

Pillars of Pride Sponsorship Packet



GenPride

GenPrideSeattle.org/prideplace

GenPrideSeattle.org/sponsorship



GenPride Pillars of Pride www.genpri.de/pop

For inquiries about GenPride
Pillars of Pride and sponsorships
please contact Allison McGrath:
allison@genprideseattle.org

May 07, 2023

About PoP.

Honoring 2SLGBTQIA+ Pillars in our Community

At **GenPride**, we advocate for the unique needs of older LGBTQIA+ adults, offer innovative programs and services that promote well-being and prevent social isolation, cultivate belonging through community connection, and work to eliminate discrimination in all its forms.

Pillars of Pride is GenPride's annual event, timed to coincide with the yearly **National Honor our LGBTQ Elders Day**.

Pride Place

In the heart of Seattle's Capitol Hill!

This is an exciting time for GenPride, as we prepare for the opening of Pride Place, a new LGBTQIA+ affirming senior affordable housing and community center on Capitol Hill, scheduled to open in the fall of 2023.

GenPride is partnering with Community Roots Housing on the development of this project – the first of its kind in the Pacific Northwest – which will include a senior community and health services center on the ground floor.

We are engaged in a campaign to secure \$5M in funding to build out the community center at Pride Place; funds raised at Pillars of Pride will support this effort.

This event recognizes our LGBTQIA+ elders who have worked hard to lift our community.

This generation of elders fought for and won a tremendous amount of the rights we enjoy today. Without their courage in the face of hatred, discrimination and violence, our community would be very different.

We are committed to this being a truly inclusive day that represents the many diverse segments of our community.

The goals of this event are to:

- Honor our LGBTQIA+ elders
- Raise funds to support GenPride and Pride Place
- Provide a space for community to gather and celebrate

Pillars of Pride '22 Honorees

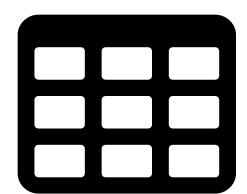
- Aaliyah Messiah (POCAAN)
- Arnaldo Inocentes (PRIDE Asia)
- Marta Zuniga (Entre Hermanos)
- Bill Thieleman (Seattle Choruses)
- Breanna Anderson (Ingersoll)
- Domenico Minotti (Gay City)
- Dr. Peter Shalit (GenPride)
- Louis Chernin (Seattle Counseling Service)
- Joel Aguirre (Entre Hermanos)
- Lynda Green (SESSC)
- Malie Tiare Chanel (UTOPIA Washington)
- Karen Fredriksen-Goldsen (GenPride)

(nominating organization)

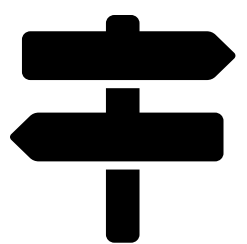
Read more about our 2022 honorees here: <https://genprideseattle.org/pop-honorees/>

Pillars of Pride Sponsorships

Don't miss this opportunity to be a part of a growing community celebration, honoring our LGBTQIA+ elders with GenPride and Pride Place!



May 07, 2023
11:00 am - 2:00 pm



Fisher Pavilion at Seattle Center
305 Harrison St. Seattle, WA 98109

GenPride hosted a wildly successful inaugural Pillars of Pride in 2022: we had over 140 people attend in-person, and many more joined virtually.

This year we anticipate another unique event, with an even larger audience. With the dynamic Aleksa Manila as emcee, performances by the Seattle Supertones, and moving speeches from 12 extraordinary LGBTQIA+ elders, the day was one to remember! Check out our event video from last year [here](#).

As part of GenPride's commitment to equity, we have structured our Pillars of Pride sponsorship packet to provide discounts based on your organization's ownership and size.

Sliding Scale Sponsorships

If your organization belongs to one of the following categories, you receive a 20% discount. If your org belongs to two or more categories, you receive an additional 10% discount.

- 2SLGBTQIA+ owned (51% ownership, or 51% board control for nonprofits)
- BIPOC-owned (51% ownership, or 51% board control for nonprofits)
- Micro-enterprise (owned and operated independently from all other businesses, with five or fewer employees)
- Nonprofit designation

Highlighting Tiers

Pride Place wouldn't be possible without help from community members like you. Partnership benefits our entire community.

Here's a highlight of tiers with unique benefits at each level!

Learn more about ALL of the benefits on the next page.

Suporter	Ally	Champion
\$2,500	\$ 7,500	\$ 20,000
1-2x monthly social media recognition starting in March Customizable ad in our weekly digital newsletter Organization name plus logo listed on-screen during program and more!	All previous tier items. 3-4x monthly social media recognition starting in March 1/2 page custom space in our event program and still more!	All previous tier items. Org's logo in our photo booth, event name tags, and on ticket sales website. Full page custom space in our event program and so much more!

Tier Breakdown	Champion \$20,000	Advocate \$10,000	Ally \$7,500	Booster \$5,000	Supporter \$2,500	Friend \$1,000
1. Special mention from the stage at event	✓	✓	✓	✓	✓	✓
2. A table for your org's guests at the event	✓	✓	✓	✓	✓	✓
3. Recognition in GenPride's annual report	✓	✓	✓	✓	✓	✓
4. Your org’s name listed on-screen during our program	✓	✓	✓	✓	✓	✓
5. Your org’s name displayed at sponsor table	✓	✓	✓	✓	✓	✓
6. Your organization’s name with link on PoP site	✓	✓	✓	✓	✓	✓
7. Your org’s name in our event program	✓	✓	✓	✓	✓	✓
8. Logo and space at sponsor tables for promo materials	✓	✓	✓	✓	✓	
9. Recognition in GenPride’s weekly newsletter leading up to the event	✓	✓	✓	✓	✓	
10. Org name plus logo listed on-screen during program	✓	✓	✓	✓	✓	
11. 1/8 page space in our event program for name, logo, and short description	✓	✓	✓	✓	✓	
12. Recognition in social media, starting in March	3-4x monthly	3-4x monthly	3-4x monthly	1-2x monthly	1-2x monthly	
13. Customizable ad in our weekly digital newsletter	✓	✓	✓	✓		
14. Customizable ad in GenPride’s event program	Full Page	Half Page	1/4 Page	1/4 Page		
15. Your organization’s logo in our pop-up photo booth	✓	✓				
16. Recognition on ticket sales website	✓	✓				
17. Your logo on our table numbers	✓					
18. Your logo on the event nametags	✓					
19. Recognized as Lead Sponsor on all marketing materials and annual report	✓					
1 category on Sliding Scale Sponsorship	\$16,000	\$8,000	\$6,000	\$4,000	\$2,000	\$800
2 or more categories on Sliding Scale Sponsorship	\$14,000	\$7,000	\$5,250	\$3,500	\$1,750	\$700

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