

Campus 
Pride

NATIONAL SPONSOR PROGRAM
BENEFITS & OPPORTUNITIES





WHY BECOME A NATIONAL SPONSOR?

Campus Pride national sponsorships are **GOOD FOR BUSINESS** and cost significantly less than many web or print promotional campaigns, especially when targeting the 18-24 year-old marketing demographic.

Additionally, partnering with Campus Pride allows you to build your brand identity with a young, influential change agent audience. Our programs and services provide active marketing channels and distinctive touchpoints that leave an indelible mark on the hearts and minds of potential consumers.

HOW DOES IT ALL ADD UP FOR YOU?

Total sponsorship levels include a minimum of \$10,000 to Campus Pride programs and services for a full year. For instance, if your business/organization has sponsored \$10,000 worth of Campus Pride activities through the annual events sponsorship guide, you automatically are a Bronze Level sponsor.

You may choose to contribute additional monies to reach a higher level of sponsorship.

Campus Pride has the ability to customize and craft a sponsorship package to help our partners achieve a "win-win" for both diversity and marketing outreach goals. Please inquire for more details.

sponsor levels

PLATINUM LEVEL: \$20,000

(\$10,000 Donation + \$10,000 Event Sponsorships)

- Opportunity to address the audience at the Campus Pride Summer Leadership Camp.
- Banner/signage as a Platinum Level sponsor at the Summer Leadership Camp and verbal recognition during program.
- Special premiere listing as a Platinum Level sponsor in program materials at all Campus Pride programs and services.
- Insert of promotional flyer and, or gift at Campus Pride Summer Leadership Camp.
- Full page ad in both Fall/Spring issues of Queer., the undergraduate journal along with special priority placement and additional advertising incentive rates for back cover.
- Recognition with logo as a Platinum Level sponsor in prominent location inside both Fall/Spring issues of Queer., the undergraduate journal.
- Logo on mainpage of CampusPride.org and its educational initiative Lambda10.org in designated visible area.
- Opportunity for 15 exclusive banner sponsor ads on CampusPride.org and, or Lambda10.org throughout the year.
- Opportunity to submit a press release or another specified article for publication online at CampusPride.org and, or Lambda10.org.

GOLD LEVEL: \$17,000

(\$7000 Donation + \$10,000 Event Sponsorships)

- Banner/signage as a Gold Level sponsor at the Summer Leadership Camp and verbal recognition during program.
- Special premiere listing as a Gold Level sponsor in program materials at all Campus Pride programs and services.
- Insert of promotional flyer and, or gift at Campus Pride Summer Leadership Camp.
- Full page ad in both Fall/Spring issues of Queer., the undergraduate journal along with special priority placement and additional advertising incentive rates for back cover.
- Recognition with logo as a Gold Level sponsor in prominent location inside both Fall/Spring issues of Queer., the undergraduate journal.
- Linkage and logo representation as a Gold Level sponsor on CampusPride.org and its educational initiative Lambda10.org.
- Opportunity for 10 exclusive banner sponsor ads on CampusPride.org and, or Lambda10.org throughout the year.
- Opportunity to submit a press release or another specified article for publication online at CampusPride.org and, or Lambda10.org.

sponsor levels

SILVER LEVEL: \$13,500

(\$3500 Donation + \$10,000 Event Sponsorships)

- Special premiere listing as a Silver Level sponsor in program materials at all Campus Pride programs and services.
- Insert of promotional flyer and, or gift at Campus Pride Summer Leadership Camp.
- Half page ad in both Fall/Spring issues of Queer., the undergraduate journal along with special priority placement and additional advertising incentive rates.
- Recognition with logo as a Silver Level sponsor in prominent location inside both Fall/Spring issues of Queer., the undergraduate journal.
- Linkage and logo representation as a Silver Level sponsor on CampusPride.org and its educational initiative Lambda10.org.
- Opportunity for 5 exclusive banner sponsor ads on CampusPride.org and, or Lambda10.org throughout the year.
- Opportunity to submit a press release or another specified article for publication online at CampusPride.org and, or Lambda10.org.

BRONZE LEVEL: \$10,000

(\$10,000 Event Sponsorships)

- Special premiere listing as a Bronze Level sponsor in program materials at all Campus Pride programs and services.
- Insert of promotional flyer and, or gift at Campus Pride Summer Leadership Camp.
- Recognition with logo as a Bronze Level sponsor in prominent location inside both Fall/Spring issues of Queer., the undergraduate journal.
- Linkage and logo representation as a Bronze Level sponsor on CampusPride.org and its educational initiative Lambda10.org.
- Opportunity for 2 exclusive banner sponsor ads on CampusPride.org and, or Lambda10.org throughout the year.





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