2019 WorldPride Partnership Opportunities

	Basic	Non-Profit (Annual Budget Under $1 Million)	Non-Profit (Annual Budget of $1 - 5 Million	Non-Profit (Annual Budget of $10 Million+)	Non Profit Premium	For Profit / Small Business (Annual Income Under $10 Million)	For Profit / Small Business (Annual Income Under $10 Million) Premium	Large Business (Annual Income Over $10 Million	Large Business (Annual Income Over $10 Million) Premium
	$250	$500	$1,500	$3,500	$7,500	$1,000	$10,000	$5,000	$15,000
Brand / Logo									
3,000 staff and volunteer t-shirts to be worn at ALL events	No	No	No	Name Listing	Yes	No	Name Listing	None	Yes
Items distributed within WorldPride VIP Giftbags	No	No	No	Yes	Yes	No	Yes	Yes	Yes
Allowed usage of "Official Partner / or Event of Stonewall 50 / WorldPride 2019" verbiage in any promotional materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Allowed usage of Stonewall 50 / WorldPride 2019 logo on any promotional materials for the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Event									
Brand ambassadors allowed on-site	None	None	None	None	Up to One Event	None	None	Up to 1 Event	Up to 2 Events
Booth at 2019 PrideFest	None	None	None	10 x 10 Booth	10 x 10 Booth	None	10 x 10 Booth	10 x 10 Booth	10 x 10 Booth
Promo distribution at ALL city wide pride events for the month of June	None	None	None	None	Yes	None	None	Yes	Yes
Print									
Complimentary advertisment within the Fall / Winter 2018 Pride Guide	None	None	10% discount	Half Page	1 Full Page	None	Half Page	None	1 Full Page
Complimentary advertisment within the Spring / Summer 2019 Pride Guide	None	5% discount	10% discount	Half Page	1 Full Page	None	Half Page	None	1 Full Page
Editorial inclusion in the 2019 Pride Guide	None	None	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Listing in the 2019 Pride Guide within the WorldPride calendar	None	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Digital									
# of Twitter mentions on NYC Pride's official page	None	1	2	2	5	2	3	2	4
# of Facebook mentions on NYC Pride's official page	None	1	2	2	5	2	3	2	4
# of Instagram mentions on NYC Pride's official page	None	1	2	2	5	2	3	2	4
# of e-mail blast inclusions within NYC Pride's e-newsletter totaling roughly 30,000+ emails	None	None	2	2	5	2	3	2	4
Paid media support through NYC Pride's social channels	None	None	Up to $100	Up to $100	Up to $500	Up to $100	Up to $500	Up to $100	Up to $500
Logo inclusion on nycpride.org and stonewall50.org under Sponsors	None	None	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Listing on Stonewall 50 / WorldPride's official database of events online	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Misc									
General Admission tickets to one of NYC Pride's ticketed events in 2019	None	None	None	None	4	None	4	None	4
VIP Admission to one of NYC Pride's ticketed events in 2019	None	None	None	None	4	None	4	None	4
Providing volunteers so long as it does not interfere with NYC Pride events	None	None	None	None	Yes	N/A	N/A	N/A	N/A