

boston  
pride<sup>SM</sup>

# 2016

PARTNERSHIP  
INFORMATION  
PACKET



BOSTON PRIDE  
398 Columbus Ave. #285  
Boston, MA 02116  
617.262.9405  
[www.bostonpride.org](http://www.bostonpride.org)



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## ABOUT BOSTON PRIDE

### VISION

Boston Pride creates change and progress in society by embracing our community's diverse history, culture, and identities, promoting community engagement and inclusivity, and striving for visibility and respect in unity.

### MISSION

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.

### PROGRAMS

- Boston Pride Week
- Youth Pride
- Latin@ Pride
- Black Pride
- The Boston Pride Guide
- Human Rights & Education
- Pride 365

### GOVERNANCE

Boston Pride is an all-volunteer, not-for-profit organization registered in the Commonwealth of Massachusetts. Our governance is threefold, consisting of a Board of Directors, a Council of Advisors, and a Committee, each with its own particular mandate.



# WHY PARTNER WITH US?

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 resources development through our events, social media platforms, website, and media relationships.

We pride ourselves on our ability to offer fully customized partnerships that match YOUR goals.

## A DIVERSITY OF CHANNELS FOR FULL COVERAGE

- |              |                             |          |
|--------------|-----------------------------|----------|
| ● Press & PR | ● Newsletter                | ● Events |
| ● Web        | ● Social media / mobile app | ● Print  |

REACH THE WHOLE LGBT COMMUNITY THROUGH THE LARGEST AND MOST VISIBLE PLATFORMS



## PARTNER WITH BOSTON PRIDE TO:

- > Diversify your visibility
- > Activate future customers
- > Increase brand recognition
- > Convey your message globally
- > Build momentum for your cause
- > Generate employment opportunities
- > Support progress and equality for all





# OUR REACH

## WEB

**+69%**

visits to  
bostonpride.org

June 2014 to June 2015 comparison

June 2015 (6/1/15 to 6/30/15)

visits: 131,662 +69% over 2014

unique visitors: 95,067 +65% over 2014

page views: 242,617 +44% over 2014

Pride 2015 (9/1/14 to 8/31/15)

visits: 240,211 +25% over 2014

unique visitors: 170,121 +26% over 2014

page views: 455,280 +14% over 2014

Boston Pride reaches thousands more through interpride.org and PrideLife Magazine, as a founding member of InterPride.

## EVENTS

parade: 535,000+

festival: 125,000+

block parties: 7,000+

other pride events: 3,000+

**670,000+**  
event attendees

estimates provided by the Boston Police Department

the 5th largest  
Pride celebration  
in the USA

per the 2015 InterPride members survey

## EMAIL NEWSLETTER

global reach: 16,003

newsletter subscribers: 13,184

parade subscribers: 1,141

festival subscribers: 815

**+12%**

newsletter  
subscribers

2014 to 2015 comparison





# TOTAL REACH

THROUGH EVENTS, WEB, NEWSLETTER  
SOCIAL MEDIA, PRINT & MOBILE APP  
(EXCLUDES PR / MEDIA COVERAGE)

988,000+  
people

# SOCIAL MEDIA

Global reach: 26,551	+13% over 2014
Facebook: 17,977	+16% over 2014
Twitter: 6,694	+33% over 2014
Google+: 62	+13% over 2014
LinkedIn: 126	+33% over 2014
YouTube: 215	+15% over 2014
Instagram: 1,477	new in 2015!

2nd  
largest  
LGBT  
network

amongst LGBT nonprofits in Massachusetts  
behind GLAD (unchanged)

Create and submit your  
at [att.com/liveproud](http://att.com/liveproud)



## SPONSORSHIP



	Platinum \$30,000	Gold \$25,000	Silver \$20,000	Bronze \$15,000
logo on website & thank you from stage				
sponsored social media posts	6	5	4	3
event banner (excl. parade)	6	5	4	3
parade spot of your choice				
festival booth	20x10 endcap	20x10 endcap	10x10 corner	10x10 corner
premium placement				
vip passes to pride week	12	10	8	6
newsletter inserts	4	2		
logo on all web pages				
sponsored newsletter	2	1		
industry exclusivity at this level				
exclusive press and media event				
custom step&repeat banner				
ad in the boston pride guide	full page	full page	full page	full page



Red \$10,000	Orange \$7,500	Yellow \$5,000	Green \$2,500	Blue \$1,000	Purple \$500
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						logo on website & thank you from stage
2	1	1	1	1		sponsored social media posts
2	1	1				event banner (excl. parade)
						parade spot of your choice
10x10 booth	10x10 booth					festival booth
						premium placement
4	2					vip passes to pride week
1						newsletter inserts
						logo on all web pages
						sponsored newsletter
						industry exclusivity at this level
						exclusive press and media event
						custom step&repeat banner
						ad in the boston pride guide



all partnerships  
can be customized  
to your exact  
needs & goals





## MARKETING

\*monthly pricing

	July to March	April	May	June PREMIUM
homepage placement*	\$500	\$1,000	\$3,000	\$5,000
sidebar on premium page*	\$250	\$500	\$1,500	\$2,500
video ad (web, newsletter, social)	\$500	\$1,000	\$1,500	\$2,000
sponsored newsletter	\$500	\$1,000	\$3,000	\$5,000
newsletter top story	\$250	\$500	\$1,500	\$2,000
social media post	\$250	\$500	\$750	\$1,500

