



boston prideSM

2011 Partnership Program



Pride Week: June 3 - 12, 2011



Sample Schedule of Events

Friday, June 3

12pm

Flag Raising, Boston City Hall Plaza
Hosted by Mayor Tom Menino

Saturday, June 4

10am - 6pm

Pride Day @ Faneuil Hall, Quincy Market
Shopping & entertainment at Boston's most prominent & historical tourist center

8pm

Pride Concert

Sunday, June 5

3 - 7pm

Senior Pride T Dance
Produced by the LGBT Aging Project

Monday, June 6

7 - 10pm

3rd Annual King & Queen Pageant

Wednesday, June 8

8pm - 2am

Pride Idol Finals

Thursday, June 9

7 - 9pm

Human Rights Rally

10pm - 2am

Latino Club Night

OPTIONZ Diversity Dance Party
Co-Produced with Queer Women of Color & Friends
and MadFemmePride

Friday, June 10

6 - 9pm

Boston Pride VIP Party

Saturday, June 11

12 - 6pm

Pride Parade & Festival

Sunday, June 12

12 - 9pm

Stuart Street Block Party in the South End
JP Block Party in Jamaica Plain

9pm - 2am

Closing Party





Website Statistics

All Boston Pride Partners are featured on our website's Corporate Partners page and we can also offer special promotional opportunities by placing logos and/or banners on other pages including the home page or specific event pages (i.e. parade, festival, block parties, travel).

www.bostonpride.org is the official website for Boston Pride and it receives the following traffic*:

May:

- 840,000 hits
- 15,400 unique visitors
- 101,000 pages viewed

June:

- 2.7 million hits
- 42,000 unique visitors
- 244,000 pages viewed

July to April:

- 1.125 million hits
- 4,700 unique visitors on average per month
- 256,000 pages viewed

*2009 statistics

In addition, Boston Pride's social networking portfolio- which includes Facebook, Twitter, a blog and a year-round e-newsletter- reaches over 10,000 people.

Media Coverage

Print

The Advocate
Bay Windows
Boston Globe
Boston Herald
Boston Magazine
Boston Phoenix
Night Timez
Out @ Night
Passport Magazine
Spirit Boston Magazine
Stuff Magazine
The Back Bay Sun
The Beacon Hill Times
The Improper Bostonian
The JP Gazette
The Metro
The Pink Pages
The Rainbow Times
The South End News
The Weekly Dig

Television

CBS-4 Boston
CNN
Fox 25 News
MSNBC
NECN
Q TV
WCVB-TV Boston Channel 5
WHDH-TV NBC Channel 7

Radio

88.9 FM
90.9 FM, Boston's NPR Station
94.5 FM
98.5 FM
101.7 FM
104.1 FM
107.9 FM
680 AM
SiriusXM Out Q

Online

baywindows.com
boston.com
bostonherald.com
edgeboston.com
interpride.org
Logo's newnownext.com
out.com
outtakeonline.com
phx.com
planet99.com
stuffatnight.com
vizonsmagazine.net
weeklydig.com
yelp.com



boston pride.

Past Corporate Partners



Throughout the six hour Festival, sponsor ads and videos are displayed before an audience of tens of thousands of people.

