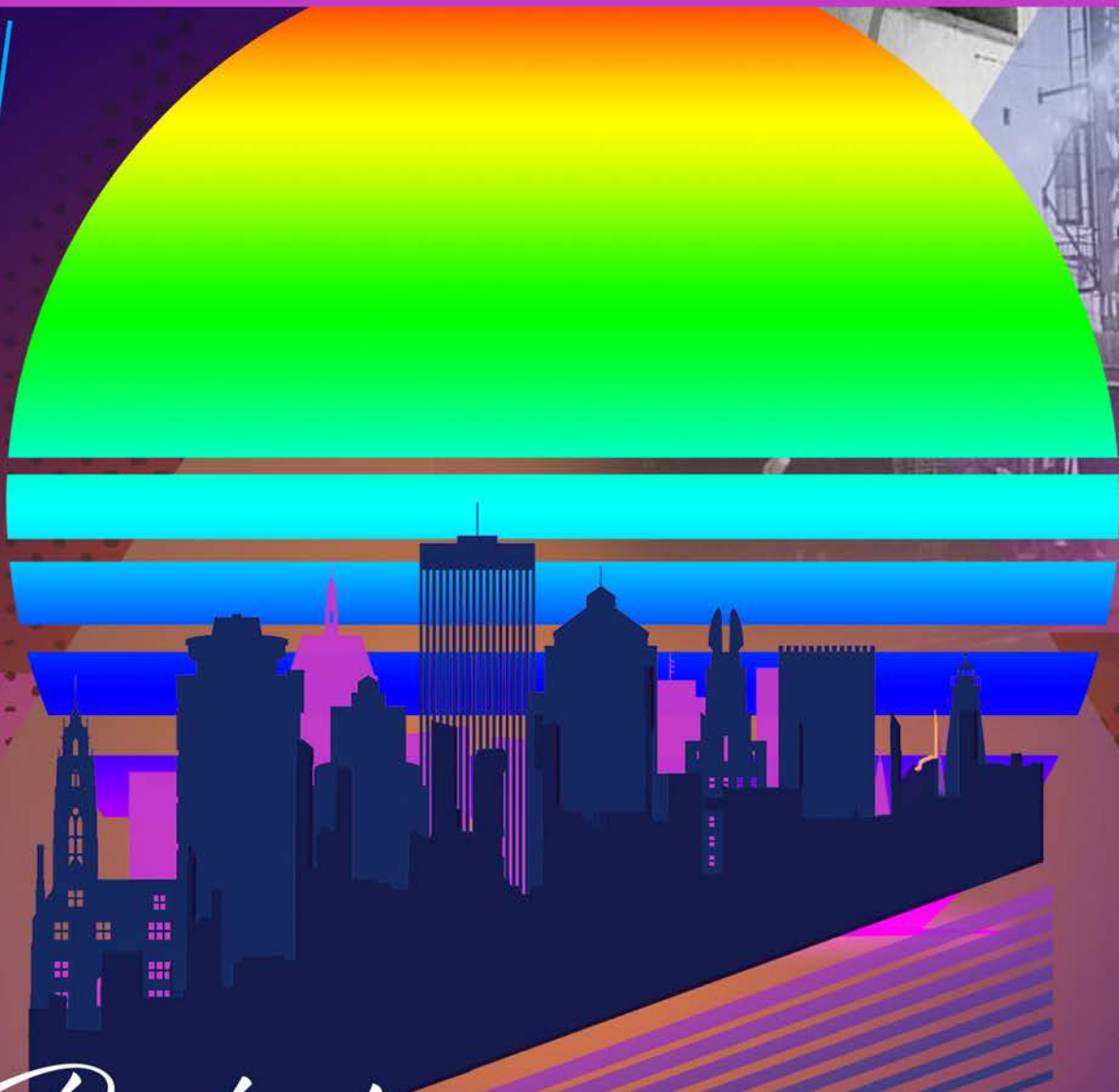


S P O N S O R S H I P G U I D E



Rochester

BLACK PRIDE

RETRO

SEPTEMBER 4TH - SEPTEMBER 8TH

ROCHESTERBLACKPRIDE@GMAIL.COM

WWW.ROCBKPRIDE.COM



CITY OF ROCHESTER
OFFICE OF THE MAYOR

Proclamation

- WHEREAS:** Rochester Black Pride is a collective that works to create an all-inclusive atmosphere to celebrate, empower, & inspire the Black Queer/LGBT community.
- WHEREAS:** Rochester Black Pride will host the inaugural Rochester Black Pride 2016 event from August 18-21 in Rochester, New York, to celebrate, empower and inspire the Black Queer/LGBT community; and
- WHEREAS:** Rochester Black Pride aims to welcome a diverse audience to its many fun, family-friendly activities and to educate the community while upholding the principles of no racism, no homophobia, no transphobia, no femphobia, no fatphobia, no sexism, no ableism, no ageism and no hate; and
- WHEREAS:** Rochester Black Pride 2016 is a celebration of the stories, the talent, the history, the beauty, the strength, the struggle, and the triumphs of the Black and Brown queer, lesbian, gay, transgendered and bi-sexual community in Rochester; and
- WHEREAS:** Our area is most fortunate to be home to Rochester Black Pride 2016, and we thank the organizers and supporters of Rochester Black Pride 2016 for bonding our community closer together, for providing exceptional support and activities to our Black and Brown lesbian, gay, bisexual and transgender community (LGBT) and Allied Communities; and for helping us better define and embrace the mutual humanity we all share.

NOW, THEREFORE, I, *Lovely A. Warren*, Mayor of the City of Rochester, New York, do hereby proclaim August 18 – 21, 2016 to be a time to celebrate:

ROCHESTER BLACK PRIDE 2016



In Witness Whereof, I Have hereunto set my hand on this 18th day of August in the year 2016.

Signed:

Lovely A. Warren
Mayor, Rochester, New York

MISSION

Rochester Black Pride is a week long cultural & arts festival that works to create an all-inclusive atmosphere to celebrate, empower, & inspire the Black Queer/LGBT community in Rochester. We pride on ourselves on being of the community, while working to provide positive experiences for the community.

WHAT IS BLACK PRIDE ROCHESTER & WHY IS IT NECESSARY?

