



SPONSORSHIP OPPORTUNITIES

NEW LONDON PRIDE
AT OCEAN BEACH PARK

We are proud to announce the 9th Annual New London Pride Festival themed “**United by Distance**” at Ocean Beach Park on August 21, 2021. In addition to the pride festival, this year OutCT is collaborating with local businesses and community partners to create a week of festivities in Southeastern, CT.

You can be part of our pride week by becoming a sponsor in support of LGBTQ+ awareness and our mission:

“Building a community through educational, cultural, and social programming that promotes acceptance, tolerance and understanding of all sexual orientations and gender identities awareness”

Sponsorship packages offer a wide range of opportunities for your support and participation. The 2021 pride festival will be a tribute to staying connected with our friends and family though we were asked to be apart. This year’s Pride festival will be a hybrid event, held both virtually and in-person. Our event will include activities and entertainment for all ages with local performers, activations, musicians, vendors, resource booths, and the Youth Center all coming together in a celebration of pride. Though we have not seen each other for some time, each of us were united by our desire to come back together one day. We are **United by Distance**.

***Our Patrons:** The Patrons for our premiere events, and other events throughout the year, consist of members of the lesbian, gay, bisexual, transgender, queer + (LGBTQ+) community as well as our families, friends, and supporters in New London, across the state of Connecticut, southwestern Rhode Island and the nation.*

***BECOMING A PARTNER:** Sponsorship at all levels establishes you not only as a sponsor of both OutCT and New London Pride 2021, but as a supporter of the LGBTQ+ community. OutCT provides high profile visibility and access to thousands of members of our community in a variety of ways. Since 2013, OutCT’s name and marketing efforts have grown significantly. New London Pride festivals have boasted attendance numbers of 2000+. We expect the reach of our virtual and in-person events to continue to grow year over year!*

Please review the attached sheet for sponsorship opportunities and advertising benefits.

As a sponsor of New London Pride 2021, you help ensure another successful event. Thank you very much for your consideration and support!

Sincerely,

Your Friends at OutCT

Our Mission

OutCT is a non-profit organization that builds community that promotes acceptance, tolerance and understanding of all sexual orientations and gender identities.



New London Pride encompasses a variety of programming aimed at a wide range of demographics including a festival filled with entertainment and resources at Ocean Beach Park in New London, CT.



OUTCT

PO Box 255

New London, CT 06320

860- 339-4060

Email: info@outct.org

\$2,500 - Event Sponsor

- Two banners at Ocean Beach Park on Saturday with prominent placement (provided by sponsor)
- Recognition from the main stage as an Event Sponsor
- Logo and link on our website
- Booth space at pride festival
- Live social media mention at site and Facebook post
- Mention on TV and radio advertisements
- Name listed on major OutCT advertising
- Logo placed on New London Pride themed boxes
- Four OutCT pride tee shirts (please provide sizes in advance)

\$1,500 – Partnering Sponsor

- Banner at Ocean Beach Park on Saturday (provided by business)
- Recognition from the main stage as a Partnering Sponsor
- Logo and link on our website
- Booth space at pride festival
- Social media mention and Facebook post
- Mention on TV and radio advertisements
- Name listed on major OutCT advertising
- Logo placed on New London Pride themed boxes
- Three OutCT pride tee shirts (please provide sizes in advance)

\$1,000 - Supporting Sponsor

- Banner at Ocean Beach Park on Saturday (provided by business)
- Recognition from the main stage as a Supporting Sponsor
- Logo and link on our website
- Booth space at pride festival
- Social media mention and Facebook post
- Mention on TV and radio advertisements
- Name listed on major OutCT advertising
- Logo placed on New London Pride themed boxes
- Two OutCT pride tee shirts (please provide sizes in advance)

\$500 - Community Sponsor

- Banner at Ocean Beach Park on Saturday (provided by business)
- Recognition from the main stage as a Community Sponsor
- Logo and link on our website
- Social media mention and Facebook post
- Mention on TV and radio advertisements
- One OutCT pride tee shirt (please provide size in advance)



OUTCT IS A 501C3 TAX-EXEMPT ORGANIZATION AND YOUR DONATION IS FULLY TAX-DEDUCTIBLE LESS SPONSORSHIP BENEFITS.

Please Make checks payable to “OutCT” and mail to:

**OutCT
PO Box 255
New London, CT 06320**

Special Notes:

Sponsor commitments must be received by: June 31, 2021.

All payments and artwork must be received by: July 15, 2021.

Sponsors must supply banners at least 2 weeks prior to event to insure prominent display.

**For questions regarding sponsorships, please contact us by email: Sponsorship@outct.org
or phone: 860-339-4060 Ext. 209**

Contact Name _____

Email: _____

Telephone: _____

Business Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Sponsorship Level:

- Event Sponsor (\$2,500)
- Partnering Sponsor (\$1,500)
- Supporting Sponsor (\$1000)
- Community Sponsor (\$500)
- T-Shirt Sponsor (\$500) (1 available)

**Gift Bag / Raffle Prizes- Items for OutCT to use in gift bags, event prizes, raffle drawings, etc. appreciated.*