



Supporting PRIDE and celebrating diversity in Franklin County.

Dear Friends and Partners,

The Franklin County Coalition for Progress (FCCP) is excited to announce the second, annual Pride Franklin County celebration from 11 a.m. to 5 p.m. Sunday, Aug. 4 2019 at The Orchards of 1580 Orchard Drive in Chambersburg, PA.

The goal of Pride Franklin County is to increase the visibility of our LGBTQ community and their contributions to our community and to bring the LGBTQ community and straight allies together to celebrate diversity, acceptance and respect in Franklin County.

Pride Franklin County will incorporate traditional Pride elements and activities while maintaining a family-friendly and welcoming atmosphere. Pride Franklin County is a smoke-free event and therefore does not accept sponsorship, vendor fees, or any other funding from tobacco companies, including cigar, e-cigarette, or vape stores.

An initiative of the FCCP, a 501(c) 3 organization, Pride Franklin County relies on the generous support of corporations, businesses, individual donors and volunteers.

The next few pages provide information about what to expect at Pride Franklin County, who you support when you support this event, promotional items provided in exchange for sponsorship and photos that speak for themselves. We are happy to work with your organization or company to develop other sponsorships tailored to meet your needs. We express our sincerest thanks and appreciation of your consideration and support.

We hope that you will support the LGBTQ community by supporting Pride Franklin County.

Please see the enclosed materials which detail the day's events, sponsorship options, promotional benefits, past sponsor information and a new VIP opportunity.

A handwritten signature in black ink, appearing to read "Nathan Strayer".

Nathan Strayer
Pride Franklin County Chair

A handwritten signature in black ink, appearing to read "Phillip Whitley".

Phillip Whitley
Pride Franklin County, Vice Chair



What to Expect at Pride Franklin County



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A large crowd! Last year's inaugural Pride Franklin County hosted 1000+ people from the region. Food-trucks sold out and the kegs were kicked! This year we have doubled our efforts to manage growth while creating a positive environment for everyone!

Free Admission! Pride Franklin County is free and open to the community, and everyone is welcome to attend. The event will feature a variety of family-friendly events, entertainment, quintessential Pride activities and a mix of local and regional vendors from local businesses, food, churches and nonprofit organizations.

Free Entertainment! Entertainment will include music, performances, flow arts and drag shows throughout the day.



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J. Bryant Photography & Designs

Food Trucks! The Orchards will be handling alcohol sales and our food truck vendors will be providing the delicious lunches and snacks.

Vendors & Swag! Vendors will be mapped out across the parking lot advertising their business and support for Pride and some will have giveaways!

More Fun! A kid's creation/activity station sponsored by *Creative Minds Learning & Development Centers* will be set up and run by certified child-care staff.

VIP Treatment! A VIP stage viewing area and a meet-and-greet with the queens are well worth the \$25 access ticket. You can have all that plus exclusive seating in a table area for VIPs only with the \$50 access ticket.

NEW! Check out our online store to give back through shopping!

<https://shop.spreadshirt.com/pridefc/>



MrPhab Photos



When You Support Pride You Support Our Community

Sponsoring Pride Franklin County:

- Supports diversity & inclusion initiatives
- Makes business sense
- Encourages employees to be their authentic selves, which makes for safe work spaces
- Can attract and retain a talented workforce
- Shows the LGBTQ & allies that your organization respects and values differences
- Fosters a culture of acceptance and welcome



58% of LGBT consumers are more likely to buy from companies that market to the LGBT population.



CONSUMERS

American LGBT households make 16% more shopping trips a year than the average US household and they buy more at checkout.

16%



55% of LGBT consumers do business with companies that commit to diversity, versus 34% of non-LGBT consumers.



LGBT households spent an average of \$4,135 at retail stores in 2014. This is 7% more spending than non-LGBT consumers.



58% of LGBT consumers are more likely to buy from companies that market to the LGBT population.