## PRIDE@NIGHT

OPPORTUNITY FOR CLUBS, BARS, ENTERTAINMENT VENUES & EVENT PROMOTERS

BOSTON PRIDE  
WILL PROMOTE  
YOUR EVENT THROUGH:

the official pride calendar  
& the Pride@Night calendar  
online & in the Boston Pride Guide

#wickedproud newsletter  
(day before / day of)

shared social media post

YOU DONATE  
**\$1/GUEST**  
AT YOUR EVENT



# HOSPITALITY

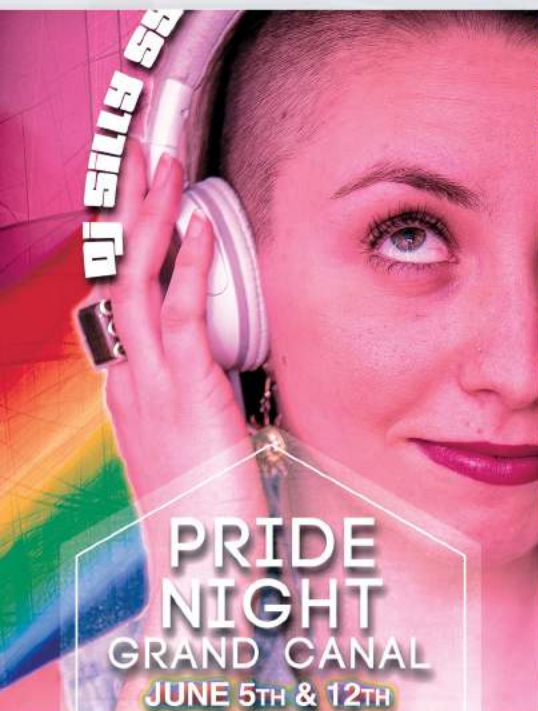
OPPORTUNITIES FOR HOTELS, B&Bs AND OTHER  
HOSPITALITY PROFESSIONALS

## OPTION 1

Offer a special Pride  
rate on guest rooms  
+ 2 free room nights for  
Boston Pride and we will  
promote your special rate  
to the community

## OPTION 2

incl. option 1 +  
Trade free room nights for  
a sponsorship level (p.6-7)  
or marketing (p.8)  
at a rate equivalence  
of \$250 per room night





## BOSTON PRIDE GUIDE

2 0 1 5

a game  
changing  
publication  
*which received*  
unanimous  
praise

### BOSTON PRIDE GUIDE

#### 2015 Inaugural Edition

20,000 print copies

380+ pick-up locations

144 pages, full color, glossy

30+ pages of event info

65+ pages of original content

**PREMIUM ADS SOLD OUT!**

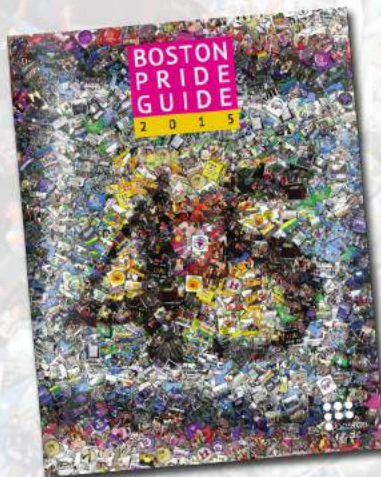
#### Online version of the 2015 Boston Pride Guide

18,000 online reads

86,000+ web impressions

Read in 84 countries on 6 continents

*including countries hostile to LGBT people*



*in 2015, the Boston Pride Guide  
was a game changer...  
...don't be left out in 2016!*





# BOSTON PRIDE GUIDE

2015

PREMIUM ADS  
SOLD OUT  
IN 2015



## PREMIUM PLACEMENT

Front Cover Banner.....	\$ 10,000
Back Cover.....	\$ 5,000
Inside Front Cover.....	\$ 2,500
Inside Back Cover.....	\$ 2,500
Opposite Inside Front Cover.....	\$ 2,500
Opposite Inside Back Cover.....	\$ 2,500
Early Page Before Masthead.....	\$ 2,000
Page opposite Editor's Letter.....	\$ 1,500
Page opposite Table of Contents.....	\$ 1,000
Page opposite Parade Map.....	\$ 1,000
Page opposite Festival Map.....	\$ 1,000
Page opposite Calendar.....	\$ 1,000
Page opposite Nightlife Calendar.....	\$ 1,000

## REGULAR PLACEMENT

Full Page .....	\$ 900
2-Page Spread.....	\$ 1,650
Half-Page Vertical.....	\$ 600
Half-Page Horizontal.....	\$ 600
Quarter-Page.....	\$ 325
Banner.....	\$ 325

## ADD-ONS

Click-through on web version.....	\$ 100 <b>NEW</b>
Design services for full-page ad.....	\$ 100
Design services for half-page ad.....	\$ 75
Design services for quarter-page ad.....	\$ 50

## BOSTON PRIDE GUIDE 2016 DEADLINES

Reserve by  
April 1st

Artwork due  
April 15th



# THEY SUPPORT US



CONTACT US! 617.262.9405 OR [PARTNERSHIP@BOSTONPRIDE.ORG](mailto:PARTNERSHIP@BOSTONPRIDE.ORG)