There is a unique flavor, voice, aesthetic and experience that sets the Black & Brown Queer/LGBT Community apart from any other collective within the larger community of Rochester. While we celebrate the similarities of the human condition as a whole we also cherish the incredible culture and camaraderie among us. This weekend we take a special opportunity to give a platform to the stories, the talent, the history, the beauty, the strength, the struggle, the future and the triumph that is Black and Brown Queer, Lesbian, Gay, Transgendered and Bi-Sexual Rochester. The last 3 years were tremendously successful & we seek to expand and enrich our efforts year after year.

All of our events are considered Safe Spaces where all voices hold value and all perspectives are seen as valid. Below you will find a few house rules to help maintain the integrity and safety of these spaces:

NO RACISM
NO HOMOPHOBIA
NO TRANSPHOBIA
NO FEMPHOBIA
NO FATPHOBIA
NO SEXISM
NO ABLEISM
NO AGEISM
NO HATE

WHO WE SERVE

While most of our events are open to the general public, our target audience is individuals over the age of 18 who identify as Black/African-American and Queer (Gay, Lesbian, Bisexual, Trans*, Gender Non-conforming, Pansexual, etc). As we continue to expand we will be doing more to include the youth, particularly those in middle school & high school.

THE COLLECTIVE BEHIND ROCHESTER BLACK PRIDE

A conscious effort is made each year to welcome all factions of our illustrious and diverse community to plan events and blueprint the Pride festivities. The goal being to create a weekend to rival Pride celebrations nationwide to give our local community a platform while drawing in guests from around the country to join in our events. Representatives who identify as Black/African-American and Queer (Gay, Lesbian, Bisexual, Trans*, Gender Non-conforming, Pansexual, etc) were invited to be a part of the conversation, take leadership in the planning and create events to suit young and old, singles, families to entertain, celebrate and educate.

COMMUNITY IMPACT

Rochester Black Pride has continued to exceed all of our expectations since it's inception and has been a great accomplishment for our community in a very comprehensive & wholistic way.

We not only focus on health & wellness, specifically around HIV/STD testing, but also on making sure people are registered to votes, informing them about issues & policies that affect their daily lives, and how our dollars can make a positive impact on the larger community around them.

These are just a few examples of Black Pride's impact:

15
PEOPLE REGISTERED
TO VOTE

20+
LOCAL BUSINESSES
POSITIVELY IMPACTED

60+
PEOPLE RECEIVED HEALTH SERVICES
INCLUDING HIV/STI TESTING, & REFERRALS

27k
VIEWS ON VIDEO
PROMO

150k
IMPESSIONS ON SOCIAL
MEDIA DURING PEAK
PROMOTION.

