



# PORTSMOUTH PRIDE FEST sponsorship

Saturday, June 1st, 2024  
Festival Park  
(Adjacent to Atlantic-Union Bank Pavilion)  
Portsmouth, VA

11am - 5pm

Portsmouth Pride's mission  
is to foster inclusivity,  
spread love, celebrate  
diversity, promote  
happiness, embrace color,  
and establish a safe  
community.

An energetic event promoting love, diversity, and inclusivity. This gathering, organized by Community of Change, seeks to bring our community together and foster a spirit of happiness and acceptance.

This packet outlines sponsorship opportunities available for partners. We look forward to celebrating together!



# Portsmouth Pride 2024

# PORTSMOUTH V.A PRIDE



# About The Festival

The '24 Portsmouth Pride Fest is a complimentary event that unites people, groups, and supporters from the area to honor the LGBTQIA+ community and advocate for diversity. Come be part of a day packed with attractions like a doggie play yard, delectable offerings from food trucks, varied vendors, live performances, entertainment, and interactive experiences suitable for everyone.

## Points of Contact

**Lateacia Sessoms**

FOUNDER & DIRECTOR  
COMMUNITY OF CHANGE,  
501(C)(3)

EMAIL: [PORTSMOUTHPRIDEVA@GMAIL.COM](mailto:PORTSMOUTHPRIDEVA@GMAIL.COM)

**Nicky Wells**

VENDOR MANAGER

EMAIL: [PORTSMOUTHPRIDE.VENDORS@GMAIL.COM](mailto:PORTSMOUTHPRIDE.VENDORS@GMAIL.COM)

WEBSITE: [PORTSMOUTHPRIDEVA.COM](http://PORTSMOUTHPRIDEVA.COM)

**Kimberly Wimbish**

PRINCIPAL,  
KMK PRODUCTIONS

# Sponsorship levels

## \$100,000 Community Partner Sponsor

- Exclusive event naming rights as a community partner
- Friday night VIP kickoff party
- Photobooth keepsake printout w/ logo placement
- Prominent hyperlinked logo on Portsmouth Pride website
- Verbal recognition from event stage and at Portsmouth Pride meetings
- Monthly premier logo recognition on Portsmouth Pride social media forums
- Access to VIP tent for 50 people
- 50 Pride Fest t-shirts & VIP meet and greet with performers at Portsmouth Pride Fest

## \$25,000 Entertainment Sponsor

- Logo/banner placement on main event stage & other areas
- Prominent hyperlinked logo on Portsmouth Pride website
- Verbal recognition from event stage and at Portsmouth Pride meetings
- Exclusive radio ads
- Monthly premier logo recognition on Portsmouth Pride social media forums
- Access to VIP tent for 10 people
- VIP meet and greet with performers at Portsmouth Pride Fest

## \$15,000 Presenting Rainbow

- Logo/banner placement at the event
- Prominent hyperlinked logo on Portsmouth Pride website
- Verbal recognition from event stage and at Portsmouth Pride meetings
- Monthly premier logo recognition on Portsmouth Pride social media forums
- Access to VIP tent for 5 people
- 5 Pride Fest t-shirts, & VIP meet and greet with performers at Portsmouth Pride Fest

## \$10,000 VIP Sponsor

- Logo/banner placement at event on VIP tent
- Prominent hyperlinked logo on Portsmouth Pride website
- Verbal recognition from event stage and at Portsmouth Pride meetings
- Bimonthly premier logo recognition on Portsmouth Pride social media forums
- Hosted happy hour Kick-Off event(s) at establishment of your choice

## \$5,000 Red

- Logo placement at event
- Hyper-linked logo on Portsmouth Pride website
- Bimonthly logo recognition on Portsmouth Pride social media forums
- Booth space at Portsmouth Pride Fest
- 5 Pride Fest t-shirts

## \$2,500 Orange

- Hyper-linked logo on Portsmouth Pride website
- Bimonthly logo recognition on Hampton Roads Pride social media forums
- Booth space at Portsmouth Pride Fest
- 5 Portsmouth Pride Fest t-shirts

## \$1,000 Yellow

- Hyper-linked logo on Portsmouth Pride website
- Quarterly logo recognition on Portsmouth Pride social media forums
- Booth space at Portsmouth Pride Fest
- 2 Portsmouth Pride Fest t-shirts

## \$500 Green

- Hyper-linked logo on Portsmouth Pride website
- Quarterly name recognition on Portsmouth Pride social media platforms
- Booth space at Portsmouth Pride Fest

## \$250 Blue

- Hyper-linked logo on Portsmouth Pride website
- Quarterly name recognition on Portsmouth Pride social media forums

## \$100 Purple

- Name on Portsmouth Pride website

If you're interested in becoming a partner for Portsmouth Pride Festival '24, please sig up at [portsmouthprideva.com](http://portsmouthprideva.com) or contact [portsmouthprideva@gmail.com](mailto:portsmouthprideva@gmail.com)

~ The Portsmouth Pride Fest Team



# Thank You



# Vendor Opportunities



Our event expects to draw quite a crowd, and there are ample opportunities for vendors.

Lovers – Food trucks \$500

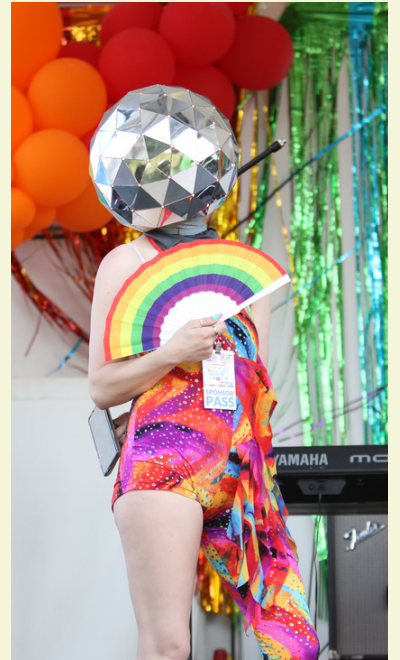
Supporters – Retail Vendors \$300

Friends – Nonprofit Vendors (no sales) \$150

Your organization's support and sponsorship will enable us to create a vibrant and colorful event filled with attractions and experiences suitable for everyone. The support we receive will allow us to continue our efforts in promoting mental health awareness, providing healthcare resources, and offering substance abuse treatment to those in need within our community.







FOLLOW US!  @PortsmouthPrideVA  @PortsmouthPride  @PortsVAPride