

YONKERS



pride!

FESTIVAL

SPONSORSHIP OPPORTUNITIES

JUNE 8, 2024 | 1PM - 7PM

DOWNTOWN YONKERS

yonkerspride.org



Yonkers Pride is the largest annual LGBTQ+ event in Westchester County, attracting an audience that reflects the rich diversity of Yonkers and Westchester County. Yonkers Pride brings together people of all ages; men, women, and children; singles, couples, families; gays, lesbians, bisexuals, transgendered, and their straight allies. With its proximity to New York City, the Yonkers Pride Festival has become one of the most popular tourist destinations for the LGBTQ+ community. Yonkers residents as well as visitors from New York City and beyond join us for this fun-filled and family-friendly event. Yonkers Pride presents a singular opportunity to attract an audience for this once-a-year event, and it continues to gain a loyal following of returning locals and visitors, year after year.

Yonkers is New York State's third largest city with a population of over 200,000 and is uniquely equipped to present the LARGEST Pride Celebration in Westchester County. The 7th Annual Yonkers Pride celebration is an excellent opportunity for businesses to reach this important consumer. Pride celebrations provide an opportunity to reinforce your brand in a significant media market, and to the extremely "brand loyal" in the LGBTQ+ community.

Become a sponsor today to enjoy the benefits of an array of fully integrated sponsorship packages. Receive guaranteed visibility in local & regional digital advertising, as well as, a presence at all Yonkers Pride events.

Please direct any inquiries regarding sponsorship opportunities to chair@yonkerspride.org.

THANK YOU!



Angel Castro
Festival Chair

YONKERS PRIDE FESTIVAL



The City of Yonkers Mayor's LGBTQ Advisory Board in conjunction with the Yonkers Downtown Business Improvement District ("YDWBID") is pleased to invite you to join us at the 7th Annual Yonkers Pride Festival. The Pride Festival is an outdoor event showcasing celebrity entertainment, food, merchandise, activities, and numerous community organizations and will be held RAIN or SHINE on Saturday, June 8th from 1-7pm in downtown Yonkers on Main Street (between Warburton Ave & Buena Vista Ave).

This local festival brings together more than 12,000 people with its broad appeal as it celebrates the LGBTQ+ community.

Features of Yonkers Pride 2023 were:

- 12K+ visitors
- 9 LIVE performances including drag performers, dancers, and singers
- 60+ unique foods, artisanal and community vendors
- Family-friendly activities, photo ops, and games
- Mechanical ride and dunk tank
- 23 sponsors!

**Imagine
what 2024
will bring!**



YONKERS

pride!

FESTIVAL

Thank You to Our Past Sponsors of Pride!



MAYOR MIKE SPANO



CITY of YONKERS LGBTQ MAYOR'S ADVISORY BOARD



LAKISHA COLLINS-BELLAMY



New York Yonkers



Gladys Quinones, Agent
914-208-8818
MyWestchesterAgent.Com



George Latimer, County Executive

Montefiore Einstein





SPONSORSHIP LEVELS

Yonkers Pride truly values the support of businesses and organizations. Without great sponsors helping drive awareness, our mission would not be possible. We offer a variety of promotional assets in our sponsorship levels including entitlements, digital media, print, grass roots activations, B2B opportunities and more. There is truly a sponsorship level for everyone! *

		Presenting	Leadership	Fierce	Champion	Sustaining	Ally
		\$15,000	\$10,000	\$7,500	\$5,000	\$3,500	\$2,000
FESTIVAL 12,000+ visitors	Dedicated Sponsor booth Recognition on festival announcements Poster board placement	10x10 ✓ 3x6ft	10x10 ✓ 3x6ft	10x10 ✓ 3x6ft	10x10 ✓ 3x6ft	10x10 22x28in	10x10
MINI BALL 300+ visitors	Logo placement on stage banner Logo placement on all marketing collateral Naming rights to ONE category Complimentary admission tickets	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓	✓
WEBSITE yonkerspride.org (100,000+ annual impressions)	Logo placement on home page Logo placement on sponsorship page & link to your company site Logo placement on footer	✓ ✓ ✓	✓ ✓ ✓	✓ ✓	✓	✓	✓
PRIDE GUIDE 32K+ views	Official Pride Guide advertisement	2 Pages	2 Pages	1 Page	1 Page	1/2 Page	1/4 Page
LOGO VISIBILITY	Volunteer festival t-shirts Festival stage banner Print & digital marketing collateral Paid advertisement	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓ ✓	✓ ✓ ✓	✓	✓
SCHOLARSHIP	Official sponsor Present scholarship at Flag Raising	✓ ✓	✓	✓			
BONUS PERKS	Access to festival performers Present an educational/bespoke program Complimentary Mixer + Kickoff Party tickets	✓ ✓ ✓	✓ ✓ ✓	✓	✓		
SOCIAL MEDIA @YonkersPride (Reach: 125,774 & Impressions: 217,053)	Facebook posts (2.2K+ followers) Instagram posts (4.7K+ followers)	6 6	5 5	4 4	3 3	2 2	1 1

*Level amounts are based on a cash donation or in some cases an in-kind trade based on the current documented market value of provided goods and services (including media and advertising services). Benefits expire if unused and cannot be exchanged or transferred without prior approval.



NEXT STEPS

Thank you for taking the time to review our partnership opportunities—we appreciate your support of our event! We hope that you will contact us soon to secure your spot as a 2024 sponsor. Remember that the earlier you register, the earlier you can start seeing the benefits of your sponsorship. In addition to the packages listed here, we welcome the opportunity to discuss customized packages.

Contact us at
chair@yonkerspride.org

yonkerspride.org/sponsorship

