



# DELAWARE COUNTY PRIDE



## 2024 SPONSORSHIP GUIDE



# An Invitation to Invest

Dear Friends and Partners,



**DelCo Pride  
Committee**

**Dyamond Gibbs**  
*Vendor Coordinator*

**Kyle T. McIntyre**  
*Logistics Coordinator*

**Kayla Cocci**  
*Youth Coordinator*

**Elijah Neal**  
*Security Coordinator*

**Kendell Simmons**  
*Performer Coordinator*

**Rachel McIntyre**  
*Volunteer Coordinator*

We welcome and invite you to be a part of the annual 2024 DelCo Pride Festivities. This year marks our fourth anniversary of organizing Delaware County's largest Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Intersex, and Ace/Aro (LGBTQQIA+) celebration of Pride. Three years ago, we founded and organized Upper Darby Pride, **assembling it in a breakneck speed, of only 29 days, making history in Delaware County. Now Delaware County Pride is entering it's second year!**

DelCo Pride is excited to return to our locations at the five point intersection on Garrett Road in front of the Upper Darby Township Building and State Street in Media, PA. The parade and festival is scheduled for June 1st from 12pm – 2pm and June 8th from 1pm—6pm respectively. For the third year, our Pride festivities will provide an accessible and inclusive space for LGBTQQIA+ youth to find community and express themselves. Most importantly, we will continue to connect people in the community with resources and businesses that support them across the region.

As a project of the Amistad Law Project, a recognized 501(c)3 organization, we rely on the kind and generous support of corporations, local businesses and donors in the community to fund the success of Pride each year. U.D.T.J. works hard to utilize your contributions in order to maximize the positive impact the festivities will have on our local community.

This packet provides information about our organization, our sponsorship opportunities, the benefits, promotional items provided in exchange for sponsorship and other ways you can help. We are also happy to work with your organization or company to develop other sponsorships tailored to meet your needs.

Delaware County Pride is proud of the work we have accomplished, excited about the upcoming events, and we enthusiastically look forward to continuing that work with your generous sponsorship.

We express our sincerest appreciation for your consideration and support.

Sincerely,

**The Organizing Committee of DelCo Pride,**





# About DelCo Pride

Last year we had 120+ vendors and organizations, over 30+ parade participants, live music, dancing, drag performances, and over 2,000+ attendees from across DelCo and Philadelphia at both the parade and festival. In addition, immediately following our inaugural parade last year we partnered with over 15 local businesses in Media, PA for the first “Pride on State” event! The event consisted of 16 free community events going late into the evening that were attended by hundreds of people who stayed around after the parade. This year we hope to reach over 5,000+ attendees from the surrounding Delaware Valley and continue to provide space for our LGBTQQIA+ community to connect and build safe inclusive spaces.

## The mission of Delaware County Pride:

Many LGBTQQIA+ youth, community members, and families continue to lack access to community resources due to a lack of concentration of the LGBTQQIA+ population in Delaware County and surrounding suburbs. Therefore, the primary goal of Pride is to continue to provide a space for local non-profits, LGBTQQIA+ businesses, and support networks a space to concentrate and connect with the wider community. An additional but equally important goal of the parade and festival is to provide a place for celebration and education for LGBTQQIA+ youth in Delaware county.

In addition to Pride, U.D.T.J. has taken on a direct role in providing services and resources to the LGBTQQIA+ community by launching DelCo’s first BIPOC, LGBTQQIA+, and Youth community center. **Not only will your sponsorship support Pride, but it will also support our year round efforts to improve access to vital resources and services and community building in Delaware County.**





# The Benefits of Sponsorship

## What Makes Being a Part of Delaware County Pride such a Good Idea?



Delaware County Pride provides sponsors with **three major events** for advertising and promotional opportunities including the DelCo Pride Parade, Pride on State, and the DelCo Pride Festival.



Unlike other similar Pride events, our Pride occurs over **two weekends** giving sponsoring businesses and organization twice as much reach during the month of June.



A recent study shows the LGBTQIA+ population in the United States is roughly 18 million people and their **buying power is more than \$875 billion.**



Recent studies and surveys state that over **30% of Gen Z** currently identifies as part of the LGBTQIA+ community representing over 40,000+ DelCo residents.



More than 70% of gay and lesbian consumers reported that they have switched products and or service providers because they learned that the company supported the LGBTQIA+ community or had LGBTQIA+ friendly policies.\*



71% of LGBTQIA+ adults are likely to remain loyal to a brand they believe to be supportive of the LGBTQ+ community, even when less friendly companies may offer lower prices or be more convenient.\*



74% of LGBTQIA+ adults are likely to consider brands that support non-profits or causes that are important to them as an LGBTQIA+ person.\*



87% of LBGT adults are likely to consider a brand that is known to provide equal workplace benefits for all employees.\*

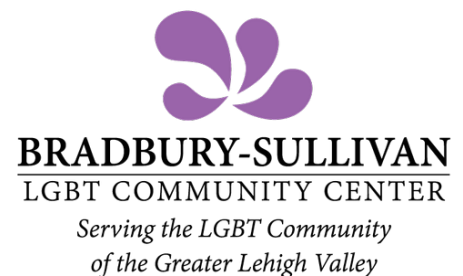
*\* Research of Witeck Communications / Harris Interactive Studies conducted in 2010 & 2011.*

