

## Become a National Sponsor 📂 LEAD WITH PRIDE



# **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.

For more information, please contact Shane Windmeyer at 704-277-6710 or info@campuspride.org.

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# 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.

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# 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.

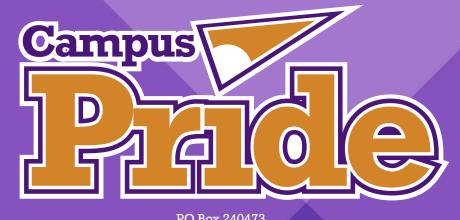


BRONZE LEVEL:\$10000 (\$10000 Event Sponsorships)

- 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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