



## FM PRIDE 2025 SPONSORSHIP PACKAGE

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# IMPORTANT

## IMPORTANT DEADLINES & CONTACT INFO

### Early-Bird Discount

Commit by **APRIL 1, 2025** and receive a 10% discount on your sponsorship level (Bronze level and above).

### Logo & Brand Kit Submission Deadline

**MAY 31, 2025** to ensure inclusion in the Pride Guide, official website, social media, and other promotional materials.

Please email all logos, brand kits, and any marketing questions to **[marketing@fmpride.com](mailto:marketing@fmpride.com)**.

**Note:** Submissions received after May 31, 2025, may not be included on all promotional pieces.



## Largest LGBTQ+ Celebration in the Region

FM Pride 2024 drew **OVER 10,000 ATTENDEES**, and we're projecting even higher attendance for 2025.

## Extensive Brand Exposure

Your logo and messages will be seen by a wide audience through our website (5,000 monthly visitors), social media (20,000 followers across platforms), email newsletters (2,500 subscribers), and in-person events.

## Community Impact & Employee Engagement

Support a vibrant, inclusive community with a full week of activities and events. Many sponsors also involve employees through volunteer opportunities, parade participation, and on-site activities. Employees can use their company volunteer hours with FM Pride.

For specific questions on volunteering, contact us at [volunteer@fmpride.com](mailto:volunteer@fmpride.com).



WHY SPONSOR FM PRIDE?

WHY?



Sponsorship levels include Bronze, Silver, Gold, Platinum, Diamond, and FM Pride Ambassador, and are sorted by investment and benefits. All sponsoring partners will receive:

- Listing on the **FM Pride Website**
- Inclusion in the **FM Pride Guide** (print + digital)
- **Social Media Recognition** (grouped or individual, depending on level)
- **Newsletter Mention** (timing and frequency vary by level)

For specific questions or custom packages, contact us at [marketing@fmpride.com](mailto:marketing@fmpride.com).

### Logo Placement & Sizing Key

**SMALL LOGO:** Ideal for secondary signage (e.g., perimeter fence signs, directional signage, digital sponsor slides).

**LARGE LOGO:** Premium placement (e.g., main stage banner, high-traffic entrance signage).

# SPONSORSHIP

## SPONSORSHIP LEVELS & BENEFITS

# BRONZE

## BRONZE SPONSOR - \$500

**Bronze Sponsor**

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador



### Bronze Sponsorship - Benefits

- **PARADE PARTICIPATION:** 1 Parade Unit
- **TICKETS:** 2 tickets for the Pride Dance Party
- **PRIDE IN THE PARK:**
  - 1 small logo placement around the grounds
  - 10' x 10' booth space
  - 1 parking pass
- **RECOGNITION:**
  - Group Social Media recognition
  - Logo on FM Pride website (Bronze-level listing)
  - FM Pride Guide Ad (Bronze listing or quarter-page)
  - Newsletter mention (group section)

**Ideal for:** Small businesses or community organizations seeking essential visibility.



# SILVER

## SILVER SPONSOR - \$1,000

Bronze Sponsor

**Silver Sponsor**

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador

### Silver Sponsorship - Benefits

- **PARADE PARTICIPATION:** 1 Parade Unit
- **TICKETS:**
  - 2 tickets for the Pride Block Party
  - 2 tickets for the Pride Dance Party
- **PRIDE IN THE PARK:**
  - 2 small logo placement around the grounds
  - 10' x 10' booth space
  - 1 parking pass
- **RECOGNITION:**
  - Group Social Media recognition (Silver-level shout-out)
  - Logo on FM Pride website (Silver-level listing)
  - FM Pride Guide Ad (quarter- or half-page)
  - Newsletter mention (group section)

