

**HERE**

**HERE**

**HERE**

**HOPE  
STARTS  
HERE**



**NIGHT  
AT THE  
PIER**

**May 13, 2024 at Pier Sixty**

**HOPE  
STARTS  
HERE**

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# 800

celebrities, activists, and LGBTQ+ families joined us for *Night at the Pier* last year.



# \$1M+

raised in the fight for LGBTQ+ equality in 2023.



Every connection made, moment shared, and story told at *Night at the Pier* fuels our mission to create a world where everyone can experience love, belonging, and family.



Each year, we honor trailblazing stars of the stage and screen and garner national media attention from outlets like *Variety*, *Playbill*, *Harper's Bazaar*, and more. By sponsoring this transformative event, you play a vital role in shaping new tomorrows for LGBTQ+ families — and put a spotlight on your brand's impactful work. **Hope starts here, and you're invited.**

# 20M

Americans identify as LGBTQ+.



# 1

evening to create change.



# 550+

anti-LGBTQ+ bills introduced in 2023.

# Become a sponsor



"Sponsors' commitment to [Family Equality] makes us feel valued, respected, and appreciated. We will make concerted efforts to show sponsors the same support."

	Partner \$250,000	Diamond \$100,000	Platinum \$50,000	Gold \$30,000
Inclusion of brand name in event title ( <i>Night at the Pier</i> , in partnership with...)	✓	-	-	-
On-site sponsor activation such as a sampling opportunity or display space (Production costs paid by sponsor)	✓	✓	-	-
60 second video or static advertisement in looped ballroom reel throughout the evening	✓	✓	-	-
VIP table(s) (10 guests each, premium placement)	4	4	2	2
Brand mentions in event-related press releases	✓	✓	-	-
Full page ad in printed program (deadline April 19)	2, premium placement	2, premium placement	1, preferred placement	1, preferred placement
Social media mention(s)	4, including a feature of brand's on-stage moment or unique contribution	4	3	2
Red carpet photo op on the press line before the event	✓	✓	✓	✓
Logo inclusion on event signage	✓	✓	✓	✓
Logo inclusion on event Step and Repeat	✓	✓	✓	-
Giveaway opportunity	✓	✓	✓	-
On-stage spotlight	Presenting moment	Presenting moment	Mention	-
Logo on invite (by March 1), event webpage, and emails	✓	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	✓	✓

	<b>Silver</b> \$20,000	<b>Bronze</b> \$10,000	<b>Advocate</b> \$5,000	<b>Friend</b> \$3,000
Table(s) (10 guests each)	2	1	2 tickets	-
Presence in printed program (deadline April 19)	1 full page ad	1 full-page ad	Recognition as event sponsor	Recognition as event sponsor
Social media mention(s)	1	-	-	-
Logo on invite (by March 1), event webpage, and emails	✓	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	-	-

## Additional opportunities



	<b>Cocktail</b> \$15,000	<b>Dessert</b> \$15,000	<b>DJ</b> \$5,000	<b>Photobooth</b> \$5,000	<b>Signature drink</b> \$5,000
Naming rights ("Family Equality's Pre-Gala reception, hosted by...")	✓	✓	-	-	-
On-site sponsor activation such as a sampling opportunity or display space (Production costs paid by sponsor)	✓	✓	-	-	-
Exclusive signage/branding during reception	✓	✓	-	✓	✓
Additional branding opportunities	<i>Napkins, etc.</i>	<i>Napkins, etc.</i>	-	<i>Logo on photo frame</i>	-
Logo on invite (by March 1), event webpage, and emails	✓	✓	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	✓	✓	✓
Recognition in program book	✓	✓	✓	✓	✓



“After seeing which companies supported Family Equality, we started making thoughtful decisions about how we **spent our dollars.**”

## **Printed Program Color Advertisements**

- **FULL PAGE** (5.125" x 7.125")  
\$2,500
- **HALF PAGE** (5.125" x 3.5")  
\$1,500

*Color ads should be in CMYK and submitted electronically as a PDF or JPEG in high resolution (300dpi). Ads are due April 13, 2024.*



## **READY TO GET STARTED?**

So are we! Email our Director of Special Events, Zac Walker, at [zwalker@familyequality.org](mailto:zwalker@familyequality.org)