

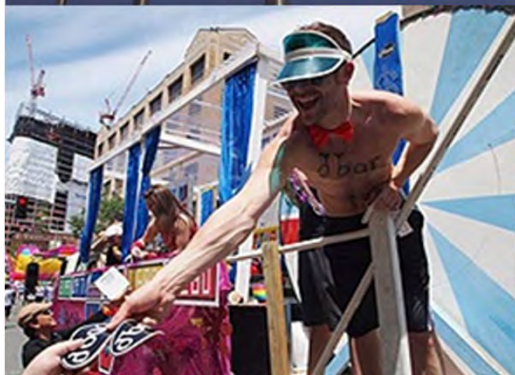
Boston Pride

2014

Partnership Information Packet



boston prideSM



Our Mission Statement

Boston Pride produces events and activities to achieve inclusivity, equality, respect, and awareness in Greater Boston and beyond. Fostering diversity, unity, visibility and dignity, we educate, communicate and advocate by building and strengthening community connections.

Our Programs

Boston Pride's activities are grouped in five programs:

- **Pride Week** – A 10-day celebration centered around the Pride Parade and Festival held annually on the 2nd Saturday in June
- **Youth Events** – A series of events dedicated to our Commonwealth's youth, including our Valentine's Day Youth Dance and Pride Youth Dance
- **Latin@ Pride** – A celebration of our community's diversity and of our communities of color
- **Pride 365** – A series of events throughout the year, such as our Pride Cruise, our Community Open House, our Holiday Party...
- **Human Rights and Education** – A series of programs and activities promoting domestic and international human rights

Calendar of Events

PRIDE WEEK 2014 (tentative)

Friday, June 6

Flag Raising

Official Kick-Off Party

Saturday, June 7

Pride Day @ Faneuil Hall

Pride @ Night: Club Event

Sunday, June 8

Pride @ Night: Club Event

Monday, June 9

Royal Pageant

Tuesday, June 10

Human Rights and Education Event

Wednesday, June 11

Pride @ Night: Club Event

Thursday, June 12

Pride @ Night: Club Event

Friday, June 13

VIP Party

Pride @ Night: Club Event

Saturday, June 14

Parade & Festival

Youth Dance (under 21 dance party)

Pride @ Night: Main Event

Sunday, June 15

JP and Back Bay Block Parties



Thank you for your interest in learning more about Boston Pride's partnership opportunities. We hope that you will find the enclosed material informative and motivating, and that you will consider joining us in our efforts to effect social change through our diverse and exciting portfolio of events, activities, and programs.

Our extensive partnership packages offer opportunities for **MARKETING, BRANDING, SOCIAL ENGAGEMENT, AND HUMAN RESOURCE DEVELOPMENT** through our events, social media platforms, website, and media relationships.





Web reach

Online at BostonPride.org

2013 visits:	168,500	(78,000 in June)	+33% over 2011
2013 unique visitors:	121,000	(56,000 in June)	+38% over 2011
2013 page views:	366,000	(169,500 in June)	+13% over 2011

14% annual growth[‡]

OF WEB REACH THROUGH BOSTONPRIDE.ORG



Social reach

Facebook, Twitter, Google+, LinkedIn and YouTube

PRIMARY¹: 15,500+ (+30.25% over 2012)	DEMOGRAPHICS²:
SECONDARY²: 3.5M+ (2012)	Male 48% - Female 48%
2013 video views: 54,000 (+64% over 2012)	Under 25yo: 15%
2012 top virality ² : 20%	25-34yo: 35%
2012 top weekly reach ² : 130,000 users	35-44yo: 25%
2012 top weekly engagement ² : 8,400 users	Over 45yo: 25%

30% annual growth

#2 social footprint

FOR AN LGBT NON-PROFIT ORGANIZATION
IN MASSACHUSETTS BEHIND GLAD³



Email reach

Newsletter

GLOBAL: 13,000+ emails - 30 newsletter + announcements / year
PARADE: 500+ emails - 15 parade updates for registrants / year
FESTIVAL: 500+ emails - 15 festival updates for registrants / year

ESTIMATED TOTAL DIRECT ONLINE REACH 2013

300,000+



Event reach

Attendance at events

Boston Pride 2013 estimated attendance (per Boston Police)
PARADE: 750,000 **PRIDE WEEK:** 900,000
FESTIVAL: 100,000 **YOUTH PRIDE:** 4,000
BLOCK PARTIES: 12,000 **LATINO PRIDE:** 1,500

ESTIMATED TOTAL DIRECT EVENT REACH 2013

900,000+



Media reach

Coverage

PRINT: The Advocate - Bay Windows - Boston Globe - Boston Herald - Boston Magazine - Boston Phoenix - Night Timez - Out @ Night - Passport Magazine - Boston Spirit Magazine - Stuff Magazine - The Back Bay Sun - The Beacon Hill Times - The Improper Bostonian - The JP Gazette - Metro - The Pink Pages - The Rainbow Times - The South End News - The Weekly Dig - OutTake - On Top Magazine - Beacon Hill Patch - Back Bay Patch - BostInno - Gay Cities - The Huffington Post - Boston Daily