**Ideal for:** Companies wanting to support Pride and enjoy moderate on-site and digital visibility.

# GOLD

## GOLD SPONSOR - \$2,500

Bronze Sponsor

Silver Sponsor

**Gold Sponsor**

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador

### Gold Sponsorship - Benefits

- **PARADE PARTICIPATION:** 1 Parade Unit
- **TICKETS:**
  - 4 tickets for the Pride Block Party
  - 4 tickets for the Pride Dance Party
- **PRIDE IN THE PARK:**
  - 1 large logo placement around the grounds
  - 10' x 10' booth space with 10' x 10' tent
  - 1 parking pass
- **RECOGNITION:**
  - Group Social Media recognition (Gold-level shout-out, including sponsor highlights)
  - Logo on FM Pride website (Gold-level listing)
  - FM Pride Guide ad (half-page)
  - Newsletter mention (featured group section)

**Ideal for:** Mid-size companies ready for elevated brand visibility and on-site presence.



# PLATINUM

PLATINUM SPONSOR - \$5,000

Bronze Sponsor

Silver Sponsor

Gold Sponsor

**Platinum Sponsor**

Diamond Sponsor

FM Pride Ambassador

## Platinum Sponsorship - Benefits

- **PARADE PARTICIPATION:** Up to 2 Parade Units
- **TICKETS:**
  - 6 tickets for the Pride Block Party
  - 8 tickets for the Pride Dance Party
  - 2 tickets for the Pride Grand Marshall Reception
- **PRIDE IN THE PARK:**
  - 1 large + 2 small logo placements around the grounds
  - 20' x 20' booth space with 20' x 20' tent
  - 2 parking passes
- **RECOGNITION:**
  - Enhanced Social Media recognition (1 dedicated post + group mentions)
  - Logo on FM Pride website (Platinum level listing)
  - FM Pride Guide ad (half-page or full-page)
  - Newsletter mention (Platinum sponsor highlight)

**Ideal for:** Larger organizations seeking premium on-site visibility, more tickets, and bigger brand impact.

# DIAMOND

DIAMOND SPONSOR - \$10,000

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

**Diamond Sponsor**

FM Pride Ambassador



## Diamond Sponsorship - Benefits

- **PARADE PARTICIPATION:**

Up to 3 Parade Units

- **TICKETS:**

- 8 VIP tickets for the Pride Block Party
- 8 tickets for the Pride Dance Party
- 4 tickets for the Pride Grand Marshall Reception

- **PRIDE IN THE PARK:**

- 1 small + 3 small logo placements around the grounds
- 20' x 20' booth space with 20' x 20' tent
- 3 VIP parking passes

- **YEAR-ROUND BRANDING:**

Logo on FM Pride website + year-round newsletter ads (Diamond sponsor)

- **RECOGNITION:**

- Individual Social Media recognition (dedicated posts, sponsor spotlight, + group mentions)
- FM Pride Guide ad (full-page)

**Ideal for:** Organizations aiming for **significant**, year-round brand exposure a high-profile engagement at Pride.



# AMBASSADOR

FM PRIDE AMBASSADOR - \$15,000+

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador

## FM Pride Ambassador - Benefits

- **PARADE PARTICIPATION:**
  - Up to 4 Parade Units
- **TICKETS:**
  - 10 VIP tickets for the Pride Block Party
  - 10 tickets for the Pride Dance Party
  - 6 tickets for the Pride Grand Marhsall Reception
- **PRIDE IN THE PARK:**
  - 2 large + 4 small logo placements around the grounds
  - 20' x 20' booth space with 20' x 20' tent
  - 4 VIP parking passes
- **YEAR-ROUND BRANDING:** Premier logo placement on FM Pride website + year-round newsletter ads (Ambassador sponsor)
- **RECOGNITION:**
  - Individual Social Media recognition (dedicated posts, sponsor spotlight, + group mentions)
  - FM Pride Guide ad (full-page, priority placement)
- **POTENTIAL:**
  - Work with FM Pride to explore naming/branding of specific events or specialty area

**Ideal for:** Top-tier supporters wanting the **highest level** of exposure, customization, and impact on Pride festivities.



## Naming Rights & Exclusive Opportunities

For Diamond and FM Pride Ambassador sponsors, a portion of the festival (e.g., Main Stage, Kids' Area, Photo Booth) could be co-branded with your organization.

## Dedicated Sponsor Spotlights

Available to Platinum level and above: an **EXCLUSIVE SOCIAL MEDIA SPOTLIGHT** or short interview segment to highlight your support and community involvement.