Bank of America



STATE STREET



America's Most Convenient Bank®



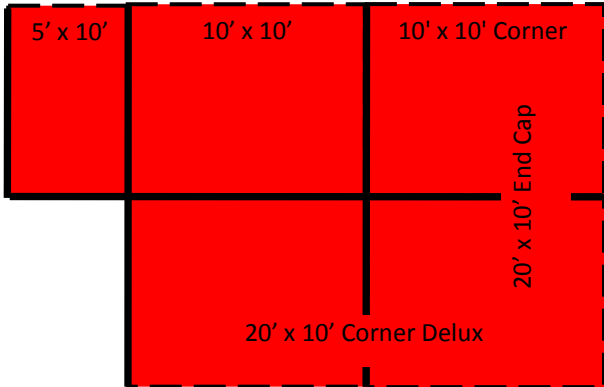


boston prideSM

Partnership Benefits at a Glance

Partnership Level	Industry Exclusivity	Parade	Festival	Social Media Blasts	Web	Print Ad	Video Ad	Jumbo-Tron logo	Banner Placement	Logo Placement	City Council Reception Invitations	VIP Passes
Rainbow - \$40,000	✓	2 floats or vehicles	20' x 10' End Cap	4	✓	Full	60 sec.	✓	✓	✓	10	10
Diversity - \$30,000		1 float or vehicle	20' x 10' Corner Delux	3	✓	Half	45 sec.	✓	✓	✓	8	8
Unity - \$20,000		1 float or vehicle	10' x 10' Corner	2	✓	Qtr	30 sec.	✓	✓	✓	5	5
Dignity - \$10,000		1 marching group	10' x 10'	1	✓			✓	✓	✓	2	2
Equality - \$5,000		1 Marching Group, 1 Vehicle or a 10' x 10' booth		1	✓			✓		✓		
Community - \$2,500		1 Marching Group, or a 5' x 10' booth		1	✓			✓				

Festival Booth Sizes



Partnership Levels

Rainbow - \$40,000

- Industry exclusivity rights
- Parade: 2 Floats or Vehicles
- Festival: 20' x 10' End Cap booth
- Social Media*: individual spot in 4 annual blasts
- Web: logo, link & large banner on all pages
- Print Ad: Full page color in Official Pride Guide
- Video Ad: 60 sec. spot at Festival w/ multiple runs
- Festival Jumbo-tron: full screen logo projection
- Banner Placement: top of Jumbo-tron or Festival Stage
- Logo Placement: all signage, print ads & VIP passes
- 10 invitations to City Council Reception
- 10 VIP passes to Pride Week events

Diversity - \$30,000

- Parade: 1 Float or Vehicle
- Festival: 20' x 10' Corner Deluxe booth
- Social Media: individual spot in 3 annual blasts
- Web: logo, link & medium banner on all pages
- Print Ad: Half page color in Official Pride Guide
- Video Ad: 45 sec. spot at Festival w/ multiple runs
- Festival Jumbo-tron: full screen logo projection
- Banner Placement: side of Jumbo-tron or Festival Stage
- Logo Placement: all signage & print ads
- 8 invitations to City Council Reception
- 8 VIP passes to Pride Week events

Unity - \$20,000

- Parade: 1 Float or Vehicle
- Festival: 10' x 10' Corner booth
- Social Media: individual spot in 2 annual blasts
- Web: logo, link & small banner on home & sponsor page
- Print Ad: Quarter page color in Official Pride Guide
- Video Ad: 30 sec. spot at Festival w/ multiple runs
- Festival Jumbo-tron: full screen logo projection
- Banner Placement: 2 Pride Week events
- Logo Placement: print ads

Unity - \$20,000 (cont'd)

- 5 invitations to City Council Reception
- 5 VIP passes to Pride Week events

Dignity - \$10,000

- Parade: 1 Marching Group
- Festival: 10' x 10' booth
- Social Media: Individual spot in 1 annual blast
- Web: logo & link on home & sponsor page
- Festival Jumbo-tron: full screen logo projection
- Banner Placement: 1 Pride Week event
- Logo Placement: print ads
- 2 invitations to City Council Reception
- 2 VIP Passes to Pride Week events

Equality - \$5,000

- Parade & Festival: choice of 1 Marching Group, 1 Vehicle or a 10' x 10' booth
- Social Media: mention in 1 annual blast
- Web: logo & link on sponsor page
- Festival Jumbo-tron: logo projection in sponsor list
- Logo Placement: print ads

Community - \$2,500

- Parade & Festival: choice of 1 Marching Group or a 5' x 10' booth
- Social Media: mention in 1 annual blast
- Web: logo & link on sponsor page
- Festival Jumbo-tron: logo projection in sponsor list

Advertising Opportunities

Festival Jumbo-tron

- 60 sec. spot: \$1,500
- 45 sec. spot: \$1,000
- 30 sec. spot: \$750

Web Banners


- Large: \$2,000
- Medium: \$1,500
- Small: \$1,000

- We cannot participate this year, but wish to support Boston Pride in the amount of \$_____

*Social Media network approx. circulation 10,000

Partner Information

Business/Company Name:		
Contact Name:		
Mailing Address:		
City:	St:	Zip:
Phone:	Fax:	
Email:	Website:	
Payment: (circle one) Check (payable to Boston Pride) Visa MC AmEx		
Name on Credit Card:		
Card Number:	Exp. Date:	
Signature:		



By signing this form, the named entity agrees that this is a binding contract.

Mail form & payment to 398 Columbus Avenue #285, Boston, MA 02116

For more information:
kaulita@bostonpride.org
 or (617) 262-9405