



FOGO ISLAND PRIDE

CELEBRATING

Diversity

**2022 Pride Week
Sponsorship Guide**

August 7 – 13, 2022



2022 Fogo Island Pride Week Sponsorship Opportunities

PLATINUM SPONSOR: \$1000 +

Platinum Sponsors will enjoy our most visible and comprehensive package:

- Guaranteed exclusivity: Only one Platinum Sponsor per Pride event
 - i.e. "Official Sponsor of The Fogo Island Pride BBQ"
- High-profile visibility for your brand across all of our promotional materials and at all of the events within the Pride Programming
- Direct exposure to our members, volunteers and partners
- Recognition across social media, on our website, in all Pride advertising and in our print publications
- Inclusion in our press release announcing your Official Sponsorship
- Your Logo on the front cover of our Pride Guide
- Group thank-you post on social media

GOLD SPONSOR \$500 +

As a Gold Sponsor you are guaranteed:

- Visibility for your brand across many of our promotional materials and at select events within the Pride Programming
- Direct exposure to our members, volunteers and partners
- Recognition across social media, on our website, in all Pride advertising and in our print publications
- Logo placement within the Pride Guide
- Logo on thank-you page of the Pride Guide
- Group thank-you post on social media



SILVER SPONSOR \$200 +

Silver Sponsorship offers:

- Visibility for your brand across a selection of our marketing materials and at select events within the Pride Programming
- Direct exposure to our members, volunteers and partners
- Recognition across social media, on our website, and in our print publications
- Logo on thank-you page of the Pride Guide
- Group thank-you post on social media

BRONZE SPONSOR

Sponsorship at the Bronze level may consist of contra, or “in-kind” offers or donations which are less than \$200. Bronze Sponsors will receive brand recognition in exchange for goods or services, negotiated on a case-by-case basis.

Custom sponsorship packages are available at all price points. Please contact us at info@fogoislandpride.org or (709) 989-1687 to develop your custom sponsorship package for Fogo Island Pride 2022.

Brand Exposure	Platinum	Gold	Silver	Bronze
Exclusive Sponsorship of one Pride Event	x			
Inclusion in press release announcing our Official Sponsors	x			
Logo placement on the front cover of Pride Guide	x			
Visibility in promotional materials	x	x		
Logo placement within the Pride Guide	x	x	x	
Permission to identify as an Official Sponsor	x	x	x	x
Logo on thank you page of Pride Guide	x	x	x	x
Link on Fogo Island Pride website	x	x	x	x
Logo placement on volunteer t-shirts	x	x	x	x
Group thank you post on social media	x	x	x	x



WHY SHOULD I BE INVOLVED?

Supporting Fogo Island Pride means you are contributing to the rich history and diverse cultural heritage of Fogo Island. You are making strides to ensure our island is both inclusive and embracing of its diversity, and you are making it a safer, happier home for its residents and for visitors alike.

Fogo Island is undeniably beautiful. It is a place of many colourful stories, one of which includes our 2SLGBTQIA+ community. Our focus is on advocating for and fostering acceptance of the Queer community on Fogo Island, and in rural communities across Newfoundland and Labrador.

Your contributions allow us to organize a range of important and exciting events from the educational, to the celebratory both during Pride Week, and beyond.

This year, your generous donations will provide support for a number of community events including (but not limited to) a Pride Walk, BBQ, film screenings, and flag raisings.

In supporting Fogo Island Pride not only are you gaining exposure to a new audience, you are also telling the world that you stand up for diversity. As a brand that supports Pride, you have a unique opportunity to use your platform for positive social change and to be a leader in advocating for inclusivity and acceptance.

"What is straight? A line can be straight, or a street,
but the human heart,
oh, no, it's curved like a road through mountains."

- Tennessee Williams



2022 SPONSORSHIP APPLICATION

CONTACT INFORMATION

Business/Organization Name: _____

Contact Person: _____

Mailing Address: _____

Email Address: _____

Primary Phone: _____

SPONSORSHIP LEVEL REQUESTED:

Platinum Sponsor (\$1000 +)

Gold Sponsor (\$500 +)

Silver Sponsor (\$200 +)

Bronze Sponsor (Please specify)

Proposed Sponsorship Value:

Signature of applicant:

Date:

Thank you for your consideration in supporting Fogo Island Pride 2022. If you have any questions or would like additional information, please contact us at info@fogoislandpride.org or (709) 989-1687.

Applications can be mailed to: Fogo Island Pride, P.O. Box 342, Fogo, NL A0G 2B0

APPLICATIONS ARE REQUESTED BY JULY 22nd, 2022

Contributions can be accepted by cash, cheque or e-mail money transfer.
Please may cheques payable to Fogo Island Pride.