



The Pride Center of New Jersey, Inc.

...serving the community for 25 years!

AN EVENING OUT

with the Pride Center of New Jersey

This **inaugural gala event** is an opportunity to reunite the LGBTQ+ community for an evening of celebration, solidarity, friendship (old and new), and fun and entertainment. It will recognize and celebrate the advancements in the health and well-being of the community as a result of the collective efforts of our community's past and present leaders and contributors, their friends and allies across all age groups and cultural backgrounds. The semi-formal evening of cocktails, dinner and dance will continue to enrich New Jersey's thriving LGBTQ+ community and help sustain it for the present and future generations.

On behalf of the Pride Center of New Jersey, we hope you will join us and participate in this fun event!

EVENT DETAILS

An Evening OUT will take place on Saturday, September 21, 2019 at the Hyatt Regency in New Brunswick, NJ. It will begin at 7pm with a cocktail hour followed by dinner, dancing and entertainment.

(More information at: <https://www.pridecentereveningout.org>, or **Email:** events@pridecenter.org)

ABOUT THE PRIDE CENTER OF NEW JERSEY

The mission of [The Pride Center of New Jersey](http://www.pridecenter.org) is *to provide a safe and welcoming place for all in the LGBTQ+ community, especially our youth, to come for support, education/health education, and social opportunities* to help grow in self-awareness, self-acceptance and self-esteem, in order to live healthier and happier lives with equality and social justice.

We provide comprehensive programming and resources to foster the health and well-being of LGBTQ+ individuals and serve to normalize their lives and existence in a safe and supportive environment - when some are perhaps not even welcome or accepted in their own families. We have helped save lives by not only giving hope, but also happiness as an alternative to living in secrecy, shame, or worse, giving up on life.

The Pride Center of New Jersey is now in its 25th year serving the LGBTQ+ community as an active vibrant center. Our doors are open to the greater New Jersey area. We have had thousands of individuals come through our doors, and have a consistently robust number of diverse active participants attending any of our 400 meetings and activities annually, including: support, social, and special interest group meetings; programs for youth and young adults; and cultural and fun activities and events for all.

The Pride Center of New Jersey is an all-volunteer **501(c)(3) non-profit organization** operating solely on memberships and donations from the public and supporters of the community. All sponsorship funds received go directly to benefit our LGBTQ+ youth and other programs. All donations are tax-deductible to the extent allowed by law.

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85 Raritan Avenue, Ste 100, Highland Park, NJ 08902 • (732) 846-2232 • www.pridecenter.org



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SPONSORSHIP OPPORTUNITIES

Sponsors are the life-blood of our organization which enable our programs to reach the youth and those in need. Sponsorship is an important opportunity for public recognition. However, **the most impactful benefit of sponsorship is the show of your support and commitment to the LGBTQ+ community!**

Please help us make [An Evening OUT](#) one of the largest successful LGBTQ+ community events in the greater New Jersey area. Proceeds from this event and all our fundraising initiatives provide sustaining support to the work of The Pride Center of New Jersey for the benefit of our community.

Please choose from the categories below and contact us to activate your sponsorship. Thank you!

Sponsor Category		Presenting Sponsor	Diamond	Platinum	Gold	Silver	Bronze	
		\$ 15,000	\$ 10,000	\$ 7,500	\$ 5,000	\$ 2,500	\$ 1,000	
Recognition & Benefits	At Event	Event tickets (*) indicates reserved seating	16*	12*	10*	8*	6	4
		Exclusive naming rights to event	✓					
		Sector Exclusivity in Sponsor Level	✓	✓	✓			
		Recognition from stage during program	✓	✓	✓	✓	✓	
		Tent cards with sponsor logo on tables	✓	✓	✓	✓	✓	✓
		Opportunity to provide sponsored giveaway	✓	✓	✓	✓	✓	✓
	Program	Listing in Sponsor recognition and thank you	✓	✓	✓	✓	✓	✓
		Logo included on program	✓	✓	✓	✓		
		Ad space in printed souvenir program	Back cover color	Full page color	Full page	1/2 page	1/4 page	1/8 page
	Media/Publicity	Logo and mention on all press releases	✓	✓	✓			
		Premier visibility at signature PCNJ events	✓	✓	✓	✓	✓	
		Sponsor-level recognition in all media**	✓	✓	✓	✓	✓	✓
		Logo and link on event website	✓	✓	✓	✓	✓	✓

** Media includes, but is not limited to, press releases, web presence, email blasts, social media, and PCNJ and event websites.

