



2024

PRIDE CORPUS CHRISTI
SPONSORSHIP



UNITING VOICES,

UNITY
89.1 FM

UPLIFTING LIVES

P.O. Box 2425 Corpus Christi, TX 78403
President@PrideCorpusChristi.com
361-215-5089



February 20, 2024

Dear Prospective Sponsor,

As we embark on a new year, PRIDE Corpus Christi, now in its 8th year, remains steadfast in our commitment to uplifting and supporting over 14,000 LGBTQIA+ individuals and their families in the Coastal Bend region. Your support, through financial contributions or in-kind donations, is a vital part of our mission to foster diversity and build equity for marginalized communities.

2023 was a landmark year for PRIDE Corpus Christi. We proudly expanded our Pride Month events, which significantly enhanced our LGBTQ+ and Ally community engagement within our city and Coastal Bend region. Our Pride Parade, held on October 7, 2023, showcased an impressive array of local drag and diva entertainment along with local musicians, parent organizations, supportive religious entities, marchers representing diverse sectors such as the oil and gas industry, and many more! With over 60 vendors featured at our Block Party, including the Human Rights Campaign and Equality Texas, we have built a strong foundation for continued growth and outreach.

Looking ahead to 2024, while embracing exciting new ventures, we are committed to maintaining and enhancing our hallmark events. This year, we are excited to focus on these key programs:

Continuation and Enhancement of Pride Month Events and Parade

We are dedicated to hosting and improving our annual Pride Month events in June, culminating in the Pride Parade and Block Party on October 5, 2024. These events will continue to be a focal point of our efforts, celebrating our community's diversity and resilience. We also plan to further our presence year round at community events like ArtWalk in downtown Corpus Christi.

Unity 89.1 FM

Our groundbreaking FM station will broadcast LGBTQIA+ progressive content focused on overall wellness and economic vitality. Our diverse programming will cover education, employment opportunities, HIV and STI education, and feature voices from the community in local arts and entertainment. We will also broadcast inclusive sermons on Sundays from churches like St. Paul United Church of Christ and All Saints Episcopal.



Voter Registration and Advocacy

In response to recent anti-LGBT legislation in Texas, we are intensifying our voter registration and advocacy efforts. Our 'Get Out the Vote' campaign will be expanded beyond bus bench reminders in order to actively engage and inform our Coastal Bend community about the continuous efforts some of our legislators & local politicians sought to do in 2023 to reduce the visibility of the LGBTQ+ community and hinder our development. We will also share which political leaders have protected the LGBTQ+ community, showing our gratitude and support for those who work hard to protect the interests of all LGBTQ+ citizens.

Small Business and Community Initiatives

Your support enables us to extend our reach even further. Continuing our efforts to support our LGBTQ+ community, including free HIV testing, we aim to implement small business grants, fostering successful LGBTQIA+ businesses and enhancing the quality of life in Corpus Christi. We also plan on bringing national LGBTQIA+ history to our community through traveling exhibits and performances.

Our diverse board of directors, now composed of 14 individuals from various backgrounds, will proudly acknowledge your sponsorship annually in all promotional materials, including our website, event programs, Pride shirts, and on Unity 89.1 FM, with priority airtime based on your level of support. Opportunities for your employees to engage in our events and initiatives are also welcomed.

Join us in empowering and elevating the LGBTQIA+ community in South Texas. For more details or to discuss unique sponsorship opportunities, please contact us at sponsorship@pridecorpuschristi.com.

Thank you for considering this opportunity. Together, we can create a lasting impact.



Nathan Swartz

Board President, 2024
Pride Corpus Christi
501 C 3 Non-Profit

PRIDE SPONSORSHIPS

Rainbow Sponsor

\$7,500 Shared / \$15,000 Sole

- Logo displayed and announced at all June and October events including all media.
- Up to 10x30 complimentary booth at block party and parade with primary placement.
- Speaking opportunity at the block party stage.
- 1 social media post on Pride Corpus Christi's platforms (30-second video).
- Rights to use 'official sponsor of Pride Corpus Christi' for 1 year.
- 15 Pride Shirts with Sponsor Logo.
- Exclusive co-branded pride koozies provided at events.
- A weekly one-hour segment on Unity 89.1 FM tailored to the sponsor's content or message.
- Recognition in every email from the Pride Corpus Christi newsletter.
- Co-branded social media presence promoting support throughout year.

Unity LEVEL

\$5,000

- Logo displayed and announced at all June and October events including all media.
- Up to 10x30 complimentary booth at block party and parade contingent w/ primary placement for ERG following grand marshal.
- Kick Off Parade waving a flag while wearing company branded clothing.
- 1 social media post on Pride Corpus Christi's social media platforms (30-second video).
- Rights to use 'official sponsor of Pride Corpus Christi' for 1 year.
- 15 Pride Shirts with Sponsor Logo.
- Monthly prime-time underwriting spots on Unity 89.1 FM and website feature.
- Featured interview/story on Unity 89.1 FM.

Liberty LEVEL

\$3,000

- Logo displayed at all June and October events including specified media.
- Up to 10x20 complimentary booth at block party and parade w/ optimal placement following Unity Sponsor.
- 1 social media post on Pride Corpus Christi's platforms (graphic/photo).
- Named June event sponsor of choice with branded merchandise giveaway.
- 10 Pride Shirts with Sponsor Logo.
- Branded pride koozies for distribution at booth.
- Bi-weekly prime-time underwriting spots on Unity 89.1 FM.
- Special recognition during agreed upon event.

Harmony LEVEL

\$2,000

- Logo displayed at all June and October events including specified media.
- Up to 10x20 complimentary booth at block party and parade w/ strategic placement.
- 7 Pride Shirts with Sponsor Logo.
- Branded pride koozies for distribution at booth.
- Weekly underwriting spots on Unity 89.1 FM.
- Acknowledgement in Pride Corpus Christi email newsletter.

Diversity LEVEL

\$1,000

- Logo displayed (small) at all June and October events, on shirts and including on website year round.
- Up to 10x10 complimentary booth at block party and parade.
- 5 Pride Shirts with Sponsor Logo.
- Bi-monthly underwriting spots on Unity 89.1 FM.

Ally LEVEL

\$500

- Business/Organization name and URL displayed on the website, and name listed on shirts.
- Up to 10x10 complimentary booth at block party and parade.
- Monthly underwriting spots on Unity 89.1 FM.
- Certificate of appreciation for display in business.

Supporter LEVEL

Below \$500

- Business/Organization name displayed on the website (no URL) and listed on shirts.
 - Option to be in the 'Small Business with PRIDE' campaign during June.
 - Promo on Unity 89.1 FM website.
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_____ I would like for our business to be included in the 'Small Business with PRIDE' campaign

_____ I wish for my donation to be anonymous

BUSINESS/ORGANIZATION NAME: _____

STREET: _____

CITY: _____

STATE: _____ .ZIP: _____ PHONE: (_____) _____

EMAIL ADDRESS: _____

If applicable, please send a vector image (.ai, .eps, .svg) of your logo for use in publications, posters, banners, website and social media posts.

Please send sponsorship check to the mailing address below or make payment online at pridecorpuschristi.com/sponsors

The Mosaic Project of South Texas
P.O. Box 2425
Corpus Christi, TX 78403-2425

For More Information
Bill Hoelscher at 361.814.2001 or treasurer@pridecorpuschristi.com
Jonathan Swindle at 361.215.5089 or president@pridecorpuschristi.com



Become a Sponsor