



2024 Sponsorship Guide

Keene Pride Week: 9/7/24-9/15/24





About Keene Pride

The mission of Keene Pride is to promote the visibility of LGBTQ+ people in the Monadnock Region, create community-building programming, and develop a coalition of services, organizations and businesses that embrace and serve the LGBTQ+ population.

- We produce over 30 events a year for the LGBTQ+ community and allies in and around Keene, NH including a large-scale Pride Week and Festival taking place in September. In 2023, the festival will take place on Sunday, 9/17/23.
- In 2023, over 5,000 people attended Keene Pride Festival and we expect this number to grow in 2024.
- In 2023, our events throughout the year saw over 10,000 people in attendance.
- Our social media posts have reached over 50,000 people in the Monadnock Region and surrounding towns.
- Our main-stage show at the Colonial Theatre sold over 700 tickets, and we expect to sell out completely this year.
- Our Youth Outreach committee produces over 10 events per year for LGBTQ+ youth, including a book club supported by the Keene Public Library. These community-building events are extremely important for our vulnerable youth populations.

Sponsorship Packages

Central Square Level

\$10,000

- Primary sponsorship of all Keene Pride events throughout 2024.
- Naming rights for main performance stage at Pride Fest
- Primary sponsorship of Britney Spears Tribute Drag Show
- Highlighted primary logo positioning on all Pride Festival day signage
- Mentions in all broadcast advertising
- Inclusion in all social media posts regarding Pride Festival
- Primary positioned logo on volunteer T-shirt
- 6 VIP tickets to Britney Spears Tribute Show show at the Colonial Theatre
- 6 tickets to Pride Week event of your choice (Monday-Thursday)
- 6 Tickets to Britney Spears after party
- 8 Keene Pride T-Shirts of your choice.
- 8 drink tickets for one of the Shows/Parties.
- Single vendor booth space (if desired)
- Click-through logo on Keene Pride website
- Sponsor logo on digital program, printed map, welcome banners



Elm City Level

\$5,000

- Primary Sponsorship of all Keene Pride events in 2024.
- Primary logo positioning on Pride Festival day signage
- Primary Sponsorship of Britney Spears Tribute Show
- Mentions in all broadcast advertising
- Inclusion in social media posts regarding Pride Festival
- Logo on volunteer T-shirt
- 4 VIP tickets to Britney Spears Tribute Show show at the Colonial Theatre
- 4 tickets to Pride Week event of your choice (Monday-Thursday)
- 4 Tickets to Lady Gaga after party
- 6 Keene Pride T-Shirts of your choice
- 4 drink tickets for one of the Shows/Party.
- Single vendor booth space (if desired)
- Click-through logo on Keene Pride website
- Sponsor logo on digital program, printed map, welcome banners

Monadnock Level

\$2,500

- Secondary sponsorship of all Keene Pride events in 2024
- Secondary logo positioning on event day signage.
- Secondary sponsorship of Britney Spears Tribute Show
- 2 VIP tickets to the Britney Spears tribute show at the Colonial
- 4 tickets to Pride Week event of your choice (Monday-Thursday)
- 2 tickets to the Saturday Night Pride party
- 4 items from Keene Pride Merchandise
- 4 drink tickets for one of the Shows/Party
- Single vendor booth space (if desired)
- Click through logo on Keene Pride website
- Logo on event t-shirt
- Sponsor logo on digital program, printed map, welcome banners, and event T-Shirts

Railroad Level

\$1,000

- 2 Tickets to Pride Week event of your choice (Monday-Thursday)
- 2 tickets to the Britney Spears tribute after party
- Click through logo on Keene Pride website
- Single vendor booth space
- Logo on event t-shirt
- Sponsor logo on digital program, printed map, welcome banners, and event T-Shirts.
- 2 items of Keene Pride merchandise

Goose Pond Level

\$500

- 2 tickets to Pride Week event of your choice (Monday-Thursday)
- 2 Keene Pride t-shirts
- Vendor booth (if desired)
- Static logo on Keene Pride website
- Sponsor name on digital program, printed map, welcome banners, and event T-Shirts

Granite Level

\$250

- Static logo on Keene Pride website
- Sponsor name on digital program, printed map, welcome banners, and event T-Shirts

Ashuelot Level

\$100

Your business name will be listed as a friend of Keene Pride on our website.

Keene Pride produces over 30 community building events all year long. These include events with Keene Pride Youth, Keene Pride Outdoors, and our general Keene Pride programming. Sponsorship money helps support our programming throughout the year, not just Keene Pride Festival. Sponsorship agreements and payments must be made no later than **8/15/24** in order to receive full benefits. Sponsors receiving advertising benefits are also required to submit their logo artwork no later than this date to be included in our marketing materials.

Keene Pride is a registered nonprofit 501(c)(3) organization with the Internal Revenue Service and the State of New Hampshire.

EIN: 88-1146040

Send checks to:
Keene Pride
25 Roxbury St.
Keene, NH 03431

Credit Card payments can be made at
www.keenepride.com/sponsorship

Venmo: @keene-pride



www.keenepride.org
sponsorship@keenepride.org

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