



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 16-24 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: \$20000 (\$10000 Donation + \$10000 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 our annual Campus Pride Lil Purple Backpack Leadership Resource Guide (25,000 print distribution) with advertising incentive rates for back cover.
- Logo on main page of CampusPride.org in designated visible area.
- Opportunity to submit a press release or another specified article for publication online at **CampusPride.org**.



GOLD LEVEL: \$17000 (\$7000 Donation + \$10000 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 our annual Campus Pride Lil Purple Backpack Leadership Resource Guide (25,000 print distribution) with advertising incentive rates for back cover.
- Linkage and logo representation as a Gold Level sponsor on **CampusPride.org**.
- Opportunity to submit a press release or another specified article for publication online at **CampusPride.org**.

sponsor levels

SILVER LEVEL: \$13500 (\$3500 Donation + \$10000 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 ad in our annual Campus Pride Lil Purple Backpack Leadership Resource Guide (25,000 print distribution) with advertising incentive rates for back cover.
- Linkage and logo representation as a Silver Level sponsor on CampusPride.org.
- Opportunity to submit a press release or another specified article for publication online at CampusPride.org.



BRONZE LEVEL: \$10000 (\$10000 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.
- Linkage and logo representation as a Silver Level sponsor on CampusPride.org.





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