



**SWVA**  
southwest virginia  
**PRIDE**®

**SPONSOR PROGRAM**

**2024**

*Forward Together*

# PARTNER WITH SOUTHWEST VIRGINIA PRIDE INC.

## AMPLIFY YOUR BRAND AND SUPPORT OUR COMMUNITY

Southwest Virginia Pride, Inc. (SWVA PRIDE) invites you to be a catalyst for positive change by becoming a sponsor of our vibrant LGBTQ+ pride celebration, the 3rd PRIDE FEST, scheduled for Saturday, October 12, 2024, inside the Salem Civic Center! As a burgeoning LGBTQ+ organization in Virginia, SWVA PRIDE is dedicated to fostering inclusivity, celebration, and unity.

## WHY SPONSOR PRIDE FEST?

Our annual Pride Fest is a dynamic platform that unites diverse voices, featuring performances and stories that resonate with our community. Last year, over 6000+ guests immersed themselves in this celebration, enjoying free admission and providing a vivid backdrop for brands like yours.



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For sponsorship opportunities and details, please contact:

[events@swvapride.org](mailto:events@swvapride.org),

or fill out the attached form and mail to:

SWVA Pride Inc.

P.O. Box 1208, Vinton, VA 24179

Thank you for considering this opportunity to make a difference with  
Southwest Virginia Pride, Inc.



## **ALIGN YOUR BRAND WITH DIVERSITY, INCLUSION, AND PRIDE**

By sponsoring PRIDE FEST, you align your business with values that resonate with a broad audience. The LGBTQ+ community is known for its loyalty to those who stand beside them. Your support isn't just an investment in visibility; it's a commitment to making a positive impact.

### **MAKE A STATEMENT, BE A PARTNER**

SWVA Pride looks forward to forging a meaningful partnership with you. By sponsoring PRIDE FEST, you not only support a memorable event but contribute to a movement that celebrates diversity, equality, and love.

Let's create lasting impressions together.

## **YOUR IMPACT, REDEFINED:**

### **Distribution & Long Shelf-Life Results:**

Your brand featured in a full-color program guide distributed extensively across Southwest Virginia in both print and digital formats.

The Pride Guide transcends the event, offering repeated exposure and creating a lasting brand presence.

### **Building Customer Awareness & Loyalty:**

Connect with the LGBTQ+ community and allies, showcasing your commitment to inclusivity.

Elevate your brand beyond commerce, demonstrating a genuine dedication to supporting and empowering our community.

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# PRESENTING SPONSOR



**\$25,000**

- All benefits of the Diamond Sponsor level.
- 2 complimentary tables for our annual Spaghetti Dinner.
- Speaking opportunity at our event.
- Dedicated press release and social media spotlight.
- Plaque presentation on stage.
- Logo placement on all marketing materials.
- Feature in our pre-event promotion.

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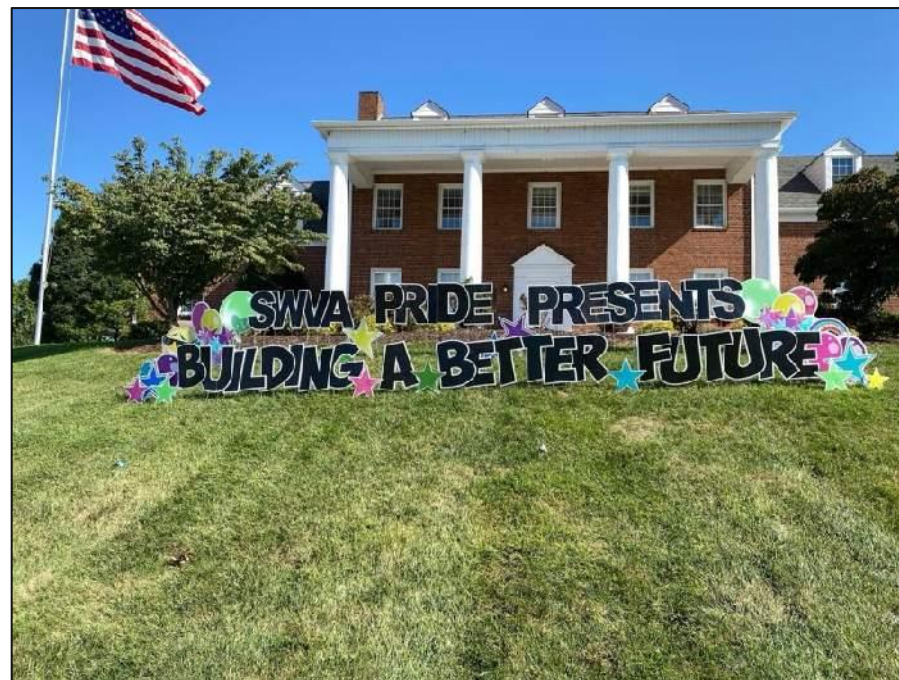




# DIAMOND SPONSOR

**\$15,000**

- All benefits of the Platinum Sponsor level.
- Recognition as the lead sponsor.
- 6 complimentary tickets to our annual Spaghetti Dinner.
- Prominent logo placement on all event materials.
- After party sponsor assignee.





# PLATINUM SPONSOR

**\$7,500**

- All benefits of the Gold Sponsor level.
- Banner ( provided by sponsor ) displayed at Pride Fest '24.
- 4 Complimentary tickets to our annual Spaghetti Dinner.
- 2 Sponsor booths at Pride Fest '24.
- Opportunity to speak at the event.



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# GOLD SPONSOR

**\$ 3,000**

- All benefits of the Silver Sponsor level.
- Logo placement on all event materials.
- Feature in our pre-event newsletter.
- 2 complimentary tickets to our annual Spaghetti Dinner.







# SILVER SPONSOR

**\$ 1,000**

- All benefits of the Bronze Sponsor level.
- Sponsor booth at Pride Fest '24.
- Verbal recognition during the event.







# BRONZE SPONSOR

**\$ 500**

- Recognition on our website and social media channels.
- Mention in our event program.
- Sponsor booth at Pride Fest '24.





# CRYSTAL SPONSOR

**\$ 250**

- Half off on a sponsor booth at Pride Fest '24.
- Mention on our website.



# MEET THE TEAM



Alex Jarvis, President



Dewey Goodwin, Vice-President



Ryan Hines, Treasurer



James Dowdy, Secretary



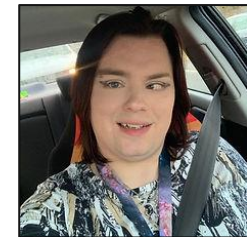
Rashad Boyd, Volunteer Coordinator



Eddie Davis, Director of Events



Nick Hudson, Director of  
Community Engagement



Steve Draper, Online  
Community Director



James Vega, Board Member at Large



# FACES OF PRIDE



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# SPONSORSHIP FORM

Please click the below link to fill out the  
sponsorship form online:

[Sponsor | Southwest Virginia Pride \(swvapride.org\)](https://swvapride.org)

Please scan the QR code below to fill out  
and print the sponsorship form



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