



MID SOUTH  
PRIDE

www.midsouthpride.org | info@midsouthpride.org Tel 901-283-1116  
111 So. Highland Suite 322, Memphis TN 38111, Fax 901-869-2336

ANNOUNCING SPONSORSHIP  
OPPORTUNITIES FOR THE  
**6<sup>th</sup> ANNUAL MID-SOUTH PRIDE FESTIVAL FOR 2010**

**Dear Friends,** On behalf of the Board of Directors, the 2010 Mid-South Pride Festival Committee and our dedicated volunteers, we would like to take this opportunity to officially extend an invitation to you and/or your company, to participate as a Sponsor of the **2010 MID-SOUTH PRIDE FESTIVAL**. This year's festival and parade will be held **Saturday, October 16th**.

The Pride Festival is the single largest GLBT gathering in this area in which we are able to express who we are to each other and the larger Memphis community. Our goal is to promote self esteem and pride in members of our community on a personal level as well as in the community as a whole. Last year's event hosted such esteemed speakers as Shelby County Commissioner STEVE MULROY, State Legislator BEVERLY MARRERO, City Councilman MYRON LOWERY as well as CONGRESSMAN STEVE COHEN and others. Obviously they know what we already knew, that GLBT persons are a group that cannot be ignored, that have power, money and dignity and have no reason to accept anything other than equal rights.

In just six years, MID-SOUTH PRIDE has created cultural events that started with attendance of less than 500 people and has grown to well over 3,000. It is also the 2nd largest Pride Festival in the state of Tennessee, and the **ONLY** Pride Festival in the Mid-South Region covering Eastern Arkansas, Northern Mississippi, West Tennessee and the boot heel of Missouri.

Through Sponsorship, your company is helping us in all our charitable activities that directly support the Mid-South region and communities. The MID-SOUTH PRIDE 2010 FESTIVAL benefits your company by enhancing the quality of life, and lives, of your employees, their families, and your consumers in the Memphis and Mid-South communities while allowing your company the opportunity to reach an exclusive, influential and thoughtful consumer base. Marketing information relative to the LGBT market show they are upscale, educated affluent and brand loyal.

Part of the success of the MID-SOUTH PRIDE has been our message of inclusion, encouraging support and participation regardless of race, gender, gender identification, religion, national origin, age, sexual orientation, medical, mental or developmental ability. Our festival is organized as a fun-filled, family event. Free and open to the public, we welcome ALL family members. MSP is dedicated to building community diversity within the GLBT community and in the larger Memphis Community as a whole.

The MID-SOUTH PRIDE 2010 FESTIVAL is possible because of interest, consideration, and support from responsible corporate citizens and individuals like you. Charitable contributions, added with MSP's fund raising events, make our efforts possible. There are many ways you can get involved to help promote equality: You can volunteer and help us with our events and efforts, You can simply donate by sending a check or making a donation via our website at [www.midsouthpride.org](http://www.midsouthpride.org) or you can become a supportive sponsor at whatever level of involvement you wish by mailing, emailing or faxing the following pages back with your choices for sponsorship. MID-SOUTH PRIDE is a registered non-profit organization with the state of Tennessee and all Sponsorship opportunities through MSP are charitable, tax deductible contributions as allowed by law.

Thank you for your kindness and support,

**The Board of Directors of Mid-South Pride, Inc.**



# MID SOUTH PRIDE SPONSORSHIP LEVELS

## **Family Sponsorship**

**\$20 - \$50.00**

- Listed as a Friend of Pride section of the 2010 Pride Guide\*
- Listed as a Friend of Pride section on the Mid-South Pride website

## **Rainbow Sponsorship - \$100.00**

- Recognized as a Friend of Pride in all publicity
- Listed as a Friend of Pride section of the 2010 Pride Guide
- Listed as a Friend of Pride section on the Mid-South Pride website

## **Copper Sponsorship - \$250.00**

- Recognized as a Friend of Pride in all publicity
- Listed as a Friend of Pride section of the 2010 Pride Guide
- Listed as a Friend of Pride section on the Mid-South Pride website
- Complimentary booth space at the Pride Festival 2009

## **Bronze Sponsorship - \$500.00**

- Complimentary booth space at the Pride Festival 2010
- Official Partner Recognition on all Pride 2010 promotional material
- Logo placement and link to your website on Mid-South Pride webpage through the 2010 Pride event for one year.
- We will display one banner that your company provides at the festival (up to 3' x 3').

## **Silver Sponsorship - \$1000.00**

- Complimentary booth space at the Pride Festival 2010
- Official Partner Recognition on all Pride 2010 promotional material
- Quarter Page ad in the 2010 Pride Guide
- Larger Logo placement and link to your website on Mid-South Pride webpage through the 2010 Pride event for one year
- We will display one stage banner that your company provides (up to 4' x 4') and one additional banner elsewhere at the festival.

## **Gold Sponsorship - \$2500.00**

- Complimentary booth space at the Pride Festival 2010
- Complimentary entry for group in 2010 Parade
- Official Partner Recognition on all Pride 2010 promotional material
- Half Page ad in the 2010 Pride Guide\*
- Prime Logo Placement on all printed materials for Pride 2010
- 2nd Largest Logo placement and link to your website on Mid-South Pride webpage throughout the months that remain in 2009 until the 2010 Pride event.
- One (1) 5' X 5' Banner produced by MSP with your logo displayed onstage throughout the festival events program and two additional banners displayed elsewhere at the festival.

## **Platinum Sponsorship - \$5000.00 or more**

- Complimentary booth space at the Pride Festival 2010
- Complimentary entry for group in 2010 Parade
- Official Partner Recognition on all Pride 2010 promotional material
- Full Page ad in the 2010 Pride Guide\*
- Prime Logo Placement on all printed materials for Pride 2010
- Largest Logo placement and link to your website on Mid-South Pride webpage throughout the months that remain in 2009 until the 2010 Pride event.
- One (1) 6' X 6' Banner produced by MSP with your logo displayed onstage throughout the festival events program and three additional banners (5'x5') displayed elsewhere at the festival.



# MID SOUTH PRIDE SPONSORSHIP FORM

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111 So. Highland Suite 322, Memphis TN 38111,

Tel 901-283-1116  
Fax 901-869-2336

**Business Name:**

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**Contact Name:**

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**Business Address:**

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**City:**

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**State:**

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**Zip:**

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**Business Phone:**

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**Contact Phone:**

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**Fax Number:**

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**Web Site:**

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**Email:**

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Business Type	Sponsorship Selected	Payment Method
<b>Retail</b>	Family—\$50.00	Check
<b>Restaurant</b>	Rainbow—\$100.00	Money Order
<b>Bar/Nightclub</b>	Copper—\$250.00	Paypal or CC
<b>Service</b>	Bronze—\$500.00	
<b>Legal</b>	Silver—\$1000.00	
<b>Not For Profit</b>	Gold—\$2500.00	Art Work/Banner
<b>Adult</b>	Platinum—\$5000.00	Included:
<b>Other (Please Specify)</b>		Yes No

Please choose one of the following:

- I would like to be (or have my company) listed on any Mid-South Pride promotional materials pertinent press releases and website as indicated by my sponsorship level.
- I do not want myself or my company to be listed in ANY materials or website published by Mid-South Pride

