

SPONSORSHIP OPPORTUNITIES

About the event:

Held at the beautiful **Central Park Zoo**, Callen-Lorde's **ROAR!** has been the unofficial kick-off of pride season since 2001. The event draws around 1,000 supporters each year — becoming one of the only truly family-friendly New York City Pride events. The evening features delicious and bountiful food and drink, arts and crafts activities, face painting, a performance by the resident sea lions and appearances by celebrities such as **Cherry Jones, B. D. Wong, John Tartaglia, Judy Gold, Denis O'Hare** and the stars of the Broadway productions of **The Lion King, Tarzan, Beauty and the Beast** and the cast of **STOMP**.



By sponsoring Callen-Lorde's ROAR, you can take advantage of an opportunity:

- **Promote your corporate philanthropy** to 1,000+ event attendees, 10,000+ unique website visitors and a growing email database of over 5,000 users
- **Create name recognition** for your business among high profile business, political and healthcare leaders
- **Market your products and services** to donors and supporters with significant disposable income and influence

In addition to the these benefits, your support helps ensure that we can continue to provide our vital, life-saving programs and services to the most vulnerable members of our community.

SPECIAL ONSITE CO-BRANDING OPPORTUNITIES FOR 2015 include sponsorship of the arts and crafts area or the hugely popular face-painting station, a new adults-only VIP area or at our new guest photo booth experience. For additional information about these opportunities, please contact Donnie Roberts, Sr. Director of Development, at (212) 271-7172 or droberts@callen-lorde.org.



facebook.com/callenlorde



[@callenlorde](https://twitter.com/callenlorde)

www.callen-lorde.org

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Deadline for logo and listing inclusion on the printed invitation is Wednesday, April 15!

- _____ **\$50,000 — Presenting Sponsorship** — VIP Admission for 25, primary logo placement in all event media and listing as presenting sponsor, prominent branding at event, including a special co-branded event experience, podium recognition at event, social media mentions leading up to event and product placement opportunities*
- _____ **\$25,000 — Diamond Sponsorship** — VIP Admission for 25, primary logo placement in all event media, prominent branding at event, podium recognition at event, social media mentions leading up to event and product placement opportunities*
- _____ **\$20,000 — Platinum Sponsorship** — VIP Admission for 20, premier logo placement in all event media, branding at event, podium acknowledgement at event, social media mentions leading up to event.
- _____ **\$15,000 — Gold Sponsorship** — VIP Admission for 15, preferred logo placement in event media, social media mentions leading up to event.
- _____ **\$10,000 — Silver Sponsorship** — VIP Admission for 15, logo placement in event media, social media mentions leading up to event.
- _____ **\$5,000 — Bronze Sponsorship** — VIP Admission for 10, logo placement in select event media.
- _____ **\$2,500 — Patron Sponsorship** — VIP admission for 8, listing in event media.
- _____ **\$1,000 — Benefactor Sponsorship** — VIP admission for 6, listing in event media.
- _____ **\$500 — Host Sponsorship** — VIP Admission for 4, listing in event media.
- _____ **\$250 — Supporter Sponsorship** — VIP admission for 2, listing in event media.
- _____ **\$150 — Champion Sponsorship** — VIP admission for 1, listing in event media.

Please list us as: _____

Contact name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Email: _____

Credit card #: _____ Exp. date: _____

Signature: _____ CVV: _____

Please return completed form to: Donnie Roberts, Callen-Lorde Community Health Center, 356 W 18th Street, New York, NY 10011, visit www.callen-lorde.org/ROAR or call (212) 271-7172.

**All product placement must be approved in advance by Callen-Lorde Community Health Center.*