In appreciation of your anticipated donation, we would like to offer you the ability to be placed on the website, promotional material, and included in our official Pride program for the largest Pride Celebration in Delaware County. This year we expect to have 5,000+ attendees, 120 vendors, and over 50 parade participants from all across the Philadelphia region. **Furthermore, we would extend the opportunity for your business to provide information regarding LGBTQIA+ resources and services at the Community Center year round.**

### Current Major Sponsors:



**MOSAIC MEDICAL CENTER**  
for Lesbian, Gay, Bisexual, Transgender, Queer + Health and Wellness





# Sponsorship opportunities

## Sponsorship Tiers:

### Rainbow - \$5,000+

- Logo on all promotional material.
- Sponsor page: logo website linked—listed on Pride webpage.
- Multiple acknowledgements on social media with the special rainbow background.
- 10' x 15' booth with 1 table and 2 chairs.
- Direct brand engagement on our main stage at the festival.
- A full-page brand ad in our annual festival program.
- Inclusion of logo on our volunteer and staff T-Shirts.
- Access to an individualized experience and a dedicated staff liaison.
- A marching contingent in our second Pride Parade in Media, PA.
- Official plaque on our donor wall in the U.D.T.J. Community Center.

### Diamond - \$2,500+

- Logo on promotional material.
- Sponsor page: logo website linked—listed on Pride webpage.
- Multiple acknowledgements on social media with the special diamond background.
- 10' x 10' booth with 1 table and 2 chairs.
- Inclusion of logo on our volunteer and staff T-Shirts.
- Access to an individualized experience and a dedicated staff liaison.
- A marching contingent in our second Pride Parade in Media, PA.

### Gold - \$1,000+

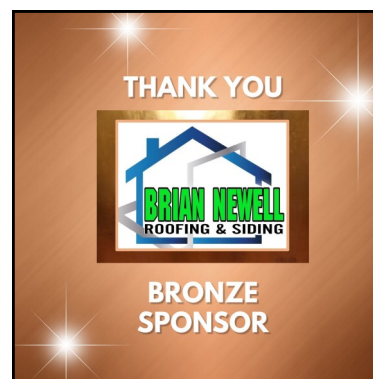
- Logo on promotional material.
- Sponsor page: logo website linked—listed on Pride webpage.
- Acknowledgement on social media with the special gold background.
- 10' x 10' booth with 1 table and 2 chairs.
- A marching contingent in our second Pride Parade in Media, PA.

### Silver - \$500+

- Logo on promotional material.
- Sponsor page: logo website linked—listed on Pride webpage.
- Acknowledgement on social media with the special silver background.
- A marching contingent in our second Pride Parade in Media, PA.

### Bronze - \$250+

- Logo on promotional material.
- Sponsor page: logo website linked—listed on Pride webpage.
- Acknowledgement on social media with the special bronze background.



## À la Carte & In-Kind Sponsorship Opportunities

We are happy to work with your business or organization to tailor a unique sponsorship package that fits your budget and needs. In-kind sponsorship opportunities that offer non-cash support in the form of goods and services are just as welcome and valuable. To discuss these options and learn more please contact:

**Please note:** the above tiers are used for discussion purposes only and all benefits are subject to alteration.

**Kyle T. McIntyre**

C: 610.931.1150

E: [kmcintyre@udtj.org](mailto:kmcintyre@udtj.org)



# Sponsorship registration

## Contact Information

Business / Individual Name		
Key Contact Person		
Street Address		
City	State	ZIP
Contact Person Phone		Secondary Phone
Contact Person Email		
Website		

## Sponsorship Level

We would like to become a sponsor of Delaware County Pride (indicate level)

Rainbow	Diamond	Gold	Silver	Bronze
\$5,000+	\$2,500+	\$1,000+	\$500+	\$250+
\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Please list the item(s) or service(s) you wish to provide:

No, we cannot sponsor Delaware County Pride at this time. However, please accept this donation to put towards DelCo Pride \$ \_\_\_\_\_

## Payment Method

<input type="checkbox"/>	Check	<input type="checkbox"/>	Credit Card (Please fill out attached Credit card form)	<input type="checkbox"/>	Online ( <a href="http://www.udtj.org/sponsors">www.udtj.org/sponsors</a> )
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**Please write all checks out to "Amistad Law Project"** and designated U.D.T.J. on the check.

Questions can be directed to:

**Kyle T. McIntyre** – 610.931.1150 – [kmcintyre@udtj.org](mailto:kmcintyre@udtj.org)

**To be included in any advertisement and or print copy, a completed application and signed commitment form is due by May 17, 2024. Thank you for your support!**



# Sponsorship registration

## CREDIT CARD AUTHORIZATION FORM

<input type="checkbox"/>	Visa	<input type="checkbox"/>	Mastercard	<input type="checkbox"/>	Discover	<input type="checkbox"/>	American Express
Card Number							
Cardholder Name (as shown on card)							
Expiration Date (MM/YY)				CCV Number			
Amount to Charge							
Billing Address							
City				State		ZIP	
Contact Person Phone							
By my signature below, I authorize the Amistad Law Project to charge my credit card for the amount listed above:							
_____ Signature				_____ Date			





U.D.T.J. is a project of Amistad Law Project., a 501(c)(3) nonprofit organization.

Mailing Address: PO Box 9148 Philadelphia, PA 19139

E: [Contact@udtj.org](mailto:Contact@udtj.org)

[www.udtj.org](http://www.udtj.org)