



2018 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.

1,041,000+
people reached annually****

Events

Parade	595,000+
Festival	125,000+
Block Parties	8,000+
Other Events	4,000+

Total estimated attendance **732,000+**

Newsletters

Monthly subs	9,624
Parade info	1,495
Festival info	968
Volunteer info	729

Total emails reach **12,816**

Boston Pride Guide

Print copies	25,000
New England POA**	463
Online readers	45,997
Online impressions	364,875

Total estimated readership **75,000**

Social Media

Facebook	26,847
Twitter	8,379
Instagram	3,671
Other*	4,165

Total social reach **43,062**

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

Website

<i>BostonPride.org</i>		
Visits***	251,000	128,500
Unique visitors***	178,500	93,000
Page viewed***	448,500	227,000

Pride '17

9/1/16 - 8/31/17

Pride Month

6/1/17 - 6/30/17

*Google+, LinkedIn, YouTube, Meetup, App
 **Points of Availability (distribution locations)
 ***Rounded to the nearest 500
 ****Not including press and media coverage

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.





BOSTON PRIDE GUIDE

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,
- **7 out of 10** are inclined to consider brands that support non-profit organizations and causes important to them as LGBT individuals,
- 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** 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.

**OFFICIAL PUBLICATION OF THE
FOURTH LARGEST PRIDE IN THE USA**

**25,000 PRINT COPIES
FREE TO THE PUBLIC
460+ PICK UP LOCATIONS**

**46,000 ONLINE READERS
365,000 ONLINE IMPRESSIONS
READ IN 124 COUNTRIES
ON 6 CONTINENTS**



Guide out May 16th, 2018

The official Boston Pride Guide 2018 is a magazine published by the New Boston Pride Committee, Inc.

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 Masthead.....	\$ 1,500
Page opposite Board’s Letter.....	\$ 1,500
Page opposite Table of Contents.....	\$ 1,500
Page opposite Parade Map.....	\$ 1,500
Page opposite Festival Map.....	\$ 1,500
Page opposite Calendar.....	\$ 1,500
Page opposite Nightlife Calendar.....	\$ 1,500

**PREMIUM ADS
SOLD OUT EARLY
IN 2015, 2016 & 2017!**

REGULAR PLACEMENT

2-Page Spread.....	\$ 1,750
Full Page	\$ 900
Half-Page Vertical.....	\$ 600
Half-Page Horizontal.....	\$ 600
Quarter-Page.....	\$ 325
Banner.....	\$ 325

**BASIC AD RATES
UNCHANGED IN 2018**

ADD-ONS

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

DEADLINE

Reservation by April 1
Artwork by April 15
NO EXCEPTION !!

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.

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"



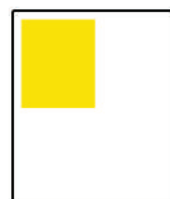
**Full Page
non-bleed**
7.625" x 9.75"



**Half-Page
Horizontal**
7.625" x 4.75"



**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.

Amplify Your Pride!

JOIN NBC10 BOSTON, TELEMUNDO BOSTON, & NECN
IN PROUDLY SUPPORTING BOSTON PRIDE WEEK 2018

YOUR BRAND CAN HELP LIFT A COMMUNITY

CONTACT US TODAY FOR SPONSORSHIP OPPORTUNITIES
SALES@NBCBOSTON.COM



THANK YOU TO ALL OUR 2017 PARTNERS

PLATINUM



SILVER



BRONZE

RED



ORANGE



YELLOW



GREEN



BLUE



PURPLE



MEDIA



LIST OF PARTNERS AS OF MAY 1ST, 2017.

HOSPITALITY



COMMUNITY PARTNERS

CITY OF BOSTON | FANEUIL HALL MARKETPLACE | BOSTON RED SOX AND THE RED SOX FOUNDATION | BOSTON CENTER FOR THE ARTS | BOCONCEPT | IF YOU CAN FEEL IT, YOU CAN SPEAK IT | KRISTEN PORTER PRESENTS | CHRIS HARRIS PRESENTS | GAY MAFIA BOSTON | BORN TO TRAVEL | VICTORY PROGRAMS | EDWARD M. KENNEDY INSTITUTE | #MASSFESTIVALS | MASS. CULTURAL COUNCIL | NEW ENGLAND REVOLUTION