## Volunteer Opportunities

Engage your employees with our Pride events (parade volunteers, check-in sta, etc.). This helps build team spirit and meaningful community connections.

For specific questions on volunteering, contact us at [volunteer@fmpride.com](mailto:volunteer@fmpride.com).



# PERKS

## OPTIONAL: ADDITIONAL PERKS & CUSTOMIZATIONS

If you'd prefer to sponsor a specific event or add an event sponsorship **in addition** to your tier, please inquire about these special packages. Pricing, recognition, and perks are customized to the scope of each event.

## Pride 5K

- Potential naming rights:  
"The [Your Company] Pride 5K."
- Company banner at start/finish line, logo on race bibs or T-shirts, PA mention.

## Pride in the Park

- Sponsor a stage act, hydration stations, kids' area, or lounge.
- Signage on the main stage, booths, or volunteer T-shirts (if applicable).
- Sponsor a Golf Cart and/or beverage cart.

## Pride Block Party

- Sponsor the music stage or VIP lounge area.
- On-stage announcements and signage throughout the venue.

## Pride Parade

- Sponsor the parade route, barricades, banners, or a grand marshal float.

## Pride Dance Party

- Sponsor the DJ, lighting, or VIP section.
- Branding on stage or projected screens.

## All-Ages Events

- Sponsor Thunder Road Event, all-ages Drag Show, or Kids Inflatables Carnival

**Other Event Ideas?** *Let us know if you have a creative idea for sponsorship. We'll work with you to develop a custom opportunity that suits your brand.*

Contact our team today to discuss a collaboration with Fargo-Moorhead Pride at [chair@fmpride.com](mailto:chair@fmpride.com).



EVENT-SPECIFIC SPONSORSHIP

EVENT-SPECIFIC



If you need additional materials, we offer these à la carte or as add-ons to your sponsorship level:

### Tent Rentals

- 10' x 10' Tent Rental: \$200
- 20' x 20' Tent Rental: \$350

### Additional Signage

- **SMALL SIGNAGE** (24" x 18"): \$30
- **LARGE SIGNAGE** (premium placement)
  - 9' Feather Banner (double sided): \$375
  - 13' Feather Banner (double sided): \$475
  - 10' x 4' Banner: \$250

**Note:** Some levels already include tent space. If you require extra tents or signage beyond what's provided, these costs may apply.

## ASSOCIATED COSTS & RENTALS





# READY?

## READY TO SPONSOR?



### Take the next steps!

- **SELECT YOUR LEVEL** (Bronze, Silver, Gold, Platinum, Diamond, FM Pride Ambassador) or choose an **EVENT-SPECIFIC** opportunity.
- **ENJOY** the Early-Bird Discount if you sign up by **APRIL 1, 2025!**
- **EMAIL** your sponsor form and any questions to **marketing@fmpride.com**.
- **SUBMIT** your brand kit (logo files, guidelines) by **MAY 31, 2025** to ensure full promotion benefit.

## Contact Us

For more information, custom sponsorship opportunities, or any questions:

**Email:** [marketing@fmpride.com](mailto:marketing@fmpride.com)

**Mailing Address:** P.O. Box 146, Fargo, ND 58107

**Website:** [fmpride.com](http://fmpride.com)

Join us in celebrating **DIVERSITY, EQUALITY, AND COMMUNITY** at FM Pride 2025!

Your partnership helps us create a **VIBRANT, INCLUSIVE** atmosphere for everyone in the Fargo-Moorhead area and beyond.



# CONTACT

## CONTACT US

By partnering with FM Pride, you're not only showcasing your brand to thousands of attendees, but you're also making a **MEANINGFUL IMPACT** in the community. We can't wait to work with you in bringing FM Pride 2025 to life.

*All benefits listed are subject to change based on final event planning. FM Pride will communicate any updates promptly to sponsors.*

*FM Pride is a registered 501(c)(3) nonprofit organization, and all sponsorships and donations are fully tax-deductible to the extent permitted by law.*



THANK YOU FOR YOUR SUPPORT! **THANK YOU**





## FM PRIDE 2025 SPONSORSHIP PACKAGE



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