



Partnership Levels		PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
		\$100,000	\$70,000	\$40,000	\$15,000	\$8,000
PARADE	Contingent (200 individuals)	✓	✓	✓	✓	Choice of Parade or Pride in the Park
	Category Exclusivity	✓	—	—	—	
	Sponsorship of ONE non-profit contingent	✓	✓	✓	✓	
PRIDE IN THE PARK	Dedicated Sponsor area booth space	✓	✓	✓	✓	Choice of Parade or Pride in the Park
	Exclusive Pride presenting banner	✓	—	—	—	
WEBSITE	Placement on Seattle Pride website landing page	✓	✓	✓	✓	✓
	Official Seattle Pride hyperlink for use on partner's website	✓	✓	✓	✓	✓
SOCIAL MEDIA	Engagement by Seattle Pride social accounts (like / share / comment)	✓	✓	✓	✓	✓
	One (1) collaborative, exclusive social media post distributed via SO&P's social media channels focused on LGBTQIA+ community involvement/advocacy	✓	✓	✓	—	—
SEATTLE PRIDE MAGAZINE GUIDE	Official Pride Guide advertisement	Full Ad Page in 4 issues	2/3 Ad Page in 4 issues	1/3 Ad Page in 4 issues	—	—
	Partner-focused article in Seattle Pride Magazine (mutually agreed upon issue)	✓	—	—	—	—
	Partner logo in "Thank You" ad (sized by level)	✓	✓	✓	✓	✓
MEDIA	Name recognition on all television spots: "Seattle Pride Event presented by XXXX"	✓	—	—	—	—
	Option for Television / Streaming Package with Seattle Pride Television & Streaming Partner (additional cost may be involved)	✓	✓	✓	—	—
LOGO VISIBILITY	Event Poster (sized by partnership level)	✓	✓	✓	—	—
	"We Are Pride" partner banner	✓	✓	✓	✓	✓
	Staff/Volunteer T-shirts	✓	✓	✓	—	—
SEATTLE PRIDE LOGO	Licensed use of "Official Seattle Pride Partner" logo (written approval required)	✓	✓	✓	✓	✓