



## Greater Lowell's 2<sup>nd</sup> Annual Family Friendly Pride Event

May 11, 2017

Dear Partners,

On June 25 2016 the Greater Lowell Health Alliance LGBTQ Subcommittee hosted the 1st Annual Greater Lowell Pride Family-Friendly Picnic at Boarding House Park in Lowell. Hundreds came to support the LGBTQ community and enjoy the beautiful weather. We are looking forward to our second year!

We are excited to announce the 2<sup>nd</sup> Annual Greater Lowell Family Friendly Pride Event will take place on **Saturday, June 24, 2017 from 1:00pm-5:00pm** at Utopia Park, located at the western tip of the Hamilton Canal District, Lowell, MA (next to 110 Canal Street, Lowell).

The 2016 Greater Lowell Community Health Needs Assessment revealed that community members who are isolated or without family support are at risk of developing mental health, substance abuse and other issues. There is a lack of sensitivity to this community, as well as a lack of awareness about transgender individuals. It's easier to deliver more effective health services to individual when you see all of who they are--including how THEY identify their gender.

The LGBTQ Subcommittee is a group of professionals and community members committed to addressing these issues, raising awareness and ensuring that ALL the members of the Greater Lowell community have access to culturally competent, inclusive and high quality services and supports. The Subcommittee also aims to build a network of resources and individuals in the community who can provide affinity and support to one another.

We are offering you the unique opportunity to sponsor this gathering of Greater Lowell consumers, service providers, students, community-based organizations and other professionals. Last year, more than 300 attendees enjoyed a day of family fun, entertainment, food, and health and community resources. This year's event promises to be even bigger! Participants will enjoy live musical entertainment, arts and crafts, kids face painting and games, local vendors, and receive health and wellness resources and information.

We invite you to consider being a sponsor for this important, regional event. Please see the attached form for sponsorship opportunities and thank you, in advance, for your consideration. We will contact you soon to follow-up. In the meantime, please feel free to contact Kerrie D'Entremont, Executive Director, at the Greater Lowell Health Alliance at (978) 935-8368 or email [kdentremont@greaterlowellhealthalliance.org](mailto:kdentremont@greaterlowellhealthalliance.org) with questions related to this event.

Sincerely,

Greater Lowell Health Alliance  
Cultural Competence Task Force - LGBTQ Subcommittee



## **Sponsorship Information**

**(Deadline June 16<sup>th</sup>)**

Checks for sponsorship should be made out to "Greater Lowell Health Alliance". Please write "2017 Pride" in the check memo to ensure that your contributions are directed appropriately. All the sponsors will be recognized at the event for their generous contributions.

Checks should be mailed with a copy of this completed sheet to:

### **Greater Lowell Health Alliance**

Kerrie D'Entremont  
295 Varnum Ave.  
Lowell, MA 01854

Contact Information:

[kdentremont@greaterlowellhealthalliance.org](mailto:kdentremont@greaterlowellhealthalliance.org)

Phone: 978-934-8368

Fax: 978-942-2882

**Sponsor Name:** \_\_\_\_\_

**Sponsor Organization:** \_\_\_\_\_  
*(if applicable)*

**Sponsor Address:** \_\_\_\_\_

**Sponsor Phone Number:** \_\_\_\_\_

**Sponsor Email:** \_\_\_\_\_

Please check the sponsorship amount below (see next sheet for more information).

\$2500     \$1000     \$500     \$250     Other \_\_\_\_\_

**All gifts are tax deductible to the extent provided by law.**



**SUGGESTED SPONSORSHIP LEVELS**

**(Deadline June 16<sup>th</sup>)**

**Premier Sponsor.....\$2,500**

- ✚ Exclusive logo on main stage banner
- ✚ Logo/name on festival entrance signs
- ✚ Premier Booth Placement
- ✚ Verbal stage announcements as “Premier Sponsor of Greater Lowell Pride Festival 2017”, throughout the entire event
- ✚ Listing on GLHA Pride web site with link and logo for one year
- ✚ Social media acknowledgement

**T-shirt Sponsor.....\$1,000**

- ✚ Exclusive rights to be the only logo placed on back of all 2017 Pride Volunteer/Staff Shirts
- ✚ Logo/name on festival entrance signs
- ✚ Premier Booth Placement
- ✚ Verbal stage announcements as “T-Shirt Sponsor” of Greater Lowell Pride Festival 2017, throughout the entire event
- ✚ Listing on GLHA Pride web site with link and logo for one year
- ✚ Social media acknowledgement

**Rainbow Sponsors..... \$500**

- ✚ Verbal acknowledgement as “Rainbow Sponsor” at Pride Stage throughout the entire event
- ✚ Listing on GLHA Pride web site with link and logo for one year
- ✚ Logo/name on festival entrance signs
- ✚ Social media acknowledgement
- ✚ Exhibit table/booth
- ✚ *Bonus – rainbow flag with every \$500 donation and up*

**Pride Sponsors.....\$250**

- ✚ Listing on GLHA Pride web site with link and logo for one year
- ✚ Logo/name on festival entrance signs
- ✚ Social media acknowledgement

**Friend of Pride.....\$10 - \$249**

- ✚ Listing on GLHA Pride web site with link and logo for one year



### **Media Sponsorships (unlimited)**

Greater Lowell Health Alliance welcomes the support of media organizations as sponsors of the Greater Lowell Family Friendly Pride Event. The aim of media sponsorship is to increase visibility of the Annual Greater Lowell Family Friendly Pride Event celebration. Media sponsorship levels and packages will be individually determined.

### **In-kind Sponsorships Opportunities (unlimited)**

Greater Lowell Health Alliance benefits from donations from companies to help offset the costs of the pride event. In-kind sponsors are negotiated on a per company basis.

- ✦ In-kind sponsorship is available for:
- ✦ Printing Services (posters, banners, pride guide, etc.)
- ✦ Food & Beverages
- ✦ Raffle Prizes
- ✦ Table, Chair, Tent Rental
- ✦ Contact us for other In-kind sponsorship opportunities not listed here.

*Thank you, in advance, for your consideration!*