In-kind sponsorship opportunities are available, and sponsorships may be customized to your needs.

Program advertising (Ad space only)							
Cost		\$1,200	\$1,000	\$750	\$500	\$300	\$150
Printed ad space in souvenir program		Full page Color	Full page B & W	Half page Color	Half page B & W	1/4 page B & W	1/8 page B & W

Individual Sponsor & Event Donor Levels		Benefactor \$1,000	Champion \$750	Partner \$500	Advocate \$250	Supporter \$150	Youth Partner \$100
Benefits	Event tickets	2	2	1	1		
	VIP Table seating	✓	✓	✓			
	Recognition from stage during program	✓	✓	✓	✓		
	Memorial or personal message in program	✓	✓	✓	✓	✓	
	Listing in Sponsor recognition and thank you	✓	✓	✓	✓	✓	✓

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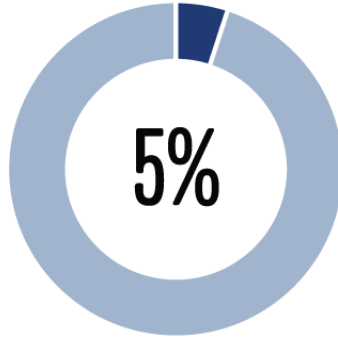


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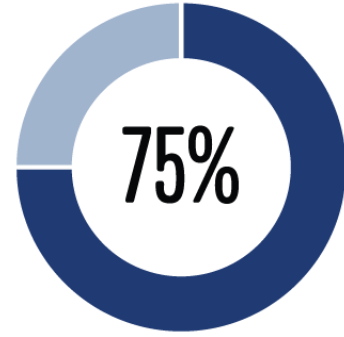
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FACTS ABOUT LGBTQ+ CONSUMERS

When a company does not engage the LGBTQ+ community, it misses out on opportunities to reach a valuable market segment.



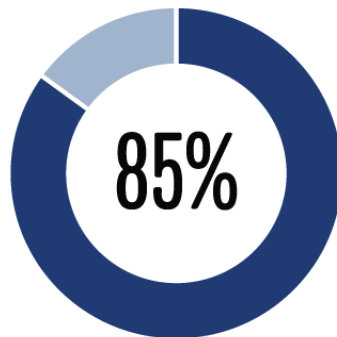
Only **5%** of LGBTQ community members* strongly agree that the United States is LGBTQ-friendly compared to 62% of Canadians who strongly agree that they live in an LGBTQ-friendly country.



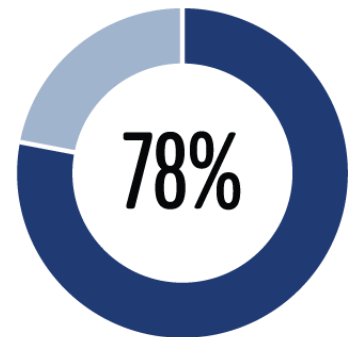
75% of LGBTQ community members feel more positive towards companies that include transgender/gender-expansive community imagery in their outreach communications. However, only 6% of LGBTQ community members think that corporations are currently doing a good job at outreach to the transgender/gender-expansive community.

The LGBTQ+ consumer buying power in the U.S. was over **\$917 billion** (National LGBT Chamber of Commerce, 2017).

Over **45%** of all consumers under the age of 34 say they're more likely to do repeat business with an LGBTQ-friendly company. A majority of these consumers – more than **54%** — also say they would choose an equality-focused brand over a competitor.



85% of LGBTQ community members agree that corporations that support LGBTQ equality are more important than ever.



78% of LGBTQ community members agree that they tend to support companies that market to and support the LGBTQ+.

*LGBTQ community members referenced live in the United States unless otherwise noted.
Source: CMI's 12th Annual LGBTQ Community Survey report.

For more information or to become one of our welcomed event sponsors
Email: events@pridecenter.org, or call **Jeffrey Kagan** at 646-246-5598.

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