



**MONT
CLAIR
PRIDE 2024**

Sponsorship Prospectus

EARLY BIRD RATES! EXPIRE NOV 30, 2023



**MONT
CLAIR
PRIDE** 20
24

Let's Build Community Together!

Montclair Pride is one of the top suburban pride events in America and the largest in New Jersey. It comes at a time when anti-LGBTQIA+ forces are attempting censorship, peddling shame, and trying to erase our community from libraries and curriculum. This family-friendly, three stage festival includes all-day performances by local talent, big stars, Broadway legends, movement leaders and more. Showcasing the best that Montclair has to offer, the festival hosts an array of eateries, crafts, community services, and more.

Montclair Pride is a broad celebration of love, family, diversity, and expression. It's also an opportunity for brands to put themselves in front of 26,000+ people who spend an average of 107 minutes at the festival, have an average household income of \$164,000 and are 50% People of Color.

Your Support Matters!

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“Out Montclair has filled a need!” - Simone (She/her)

Out Montclair has filled a need and created the space for the transgender/non-binary population with their varied and inclusive programs. This has allowed us to come together and create the connections and community we need to thrive in our society.



“ We are HERE!”- Mark, Joe and Gavin

As two dads with a young son, we moved to Montclair in search of a community that would be accepting of our family. But what we found, largely thanks to Out Montclair, is a community that goes beyond mere acceptance. Out Montclair provides a voice for all LGBTQ+ individuals in a way that truly celebrates who we are, both as unique individuals and as part of this broader community with our welcoming allies. We feel so lucky to have found this community. Some moments have felt almost surreal, such as last summer, when we participated in the Out Montclair sponsored “Pride on the Page” event, where we, as a family, read and listened to stories celebrating gay families in the center of town. Out Montclair’s presence makes it clear “we are here.”



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“You make it easy to work together”

- Reverend Katrina Forman, Minister, Union Congregational Church

I am constantly impressed by Out Montclair and your ability to pull off well-organized, smooth and meaningful events – you make it so easy to work together. And I am grateful for your leadership that calls the rest of the community to step up and live into our values. I’ve heard from many people echoing this gratitude, others who have reached out with a desire to continue the conversation, and more.



“Out Montclair to me is love, life, & community!” - Keith

In February 2022 I struggled with loneliness and isolation; my goal was to make friends and become social again. I spent the majority of 2022 attending LGBTQIA+ events in NJ, NY, and PA with no success. I was becoming increasingly discouraged. I had turned fifty-five and was longing for a community where I can thrive. It was then that Out Montclair 50+ Speed Friending event came to my attention. That event had over eighty-five in attendance - all local to the area. Finally, I made friends that have become my chosen family! Life socially took off for me as Out Montclair has monthly events with their partner businesses in Montclair. Drag Brunch, Spring Fling, Trivia Nights, Bowling, Rock Climbing, Events at Vanguard Theater and by far-the most magnificent celebration of Pride Month - Pride Fest! Out Montclair to me is love, life and community!



Festival Impact!

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2023 ATTENDEES

26,800

PERSONS PER
HOUSEHOLD

2.56

DEMOGRAPHICS

White	50.4%
Hispanic	17.7%
Black	20.8%
Asian	6.4%
Other	3.4%



LENGTH OF
STAY

2023 | 107 Min.

HOUSEHOLD
AVERAGE INCOME
\$164,000



BECOME A SPONSOR!

sponsorship@outmontclair.org

MONTCLAIR PRIDE 2024	PRESENTING SPONSOR \$100,000	EVENT SPONSOR \$40,000	MAIN STAGE \$30,000	FAMILY STAGE \$20,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$750	VENDOR \$325
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EARLY BIRD SPECIAL (EXPIRES NOV 30, 2023)		\$37,500	\$28,500	\$19,000	\$9,500	\$4,500	\$2,250	\$700	\$300
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Brand Visibility Benefits (cont.)

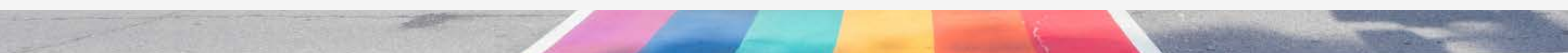
Named in Press Release(s)	Dedicated	✓	✓	✓	✓	✓	✓	✓	✓
Featured in Pre-Event "What to Expect at Pride" Newsletter	✓	✓	✓	✓					
Email marketing	Feature in one newsletter + logo in footer								
Social media marketing	Featured post								
Website marketing	Logo on homepage & sponsor page					Logo on sponsor page		Name only on sponsor page	
Logo on Partner Advertising (e.g. NJ Transit, Time Out NY)	✓	✓							

Pride Week Event Benefits

Pride Week event tickets	2 tickets per event								
Pride Week bespoke event option	✓	✓							
Pride Reception sponsorship benefits	✓								
Pride Reception admission & drink tickets (2 per guest)	12	8	6	5	4	2	1		

Post Event Benefits

Named in Press Release(s)	All	Pride Round-up							
Dedicated Social Media Post Acknowledgement	✓	✓	✓	✓	✓	✓	✓	✓	



A photograph of a person with braided hair, seen from the back, holding a rainbow flag. They are wearing a pink tank top and a colorful beaded bracelet. The background shows a blurred crowd at an outdoor event with a red tent. A large cyan circle is partially visible at the top of the frame.

THANK YOU!

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VISIT: MONTCLAIRPRIDE.ORG
sponsorship@outmontclair.org