



20
24

Sponsorship
Opportunities

ROME GA PRIDE

JUNE 28-30, 2024

RIDGE FERRY PARK

WWW.ROMEGAPRIDE.COM

A message from our President

Welcome to the 3rd Annual Rome Georgia Pride, and thank you for your interest in supporting our LGBTQ+ community right here in the Greater Rome area!

In 2023, we saw our attendance grow by 27% to 1,900 participants, all major hotels were completely booked, and Rome saw a much-needed summer economic surge from all of our guests, performers, staff, volunteers, and participants.

Sponsoring Rome Pride in 2024 centers your organization in front of the eyes of our targeted 3,500 attendees as we move to Ridge Ferry Park. This also means our artisan market will expand up to double what we had in previous years. We are also increasing our events roster giving participants more ways to connect to your organization in a variety of media.

Community members get to enjoy this meaningful, important festival and market for free thanks to your sponsorship. By keeping our main events free, we attract more participants giving you unequalled exposure to a burgeoning community.

With Pride,

Justin T. Deal

(They/Them)
President



OUR EVENTS



Rome Pride Kick-Off Party
JUNE 28, 2024



Pride In The Park
JUNE 29-30 2024



Rome Pride March
JUNE 29, 2024



Rome Pride's PAWS & Pride
JUNE 29, 2024



Rome Pride's Worship Service
JUNE 30, 2024



Rome Pride's Drag Brunch
JUNE 30, 2024

A weekend packed full of love and fun!

Rome Georgia Pride allows naming rights with events. All interested sponsors should email us with any inquiries.

JUNE 28-30, 2024

Sponsorship Branding Extras:

- Scholarship Opportunities
- Firework Show
- Kidzone and Market
- Cooldown Zone
- PAWS & Pride



Our Team

The Rome Georgia Pride Festival is a free admission LGBTQ+ pride festival that takes place in downtown Rome, Georgia. The festival provides a family-friendly and inclusive atmosphere in a small town setting. Rome Georgia Pride is the largest rural LGBTQ+ Pride event in Northwest Georgia!

BOARD OF DIRECTORS

Matthew Manley
VICE-PRESIDENT

Jamie Manley
TREASURER

Hal Floyd
CO-DIRECTOR OF ENTERTAINMENT

Justin Deal
PRESIDENT

Hillery Sawyer
SECRETARY/ DIRECTOR OF VENDORS

Lynn Green
DIRECTOR OF EDUCATIONAL INITIATIVES

CiCi Nicole
CO-DIRECTOR OF ENTERTAINMENT



ROME GA PRIDE

SPONSORSHIP OPPORTUNITIES

BENEFITS	RED	ORANGE	YELLOW	GREEN	PRESENTING
Main Stage Naming Rights					✓
VIP Naming Rights				✓	
KidZone Naming Rights			✓		
Lanyard Branding		✓			
Opening Event Logo Placement		✓			
Logo on Photo Booth Backdrop			✓	✓	
Name and/or Logo on Volunteer Shirts		✓	✓	✓	✓
Live Mentions on Stage		✓	✓	✓	✓
Social Media Marketing	✓	✓	✓	✓	✓
E-Newsletter Spotlight	✓	✓	✓	✓	✓
Website Recognition	✓	✓	✓	✓	✓
2024 Pride Guide	1/8 PAGE AD	1/4 PAGE AD	1/2 PAGE AD	FULL PAGE AD	2 PAGE AD
Festival Booth	50% Discount	10' X10' Booth	20' X10' Booth	20' X10' Booth	30' X10' Booth

PURPLE - FRIEND OF ROME GEORGIA PRIDE +

Acknowledged on the Rome Pride Supporters Page

2 VIP Tickets for Rome Pride Weekend

2 Tickets to the Drag Queen Meet & Greet

BLUE - SUPPORTER OF ROME GEORGIA PRIDE

Acknowledged on the Rome Pride Supporters Page

Discount Codes for all Ticketed Events

Rome Georgia Pride Swag Box

Sponsorship Opportunities

PRESENTING

\$20,000

- ✓ MAIN STAGE NAMING RIGHTS WITH STAGE BRANDING
- ✓ 5 MINUTE STAGE OPPORTUNITIES ON SATURDAY AND SUNDAY
- ✓ PREMIER PLACEMENT FOR THE ROME PRIDE MARCH
- ✓ RADIO, PRINT AND DIGITAL MENTIONS INCLUDING SOCIAL MEDIA ACCOUNTS.
- ✓ 2 PAGE SPREAD IN 2024 ROME PRIDE GUIDE
- ✓ LOGO PLACEMENT ON 2024 PRIDE BANNERS
- ✓ LOGO ROTATION ON STAGE SCREENS
- ✓ PRIME LOCATION FOR 30' X 15' VENDOR MARKET PLACEMENT
- ✓ 6 VIP WEEKEND PASS TICKETS

ROME PRIDE WILL ACCEPT REQUESTS FROM PRESENTING SPONSOR FOR EVENTS.

