HOPE STARTS HERRE SEQUALITY

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May 13, 2024 at Pier Sixty

HOPE

800

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



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.**

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.

20M

Americans identify as LGBTQ+.



550+

anti-LGBTQ+ bills introduced in 2023.

evening to create

change.

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 (Night at the Pier, 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	✓	✓	✓	✓

	Silver \$20,000	Bronze \$10,000	Advocate \$5,000	Friend \$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

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	Cocktail \$15,000	Dessert \$15,000	DJ \$5,000	Photobooth \$5,000	Signature drink \$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	Napkins, etc.	Napkins, etc.	-	Logo on photo frame	-
Logo on invite (by March 1), event webpage, and emails	✓	✓	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	✓	✓	✓
Recognition in program book	✓	✓	✓	✓	✓

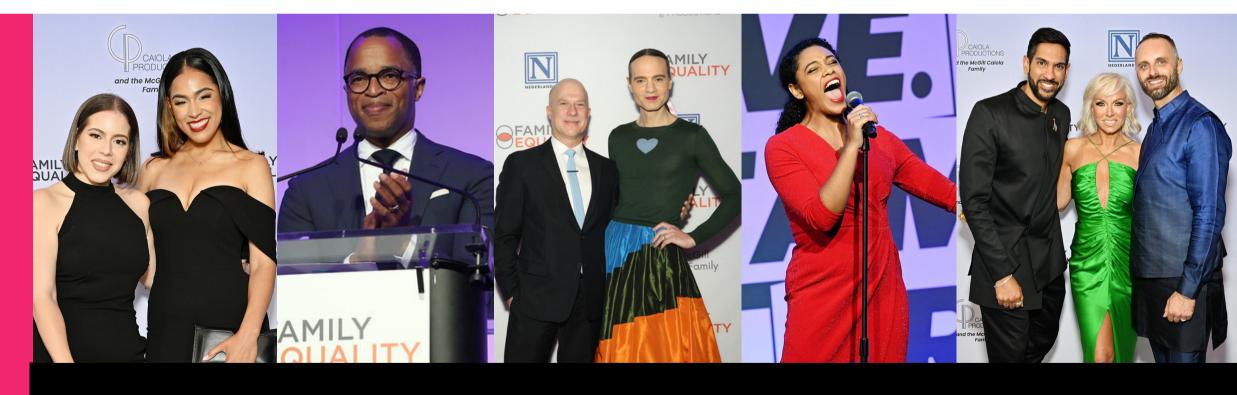


After seeing which companies supported Family Equality, we started making thoughtful decisions about how we **spent our dollars.**

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