✓ <i>And logo</i>	✓ <i>And logo</i>	✓
Your name listed and our partnership displayed on Pride Foundation's website	✓ <i>And logo</i>	✓ <i>And logo</i>	✓ <i>And logo</i>	✓
Individualized thank-you post via Facebook & Twitter linking to your website	✓	✓	✓	✓
Your company name listed in annual Gratitude Report donor listing	✓	✓	✓	✓
Opportunity for employees to attend private reception prior to Seattle Scholarship Celebration	✓	✓	✓	✓

These regional sponsorship opportunities for exposure and promotion are extensive and flexible and we can discuss these options in detail once we identify your company's particular 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.

Thank you for your consideration!

Pride Foundation Presents: The Equity Awards

A Unique Gala Event Hosted in Portland, Oregon

The Equity Awards inaugural event in 2017 was truly a night to remember.

This special gala brought 300 diverse members of Oregon's philanthropic community together for an incredibly memorable evening that was both a celebration of Equity Foundation becoming a part of Pride Foundation, as well as 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 made The Equity Awards an instant favorite among attendees.

We are pleased to invite you to join us as a sponsor for The Second Annual Equity Awards on September 22nd, 2018 at The Loft at 8th Avenue in Portland, Oregon. We could not do this event or our work without the support of our community, including the 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 Second Annual Equity Awards—and another night to remember.

Benefits	Presenting \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Regional benefits <i>(see prior page)</i>	<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>	✓	✓

To discuss The Equity Awards sponsorship options, please contact:
Katie Carter, Director of Strategic Priorities
katie@pridefoundation.org | 541-603-8626

Find out more: pridefoundation.org/equityawards

Pride Foundation

2018 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.

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

Contact Alli Auldrige with any questions
Office: 206-323-3318 | Fax: 206-323-1017