

**MISSION ACTION PRIDE PARADE
SPONSORSHIP DECK**

PRIDE 2025



**20
25**



Join Us in Making a Statement at the Pride Parade!

Mission Action is proud to participate in this year's Pride Parade, celebrating love, resilience, and the power of community. This year, we are seeking sponsors to help us raise \$50,000 to fund our full participation in the parade and to support essential programs like Arcoíris Market, Cohen Residence, and Jazzie's Place, ensuring we can continue providing vital services year-round.



Why Sponsor Mission Action's Pride Parade Participation?

Your sponsorship will support:

- **Visibility & Engagement:** Your business, organization, or initiative will be prominently displayed on our float, banners, and promotional materials, reaching thousands of attendees. Our newsletter reaches 10,000+ subscribers, amplifying your visibility even further.
- **Community Empowerment:** Funds raised will support our Pride participation AND Mission Action's vital programs that create affirming spaces for LGBTQ+ individuals and their families, including:
 - **Arcoíris Market:** Providing access to culturally relevant food and resources for low-income LGBTQ+ individuals.
 - **Cohen Residence:** Providing transitional housing and support for individuals living with HIV/AIDS and facing housing insecurity.
 - **Jazzie's Place:** Offering emergency shelter and support services tailored to the LGBTQ+ community, with an emphasis on trans-inclusivity.
- **Tax Deductible Contribution:** A portion of your sponsorship will be tax-deductible, accounting for the fair market value of VIP tickets and other benefits.
- **Social Media Exposure:** Sponsors will be featured in our social media campaigns, website, and newsletters.

Sponsorship Opportunities

DIGNITY IN LIVING SPONSOR – \$25,000

- Premier logo placement on all event materials (float, banners, website, and printed materials)
- Ten (10) VIP tickets with access to the *Cohen Pride Garden Party*
- Featured in all social media promotions
- Half-page feature in the program booklet
- Recognition on stage during the event

LEGAL ADVOCACY SPONSOR – \$15,000

- Premier logo placement on event display (float, banners, website, and printed materials)
- Five (5) VIP tickets with access to the Cohen Pride Garden Party
- Featured in all social media promotions
- Quarter-page feature in the program booklet
- Recognition during event announcements

AFFIRMING SPACES SPONSOR – \$10,000

- Logo placement on all event materials based on sponsorship level (float, banners, and event signage)
- Two (2) VIP tickets with access to the Cohen Pride Garden Party
- Featured in social media promotions
- Name listed in the program booklet

RAINBOW JUSTICE SPONSOR – \$5,000

- Logo placement on select printed materials
- Two (2) Regular Access tickets to the event
- Float presence
- Featured in social media promotions

COMMUNITY SOLIDARITY FRIEND – \$250

- Name listed on promotional materials
- Social media mention

Join Our Movement & Get Involved

If you would like to make a general donation to support both our Pride contingent and the ongoing programs that empower LGBTQ+ individuals, you can donate on our website, MissionAction.org, or contact our Donor Engagement Manager, Jackeline.Rodriguez@missionaction.org. Join us in celebrating love, equality, and community – because Pride is more than a parade; it's a movement!

