



2017 Boston Pride Partnership Packet



617.262.9405 - partnership@bostonpride.org
398 Columbus Ave. #285 - Boston, MA
www.bostonpride.org



Vision Statement

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 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 Reach

Beyond the events organized or co-organized by Boston Pride throughout the year, we maintain a very large engagement base through our website, our newsletter, our Pride Guide and our social media network.

936,000+
people reached annually

Events

Parade	535,000+
Festival	125,000+
Block Parties	7,000+
Other Events	4,000+

Total estimated attendance 671,000+

Newsletters

Monthly subs	8,067
Parade info	1,266
Festival info	878
Volunteer info	622

Total emails reach 10,833

Boston Pride Guide

Print copies	25,000
New England POA**	435+
Online reads	30,000+
Online impressions	189,000+

Total estimated readership 55,000+

Social Media

Facebook	20,112
Twitter	7,654
Instagram	2,622
Other*	1,668

Total social reach 32,056

2nd largest LGBTQ social network in New England vs. other non-profit orgs.

Website





	Pride '16 9/1/15 - 8/31/16	Pride Month 6/1/16 - 6/30/16
<i>BostonPride.org</i> Visits***	235,000	127,000
Unique visitors***	167,500	90,000
Page viewed***	430,000	222,500

*Google+, LinkedIn, YouTube, Pride App
**Points of Availability (distribution locations)
***Rounded to the nearest 500

PREMIUM SPONSORSHIP OPPORTUNITIES

Benefits	platinum \$30,000	gold \$25,000	silver \$20,000	bronze \$15,000
<i>Logo & link on partners webpage</i>	yes	yes	yes	yes
<i>Thank you from stage</i>	yes	yes	yes	yes
<i>Logo feature on Pride event banners (Festival)</i>	yes	yes	yes	yes
<i>Sponsored social media posts (Twitter)</i>	4	4	2	2
<i>Sponsored video post (YouTube)</i>	2	2	2	2
<i>Guest blog post on bostonpride.org</i>	1	1	1	1
<i>Sponsored social media posts (Facebook, Instagram)</i>	2	2	2	2
<i>Entry in the Parade</i>	yes	yes	yes	yes
<i>Booth at the Festival</i>	endcap	endcap	corner	corner
<i>Newsletter ads or inserts</i>	4	2	2	2
<i>VIP event passes</i>	6	5	4	3
<i>Event banners at Block Parties</i>	yes	yes	yes	yes
<i>Premium placement (Parade, Festival)</i>	yes	yes	yes	yes
<i>Pride Guide ad</i>	full page	full page	full page	full page
<i>Logo on print ads</i>	yes	yes	yes	-
<i>Pride App sponsored push notification</i>	yes	yes	yes	-
<i>Logo & link on all webpages</i>	yes	yes	-	-
<i>Industry exclusivity at this level</i>	yes	yes	-	-
<i>Sponsored newsletter</i>	yes	-	-	-
<i>Custom step & repeat</i>	yes	-	-	-

Benefits

	 red \$10,000	 orange \$7,500	 yellow \$5,000	 green \$2,500
<i>Logo & link on partners webpage</i>	yes	yes	yes	yes
<i>Thank you from stage</i>	yes	yes	yes	yes
<i>Logo feature on Pride event banners (Festival)</i>	yes	yes	yes	yes
<i>Sponsored social media posts (Twitter)</i>	1	1	1	1
<i>Sponsored video post (YouTube)</i>	1	1	1	1
<i>Guest blog post on bostonpride.org</i>	1	1	1	1
<i>Sponsored social media posts (Facebook, Instagram)</i>	1	1	1	-
<i>Entry in the Parade</i>	yes	yes	yes	-
<i>Booth at the Festival</i>	10x10	10x10	-	-
<i>Newsletter ads or inserts</i>	1	1	-	-
<i>VIP event passes</i>	2	-	-	-
<i>Event banners at Block Parties</i>	yes	-	-	-



OPPORTUNITIES

blue	purple
\$1,000	\$500
yes	yes
yes	yes
yes	-
1	-
-	-

Club and event promoters

Want to promote your club night during Pride? Have a special LGBT event at your bar or venue? Please contact us at partnership@bostonpride.org to discuss opportunities to partner with Boston Pride and the LGBTQ community.

Hotels and hospitality professionals

Want to welcome LGBT travelers and Pride participants at your hotel? Please contact us at partnership@bostonpride.org to discuss the many opportunities to partner with Boston Pride and the LGBTQ community.