COMMENTS



"I've never been to a lot of those venues before. It was nice to see another side of Rochester."

- Community Member

"My wife and I saw the video you all did and we decided to come down. Next year we are bringing a bus of folks!"

- Visiting Couple from Toronto, CA

"Rochester Black Pride 2016 brought great success to The MOCHA Center. The centers numbers has increased in services and reached the years high with HIV testing for 2016. We were able to host events during the weekend at our center that opened the doors for people to see what services are available to them as well as showing a safe place for people to come and be authentically true to who they are."

- Christopher C. Goodwin
Supervisor at The MOCHA Center

2019 EVENTS

WEDNESDAY, SEPTEMBER 4TH

Opening Reception
OPEN MIC & CYPHER

THURSDAY, SEPTEMBER 5TH

Fashion Show
STUDS, STEMS, & TRANS MEN

THE GET DOWN
OLD SKOOL PARTY

FRIDAY, SEPTEMBER 6TH

VOGUE WORKSHOP

TRANS DAY OF EXCELLENCE

VOGUE ROCHESTER

SATURDAY, SEPTEMBER 7TH

BLACK PRIDE FESTIVAL
YOUTH SYMPOSIUM & WORKSHOPS

BLACK PRIDE CONCERT SERIES

SUNDAY, SEPTEMBER 8TH

THE COOKOUT

W/ EXTREME KICKBALL & OTHER QUEER GAMES



A cultural, educational, entertainment and consumer destination, our Black Pride Festival is a vibrant & welcoming family-friendly event. Celebrating the history and creativity that is Black Queer Rochester, this event features a wide collection of merchants, performances, food and games all within a dedicated "safe space". We do our best to put a spotlight on local performers, small businesses, community organizations, and voter registration efforts. Like many of our other events, our goal is to foster community growth (both social & economic) and to connect community members to resources they may not have otherwise known about - all while having a great time. This year's festival will be hosted at Martin Lither Kind Jr. Square Park in the heart of downtown Rochester.

Last year featured a series of dynamic performances from:

Charles Emanuel | Nigel Lastat | BreAnna
Bakari Poet | Miss Deelicious | DJ Dr. Griffs | Fitness w/ Lamar

The Festival is free and open to the public.





WORKSHOPS

Our interactive and educational workshops are a part of our commitment to uplift, encourage and inspire members of our community to their highest sense of self. In the past we have hosted a number of Black Queer & Trans* identified individuals from around the region who facilitate sessions based on a number of different topics.

This year we are focusing specifically on youth between the ages of 13 - 20, though all are welcome to participate. We are collaborating with a number of community partners (especially schools & youth programs) to reach a wide number of participants from all across the city.



All of our workshops will be hosted on site at our annual festival that has moved to Martin Luther King Jr Square park in the heart of downtown Rochester between 10:00am - 3:00pm. Each workshop will run about 45 minutes with a short break inbetween each session and breakfast & lunch provided.

We plan to tackle a variety of subjects that range from sexual health, gender identity, financial literacy, job readiness, conflict resolution, and many more.

Workshops are free and only require registration.

The COOKOUT



The closing event for Rochester Black Pride is our annual Family Picnic & beach party hosted at Durand Eastman Park. This free and catered event welcomes guests, friends, and families for a relaxing day of music, bbq, and good ol fashioned "fun in the sun". as guests, provide the opportunity for testing and good old food and fun. Guests can meet, mingle, and play games then head to the beach to enjoy the water.

As our last chance to hang out with and say goodbye to our family from near & far, this event reaffirms our sense of community and fellowship. Together we are fearless, beautiful, capable, and with each other we can accomplish anything we set our minds to.