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
trttalkradio.com - WBUR

ONLINE: abc40.com - advocate.com - baywindows.com - boston.com - bostonherald.com - cbsboston.com - edgeboston.com - examiner.com - interpride.org - masslive.com - mix1041.com - myfoxboston.com - necn.com - [Logo's newnownext.com](http://Logo'snewnownext.com) - out.com - outtakeonline.com - phx.com - planet99.com - stuffatnight.com - therainbowtimesmass.com - vizionsmagazine.net - wcvb.com - weeklydig.com - yelp.com

To sign up as a partner of Boston Pride
Contact us!

partnership@bostonpride.org 617.262.9405

[‡] Compounded average over primary metrics.

¹ All networks: Facebook, Twitter, Google+, LinkedIn and YouTube.

² Facebook in 2012 - Facebook no longer records these metrics.

³ Based on primary social reach numbers publicly available as of 12/12/13 on Facebook, Twitter, Google+, LinkedIn and YouTube.



Web banners

Weekly rates

	<u>April</u>	<u>May</u>	<u>June</u>	<u>July to March</u>
Header placement (all pages)	\$500	\$750	\$1,500	\$250
Side-bar placement (all pages)	\$300	\$500	\$1,000	\$150
Inline insert on premium page	\$100	\$250	\$500	\$50



Video ads

Publication on bostonpride.org, in our newsletter, and through our social networks

	<u>April</u>	<u>May</u>	<u>June</u>	<u>July to March</u>
One-time video release	\$500	\$800	\$1,000	\$250
Two video announcements	\$800	\$1,000	\$1,500	\$300
Volume discount	Contact us for larger video campaigns!			



Newsletter placement

One-time publication in the Boston Pride newsletter

	<u>April</u>	<u>May</u>	<u>June</u>	<u>July to March</u>
Dedicated newsletter	\$1,000	\$2,000	\$3,000	\$500
Special insert	\$500	\$1,000	\$1,500	\$250
Regular insert	\$250	\$500	\$750	\$125

Want to setup recurring placement?

Ask us!

Discounts are available for larger email campaigns.



Social networks promotion

Broadcast on Facebook, Twitter, Google+, LinkedIn and YouTube

	<u>April</u>	<u>May</u>	<u>June</u>	<u>July to March</u>
Dedicated message	\$250	\$500	\$1,000	\$100
-- media add-on (photo/weblink)	\$50	\$50	\$50	\$50
Shared message	\$50	\$50	\$50	\$50

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Instant Promo!

Book in January, get **10% off**


Book in February, get **5% off**

Offer valid only for A La Carte Social Media Opportunities

Run an integrated marketing campaign with us!

Web – Email – Twitter – Facebook – YouTube

More channels, complete community coverage, deeper social reach... Get started now!



Rainbow


\$25,000

INDUSTRY EXCLUSIVITY RIGHTS

Parade: Two Floats or Vehicles
 Festival: 20' x 10' End Cap booth
 Banner: All events

Social Media: individual spot in 4 annual blasts
 Web: logo, link & large banner on all pages
 Video Ad: 60 second spot
 Logo Placement: all signage and VIP passes

10	10
Invitations to	VIP Passes to
Flag Raising	Pride Week
Reception	Events



Diversity

\$20,000

Parade: One Float or Vehicle
 Festival: 20' x 10' Corner booth
 (in premium placement)
 Banner: Festival & Parade

Social Media: individual spot in 3 annual blasts
 Web: logo, link & medium banner on all pages
 Video Ad: 45 second spot
 Logo Placement: all signage

8	8
Invitations to	VIP Passes to
Flag Raising	Pride Week
Reception	Events



Unity

\$15,000

Parade: One Float or Vehicle
 Festival: 10' x 10' Corner booth
 Banner: 3 Pride Week events

Social Media: individual spot in 2 annual blasts
 Web: logo, link & medium banner on all pages
 Video Ad: 30 second spot

5	5
Invitations to	VIP Passes to
Flag Raising	Pride Week
Reception	Events




Dignity

\$10,000

Parade: One Marching Group
 Festival: 10' x 10' booth
 Banner: 2 Pride Week events

Social Media: Individual spot in 1 annual blast
 Web: logo & link on all pages

2	2
Invitations to	VIP Passes to
Flag Raising	Pride Week
Reception	Events



Equality

\$5,000

Parade & Festival:
 Choice of: • a Marching Group, OR
 • a Vehicle, OR
 • a 10' x 10' booth

Social Media: mention in 1 annual blast
 Web: logo & link on all pages



Community

\$2,500

Parade & Festival:
 Choice of: • a Marching Group, OR
 • a 5' x 10' booth

Social Media: mention in 1 annual blast
 Web: logo & link on sponsor page

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