



MOTOR CITY PRIDE 2005 SPONSORSHIP PACKAGE

OVERVIEW

A record turnout is expected for 2005's Motor City Pride, to be held on the first Sunday in June, 2005 in Ferndale, Michigan. We are proud to have Gay Fuel, Absolut, and ID Lube returning as sponsors this year.

With last year's attendance soaring to over 30,000, we again expect to see a sharp increase at attendance this year. The event promises a larger expanded presentation. Look for a number of innovations at Pride, starting with a talent-laden Main Stage featuring both local talent and national celebrities, a second stage featuring local DJs, a beer tent plus much, much more. This event promises to become one of the largest pride gatherings in the Midwest. You won't want to miss any part of it!

This year's exhibitor booths will include many expanded areas and an array of new vendors displaying their wares. Of course the new food court and beverage booths will be open all day for your enjoyment.

All costs come out of the revenue of vendor fees, beverage sales, dollar drive, special fundraisers and corporate sponsors at the festival, including insurance, sound and lighting, tent rental and entertainment.

Triangle Foundation is proud to have the privilege of producing many statewide community events. We regard this as an important part of building community and advancing our mission of promoting equality and securing freedom for all GLBT people. Triangle Foundation accepts this responsibility in producing Motor City Pride for the public as an educational and entertainment event. The purpose of Pride is to allow a space for GLBT people and our allies to celebrate our lives and our relationships.

SUNDAY, JUNE 5, 2005

Vendor Set-up: 9:00 a.m. - 11:00 a.m.
Event: 12:00 p.m. - 7:00 p.m.
Vendor Tear-down: 7:00 p.m. - 9:00 p.m.

LOCATION: Downtown Ferndale,
Michigan
West Nine Mile Road,
Troy & Allen Streets

Produced by: Triangle Foundation
dba Motor City Pride
19641 West Seven Mile Road
Detroit, Michigan 48219-2721
313-537-3323
313-537-3379 fax
email: STEPHANIE@TRI.ORG
WWW.MOTORCITYPRIDE.COM



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BENEFITS

Corporate Sponsorship allows companies to have an inside track on developing a stronger relationship with the lesbian and gay community of Michigan. Advantages include statewide marketing exposure to the largest lesbian and gay event in Michigan. This is a great opportunity to show the community that you support the lesbian and gay community as we come together to celebrate pride and diversity.

EXPOSURE INCLUDES:

- Over 150,000 people reached through advertisements in statewide gay newspapers and magazines;
- Over 30,000 names and addresses of lesbian and gay consumers in Michigan. This is the current mailing list of the Triangle Foundation;
- 10,000 Triangle Foundation newsletters circulated throughout Michigan;
- 5,000 email addresses of lesbian and gay consumers in Michigan;
- Over 10,000 Pride Guides are printed and distributed prior to and during the Motor City Pride Event; and
- Numerous Other Organizations distributing Pride materials throughout Michigan.

PREVIOUS SPONSORS INCLUDE (PARTIAL LIST):

Ford Motor Company, DaimlerChrysler Corporation Fund, Midwest AIDS Prevention Project, The Detroit Free Press, ID Lube, Bud Light, Miller Light, Absolut, Between The Lines, Metra Magazine, and Cruise Magazine.

LEVELS OF SPONSORSHIP:

In return for your sponsorship, Motor City Pride is willing to promote your company diligently. We would like to offer you exposure to the lesbian, gay, bisexual and transgender community of Michigan in return for marketing at our event. See the enclosed contract agreement for prices and benefits.

PURPOSE:

In order to improve efficiency, generate revenue, and reach our objective of strengthening our ties with the business community, we have developed the corporate sponsorship program with the purpose of building long-term relationships with businesses through the exposure and ability to market directly to the lesbian and gay community in Michigan. Funding obtained is used for general operating associated with producing the 2005 Motor City Pride Event!

SPONSORSHIP LEVELS

\$10,000 CORPORATE SPONSORSHIP PACKAGE INCLUDES EVERYTHING BELOW:

- "Ownership" of specific aspect of event such as a stage, the food court, vendor or beer tent, (e.g., Budweiser Stage);
- Vendor booth 10 foot by 10 foot—selected location
- Full page back or inside cover ad in the Pride Guide; and

\$5,000 CORPORATE SPONSORSHIP PACKAGE INCLUDES EVERYTHING BELOW:

- Corporate logo on one or more of the following:
all event advertising as a major corporate sponsor including newspaper, magazine, mailings, posters, pride guide;
- Corporate logo on the Motor City Pride website
- Corporate logo on banners displayed at Pride;
- Full page inside ad in the Pride Guide; and
- Verbal acknowledgement from the stage during Pride;
- Opportunity to display corporate literature at Pride.

\$1,000 COMMUNITY SPONSOR PACKAGE INCLUDES EVERYTHING BELOW:

- Corporate logo in event advertising as a community sponsor,
- Corporate Logo in Pride Guide; and
- Corporate logo on Pride website
- Vendor space.

\$250 BUSINESS SPONSOR PACKAGE INCLUDES:

- Unspecified Location Event Banner; or
- Beer Tent Banner; or
- Call us for additional requests or involvement.

IN-KIND DONATION – please call us at 313-537-3323 x 103

All sponsorship packages can be altered to cater to your specific needs.

Printed Materials are Dated, call number below for information.

THANK YOU for your generous support in making the 2005 Motor City Pride a success!

Corporation/Business

Authorized Agent

Address

Signature

City,

State

Zip

Date

Phone

E-mail

Please mail or fax to:

Triangle Foundation

19641 West Seven Mile Road

Detroit, Michigan 48219-2721,

313-537-3379 fax

For more information, contact Stephanie Newman

at stephanie@tri.org

or 313-537-3323 ext. 103