LGBT audiences respond strongly to targeted advertising with a high-level of brand recognition and recall. In other demographics, this level of brand penetration can be difficult to achieve without a significantly higher investment. Advertising in the official Boston Pride Guide will promote your company to our audience of lesbians, gay men, bisexuals, transgender persons and straight allies.

Of LGBT adults in the United States polled on their consumer behavior:

- roughly half are more likely to patronize a business that tailors its advertising to the LGBT community,
- in a twelve-month period, 23% switched their patronage to a competing company due to its support of the LGBT community,
- 7 out of 10 are inclined to consider brands that support non-profit organizations and causes important to them as LGBT individuals,
- 7 out of 10 would remain loyal to a company that they perceive to be LGBT-friendly, even if a less friendly/ supportive competitor offers a more affordable or convenient product or service.

Source: 2011 Harris Poll, in partnership with Witeck communications. Used with permission.



BOSTON PRIDE IN PRINT

25,000 COPIES AT 435+
NEW ENGLAND LOCATIONS!



180 pages - full color, glossy throughout!

30+ pages of event info...
direct from the source!

65+ pages of original news
and content

**Ad space sold out in 2015 and 2016
don't be left out in 2017
and book now!**



BOSTON PRIDE ONLINE

A GLOBAL PRIDE &
HUMAN RIGHTS PUBLICATION

30,000+ online reads
189,000+ web impressions
in 105 countries, on 6 continents
*including several countries considered
hostile to LGBT people.*

Source: Issuu.com statistics.

INTERESTED IN PLACING AN AD?

CONTACT:
Sylvain Bruni
sbruni@bostonpride.org
617-262-9405

DEADLINES

RESERVE BY:
April 1st

ARTWORK DUE:
April 15th

Guide out May 17th, 2017

The official Boston Pride Guide 2017 is a magazine published by the New Boston Pride Committee, Inc.

AD PRICING

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

PREMIUM ADS
SOLD OUT
EARLY
IN 2016



REGULAR PLACEMENT

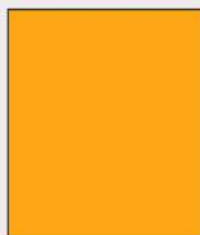
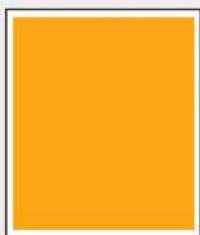


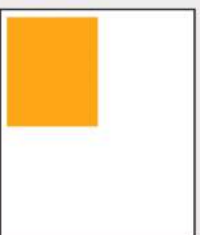

Full Page	\$900
2-Page Spread.....	\$1,650
Half-Page Vertical.....	\$600
Half-Page Horizontal.....	\$600
Quarter-Page.....	\$325
Banner.....	\$325

ADD ONS

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

AD SPECIFICATIONS

The Boston Pride Guide is published in the standard 8.5" x 11" format, with a trim size of 8.375" x 10.875". Ads must be provided to Boston Pride in the following dimensions:

					
Full Page bleed 8.625" x 11.125"	Full Page non-bleed 7.625" x 9.75"	Half-Page Horizontal 7.625" x 4.125"	Half-Page Vertical 3.75" x 9.75"	Quarter Page 3.75" x 4.75"	Banner 7.625" x 1.875"

PDF X1-A: An Adobe Acrobat hi-res "Press Quality" PDF file is the preferred format. All fonts must be embedded. All 4-color ads must be designed using the CMYK process color space. Spot colors will be converted to CMYK. Files must be submitted at 100% of reproduction size. All embedded images must be 300 dpi TIFF or EPS files. Adobe Illustrator EPS and Photoshop TIFF or EPS files are also accepted. All fonts must be saved as outlines (Illustrator EPS), layers flattened and in CMYK mode.

TERMS & CONDITIONS

Boston Pride reserves the right to refuse submitted artwork. Boston Pride does not assume any responsibility for errors in submitted artwork. Payment by credit card or check is required at the time of space reservation. Ad space is not secured until payment is received in full. See payment instructions directly in the online Ad Space Reservation System. See full terms and conditions online at bostonpride.org/guide.

INTERESTED IN PLACING AN AD?

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DEADLINES

RESERVE BY:
April 1st

ARTWORK DUE:
April 15th



Thank you to our past partners and donors!

GOLD



America's Most Convenient Bank®

SILVER



BRONZE



RED



ORANGE

YELLOW



GREEN



BLUE



PURPLE



INSTITUTIONAL



MEDIA



DONORS



HOSPITALITY