SPONSORSHIP OPPORTUNITIES

Marsha P Presenting Sponsor Package..... \$20,000

Benefits

- Name/logo prominently featured as presenting sponsor in all media announcements & official Black Pride Guide
 - Premium display of signage at all events
 - Banner hung from main stage concert & festival
 - Premium logo placement on all promotional and printed material
 - Flyers, Print media, Website, & Social Media
- Recognized as a co-presenting sponsor for celebrity headliner in all media announcements
 - "Rochester Black Pride & (sponsor name) presents..."
- Inclusion of products/services in event bags (if applicable)
- Complimentary vending booth at the Black Pride Festival with preferred placement
- Two (2) full-page color advertisements in the official Black Pride Guide
- Ability to do outreach at Vogue Rochester & final party event - No more than 4 staff members
 - Includes collecting demographics, emails, and passing out informational materials
- Ability to host one of our 45 minute youth workshop sessions during our festival
- Includes 15 Weekend passes

Miss Major Hosting Sponsor Package.....\$10,000

Benefits

- Name/logo prominently featured as hosting sponsor in all media announcements & official Black Pride Guide
 - Premium display of signage at high profile events
 - Banner hung from main stage at concert & festival
 - Premium logo placement on all promotional and printed material
 - Flyers, Print media, Website, & Social Media
- Recognized as presenting sponsor for any 2 grand prize categories at Vogue Rochester
 - Premium display of signage at Vogue Rochester
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Black Pride Festival with preferred placement
- One (1) full-page color advertisement* in the official Black Pride Guide
- Ability to do outreach at Vogue Rochester event - No more than 2 staff members
 - Includes collecting demographics, emails, and passing out informational materials
- Includes 10 Weekend passes

The Good Judy Participating Package \$5,000

Benefits

- Name/logo featured as participating sponsor in all media announcements & official Black Pride Guide
 - Display of signage at 2 events
 - Banner hung from main stage at festival
 - Logo placement on all promotional and printed material
 - Flyers, Print media, Website, & Social Media
- Ability to host one of our 45 minute youth workshop sessions during our festival
- Complimentary vendor table at Black Pride Festival
- One (1) half-page color advertisement* in the official Black Pride Guide
- Includes 5 Weekend Passes

J Baker Supporting Package \$2,500

Benefits

- Name/logo featured as supporting sponsor in all media announcements & official Black Pride Guide
 - Display of signage at festival
 - Banner hung from main stage at festival
 - Logo placement on all promotional and printed material
 - Flyers, Print media, Website, & Social Media
- Complimentary vendor table at Black Pride Festival
- Ability to host one of our 45 minute youth workshop sessions during our festival
- One (1) quarter-page color advertisement* in the official Black Pride Guide
- Includes 3 Weekend Passes

J Baldwin Package \$1,000

Benefits

- Name/logo featured as a sponsor in all media announcements & official Black Pride Guide
 - Display of signage at festival
 - Banner hung from main stage at festival
 - Logo placement on all promotional and printed material
 - Flyers, Print media, Website, & Social Media
- Includes 3 Weekend Passes

GENERAL SPONSORSHIP

Rochester Black Pride also accepts general sponsorships and/or donations of any amount. The general sponsorship includes you company/organization's logo on the main promotional brochure. For custom packages, do not hesitate to reach out directly: Rochesterblackpride@gmail.com

SAFE SPACE

Rochester Black Pride events are currently held as safe spaces and cater specifically to the cultural needs of the Black Queer & Trans*community. Cultural-responsiveness is a crucial component to maintaining the integrity of the spaces, as there are very few places where such safety exists.

Our preference is for staff present in these spaces reflect the community to the best of the organization's ability and that those who will be in attendance be committed to maintaining the integrity of the space.

Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Adrian Elim at Rochesterblackpride@gmail.com or 585-503-3978. Please contact us with any questions.

Organization/Individual Name

Contact Person

Email Address

Phone Number

Address

City/State/Zip Code

SPONSORSHIP INFORMATION

Check all that apply.

FESTIVAL SPONSORSHIP

- _____ \$20,000 Marsha P Presenting Package
- _____ \$10,000 Miss Major Hosting Package
- _____ \$5,000 The Good Judy Participating Package
- _____ \$2,500 J Baker Supporting Package
- _____ \$1,000 J Baldwin Package

GENERAL SPONSORSHIP

Desired Amount: _____

SPONSORSHIP TOTAL : _____

PAYMENT INFORMATION

_____ Check payable to Brothahood Productions LLC

_____ Paypal Invoice (Provide email for invoice)

Paypal Email

I understand that my company/organization is entitled to the benefits associated with the chosen sponsorship level for the purpose of supporting Rochester Black Pride 2019.

\$ _____
Total Sponsorship Cost

Signature

Date

Once we receive your completed sponsorship form, we will contact you to discuss arrangements and sponsor benefits. Please send your high-resolution color logo (.EPS or vector image preferred) to Rochesterblackpride@gmail.com no later than August 23rd, 2019.

Thank you for your consideration & support!