Sources: 2019 US Census, 2016 William Institute Census, 2015 Nielsen report, Harris Interactive.



Pride Franklin County Sponsorship Opportunities

Sponsors will receive a complimentary vendor space and a t-shirt with all sponsor logos on the back (logo size based on sponsorship level). Silver, Gold and Platinum sponsors will receive a 2nd t-shirt.

Platinum sponsor - \$1,000

- All 12 items listed below

Gold sponsor - \$750

- Select 6 items listed from the bottom, up to the Gold level

Silver sponsor - \$500

- Select 4 items listed from the bottom, up to the Silver level

Bronze sponsor - \$250

- Select 2 items listed in the Bronze level

Platinum	<input type="checkbox"/>	Logo on the main stage banner or company banner on the main stage
	<input type="checkbox"/>	Two VIP access tickets
	<input type="checkbox"/>	Opportunity to distribute marketing collateral in the VIP area
Gold	<input type="checkbox"/>	Premiere placement of vendor space
	<input type="checkbox"/>	Acknowledgements from the stage
Silver	<input type="checkbox"/>	Logo on Pride FC website with embedded link to your website
	<input type="checkbox"/>	Recognition on the progress pod
	<input type="checkbox"/>	Shout out from the drag queens on their social media (large following)
Bronze	<input type="checkbox"/>	Logo on entrance banner
	<input type="checkbox"/>	Company name listed on the Pride FC website with embedded link to your website
	<input type="checkbox"/>	Acknowledgement on Social Media
	<input type="checkbox"/>	Item give-away opportunity on stage

VIP Tickets

\$25 access: VIP stage viewing area and a meet-and-greet with the queens.

\$50 access: Exclusive VIP table seating, VIP stage viewing area and meet-and-greet with the queens.

A la Carte & In-Kind Sponsorship Opportunities

We are happy to work with your business or organization to tailor a unique sponsorship package.

In-kind sponsorships to offer non-cash support in the form of goods and services are just as welcome and valuable. Contact us for inquiries.

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Pride Franklin County Sponsorship Form

CONTACT INFORMATION

Business / Individual Name Key Contact Person		
Street Address		
City	State	ZIP
Key Contact Person Phone		E-mail Address
Website		

SPONSOR LEVEL

We would like to become a sponsor of the Pride Franklin County (indicate level):

*Please mark desired options in the chart on the previous page.

Platinum \$1,000+	<input type="checkbox"/>	Gold \$750+	<input type="checkbox"/>	Silver \$500+	<input type="checkbox"/>	Bronze \$250+	<input type="checkbox"/>
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T-shirt size (s): _____

VIP ticket(s) quantities: _____ \$25 access _____ \$50 access

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

No, we cannot sponsor the Pride Franklin County at this time. However, please accept this donation to put towards the Festival \$ _____

PAYMENT METHODS

Credit Card Online - Pay online at www.pridefranklincounty.org

Check Enclosed - Please send check to: Franklin County Coalition for Progress

75 W Queen Street

Chambersburg, PA 17201

*To be included in any print copy, a completed sponsorship form and payment by **June 30, 2019**. Thank you for your support! Questions can be directed to: Noel Purdy at pridefranklincounty@gmail.com.*



We

would like to give recognition to our 2018 sponsors who made the first-ever PRIDE Franklin County possible. Thank you for helping us *make progress* in Franklin County!

Wilson College
Creative Minds Learning & Development Centers
Franklin County Democratic Committee
Women's Democratic Club of Franklin County
EXIT Realty
Penn State Mont Alto
Summit Health
Montessori Academy of Chambersburg
Chambersburg Community Theatre
Board of Directors

Rotary Club of Chambersburg
Extra Magic Trips.com
Party Express
Beistle
Bob & Ann Ziobrowski
Travers & Associates
Pivot Physical Therapy
Capitol Theatre Center



Pride Franklin County is an initiative of the Franklin County Coalition for Progress.



Theresa's Photos



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