



VISIBILITY. ADVOCACY. CONNECTION.

2024 SPONSORSHIP PACKET



ABOUT US

"Our vision is to present LGBTQ+ business professionals as a recognised and vital part of local economics and to provide resources for the community to discover LGBTQ+ owned and allied businesses."

SoIN Pride Business Alliance (SoIN PBA) is a dynamic organization that promotes the growth and success of LGBTQ+ and ally owned businesses.

Our mission is to promote and advocate for a unified and visible LGBTQ+ business community in Southern Indiana. Two goals drive our mission: connecting LGBTQ+ and ally owned businesses, and serving as a resource for the LGBTQ+ community.

Along with providing business professionals opportunities for growth and networking, we serve the queer community in general, notably, through our Pride Directory. By visiting the Pride Directory, individuals can find businesses and service providers that support and welcome the LGBTQ+ community.

As a sponsor, you will have the opportunity to align your business with this cause.

Raise your profile and attract clients and customers who value diversity and inclusivity.

So IN. pride ANNUAL Business Alliance SPONSORSHIPS

One gift, all year. These options will provide recognition all year long. Your sponsorship will be shown on the website, our social networks, emails, and all member events. Join us by making a yearly gift that helps both your company and our community.

Title Sponsor *EXCLUSIVE Limit to one Company* \$5,000

- Preferred brand placement on website
- Preferred brand placement on all event marketing materials
- Signage recognition at our Pride Festival booth and other community events
- Announced acknowledgment at all member events
- Admission to all annual events for up to 4 firm representatives
- Vendor table at networking events
- Monthly recognition on all social media platforms

Elite Sponsor \$2,500

- Brand placement on website Sponsors page
- Brand placement on event marketing materials
- Admission to all annual events for 2 firm representatives
- Vendor table at networking events
- Quarterly recognition on all social media platforms

Premier Sponsor \$1,500

- Brand placement on website Sponsors page
- Brand placement on event marketing materials
- Admission to all annual events for 2 firm representatives
- Bi-annual recognition on all social media platforms



FOCUS SPONSORSHIPS

Make a significant impact by choosing a specific sponsorship focus. This gives you the opportunity to support in a way that aligns with your company's values, line of work or industry.

Pride Festival Sponsor *EXCLUSIVE Limit to one Company* \$1000

- Preferred brand placement on website Sponsors page
- Brand placement on Pride event marketing
- Signage recognition at our Pride Festival booth
- Recognition on all social media platforms
- Brand placement on merchandise at event

Event Sponsor - Networking, Educational, and Social events

Donate the use of space, food, or a monetary contribution to help cover event costs.

- Brand placement on website Sponsors page
- Brand placement on that events marketing materials & social media recognition
- Admission to event for 2 representatives
- Brand presence at the event

Swag Sponsor

Donate SoIN Pride branded items such as shirts, stickers, bags, banners, pens, etc, or provide a monetary contribution for any promotional goods.

- Brand placement on website Sponsors page
- Frequent social media recognition for as long as items last
- Signage recognition at any events where your swag is given
- Admission to 1 event of your choice for 2 representatives

THANK YOU.

Thank you for supporting these efforts and being a vital part in increasing diversity and inclusivity in our region.



For additional questions, email Mark Lansden: Mark@soINpba.com

Make checks payable to: Southern Indiana Pride Business Alliance

Mail to:
Sarah Lovelace
SoIN PBA
1728 Glendale Ave
Evansville, IN 47712

Or for your convenience, you can donate online:

www.SoINpba.com/sponsor

