



SOFLX Pride 2024 Sponsorship Options

Please email soflxpride@gmail.com OR
call Hannah Jones 585-259-6149.

Celebrate Pride in June of 2024!

Southern Finger Lakes Pride is dedicated to supporting the well-being of our Southern Finger Lakes LGBTQ+ youth and their loved ones by connecting them with affirming resources, advancing community acceptance through education, and providing opportunities for inclusive celebration.

Beginning in 2019 as a grassroots effort, Southern Finger Lakes Pride has impacted the community of the Southern Finger Lakes through:

- Starting youth programming throughout Schuyler, Chemung, and Steuben Counties with our young adult Bloom group and with a second pride group partnering with SUNY Corning Community College.
- Business partnerships throughout all the Southern Finger Lakes—holding events and collaborating with wineries and breweries on Seneca Lake, businesses on Market Street, Community Partners in Elmira and Watkins Glen, and more.
- Large festival celebrations in support of the LGBTQ+ community and their families.

The overwhelming success of our annual events have reached more than 56,000 people virtually and 3,500 in-person, a number we hope to grow as we look for greater support from the business and non-profit community. The success and sustainability of Southern Finger Lakes Pride Festival is dependent on the overwhelming community support from organizations and individuals like you!

As Southern Finger Lakes Pride continues to evolve, we are seeking sponsorship to support our growth. Our work will enhance regional quality-of-life efforts and help to make our community more diverse and equitable. In turn, this makes our region a more welcoming place to live, work, and play.

Your support will help make our efforts throughout the month of June a success and we hope you will celebrate with us at our signature event!

Please review the sponsorship options below and contact us at soflxpride@gmail.com if you're interested in supporting Southern Finger Lakes Pride!

Our mission is to empower and support members of the LGBTQ+ community while advocating for equity in our region.

*Due to the inclusive nature of our organization, we do not host exclusive or VIP experiences, but warmly welcome and invite our sponsors to use this as an opportunity to engage in the community. **In order to successfully include you in all marketing messaging please adhere to the set deadlines for asset deliverables and messaging approvals.



Marquee Sponsor – \$25,500 Exclusive Sponsorship

Complimentary vending booth
at the event

Full page advertisement in program
Live recognition at event

Featured logo placement on all signage

Recognition as a sponsor in all media
relations for the event

Logo placement on all promotional and
printed media

Logo placement on event website

Two day social media call out

25 beverage tickets for the 21+ tent

10 tickets to adult event

10 tickets to youth event



Gold Sponsor – \$10,500

½ page advertisement in program

Logo placement on all signage

Logo placement on all promotional and
printed material

Logo placement on event website

One day social media call out

10 beverage tickets for the 21+ tent

5 tickets to youth event

5 tickets to adult event



Silver Sponsor – \$5,500

¼ page advertisement in program

Logo placement on all promotional and
printed material

Logo placement on event website

5 beverage tickets for the 21+ tent

3 tickets to adult event

3 tickets to youth event



Bronze Sponsor – \$3,000

¼ page advertisement in program

Logo placement on all promotional and
printed material

Logo placement on event website