GREEN

\$10,000

- ✓ VIP NAMING RIGHTS WITH BRANDING INCLUDING LOGO ON VIP BRACELETS.
- ✓ 3 MINUTE STAGE OPPORTUNITIES ON SATURDAY AND SUNDAY
- ✓ PLACEMENT FOR THE ROME PRIDE MARCH
- ✓ LOGO CLICKTHROUGH ON WEBSITE
- ✓ PRINT AND DIGITAL MENTIONS INCLUDING SOCIAL MEDIA ACCOUNTS.
- ✓ 1 PAGE AD IN 2024 ROME PRIDE GUIDE
- ✓ LOGO ROTATION ON STAGE SCREENS
- ✓ PRIME LOCATION FOR 20' X 10' VENDOR MARKET PLACEMENT

Sponsorship Opportunities

YELLOW

\$7,500

- ✓ KIDZONE NAMING RIGHTS WITH LOGO BRANDING
- ✓ 3 MINUTE STAGE OPPORTUNITIES ON SATURDAY AND SUNDAY
- ✓ BANNER PLACEMENT IN THE ROME PRIDE MARCH
- ✓ PRINT AND DIGITAL MENTIONS INCLUDING SOCIAL MEDIA ACCOUNTS
- ✓ 1/2 PAGE SPREAD IN THE 2024 ROME PRIDE GUIDE
- ✓ PLACEMENT ON 2024 PRIDE BANNERS
- ✓ LOGO ROTATION ON STAGE SCREENS
- ✓ PRIME LOCATION FOR 20' X 10' VENDOR MARKET PLACEMENT
- ✓ WEBSITE RECOGNITION WITH CLICK THROUGH LOGO

ORANGE

\$4,000

- ✓ BUSINESS NAME LISTED ON VOLUNTEER AND STAFF TEES
- ✓ 1 STAGE RECOGNITION ON SATURDAY AND OPENING EVENT LOGO PLACEMENT
- ✓ BANNER PLACEMENT IN THE ROME PRIDE MARCH
- ✓ PRINT AND DIGITAL MENTIONS INCLUDING SOCIAL MEDIA ACCOUNTS.
- ✓ 1/4 PAGE AD IN THE 2024 ROME PRIDE GUIDE
- ✓ WEBSITE RECOGNITION
- ✓ LOGO PLACEMENT ON LANYARDS
- ✓ PRIME LOCATION FOR 10' X 10' VENDOR MARKET PLACEMENT

Sponsorship Opportunities

RED

\$1,500

- ✓ SPONSORSHIP MENTION WITH EMAIL BLAST
- ✓ WEBSITE RECOGNITION WITH LOGO PLACEMENT AND CLICK THROUGH LINK
- ✓ PRINT AND DIGITAL MENTIONS
- ✓ 1/8 PAGE AD IN 2024 ROME PRIDE GUIDE
- ✓ NAME PLACEMENT ON SELECT 2024 PRIDE BANNERS
- ✓ 50% OFF DISCOUNT FOR RAINBOW MARKET VENDOR 10' X 10' BOOTH.

EVENTENY QR

**2024
SPONSOR
APPLICATIONS**



PURPLE

\$1,000+

- ✓ ACKNOWLEDGEMENT ON OUR WEBSITE ON THE SUPPORTERS OF ROME PRIDE PAGE.
- ✓ 2 ROME PRIDE VIP TICKETS
- ✓ 2024 ROME PRIDE SWAG BOX

BLUE

\$500

- ✓ ACKNOWLEDGEMENT ON OUR WEBSITE ON THE SUPPORTERS OF ROME PRIDE PAGE
- ✓ 2024 ROME PRIDE SWAG BOX
- ✓ DISCOUNT CODES TO ALL TICKETED EVENTS

Get In Touch

Floyd County, the home of the City of Rome, a county with just over 100,000 residents is located in the center region of Northwest Georgia and halfway between Chattanooga & Atlanta. Floyd County extends just 23 miles away from I-75 and just 56 miles from the center of Atlanta, Georgia.

We work directly with local non-profits with the same aligned missions. PFLAG Rome, a supporter of Rome Georgia Pride helps lead Rome Pride with education, love, local events and support groups.

All sponsorship levels are customizable. We are happy to work with you to make your partnership with Rome Georgia Pride a successful and positive investment. We also offer year-long volunteer opportunities for all of our corporate sponsor employees.

Whether you are a Fortune 500 company, a local small business, or a community organization - we want to partner with YOU!

Support Rome Pride.



If you would like to sponsor Rome Georgia Pride, please email us with any questions or request a meeting to discuss a sponsorship.



info@romegapride.com • www.romegapride.com • @romegapride

2024 Rome Pride Guide

The Pride Guide is the go-to guide for Rome Georgia Pride! Your ad will be circulated using our social media reach of more than 65,000, e-reach of tens of thousands and streaming reach anticipated to be up to 200,000 viewers in 2024.

Benefits and Reach: Thousands of readers keep the PRIDE Guide as a souvenir of Rome Pride and re-read it throughout Pride month and the entire year. Attendees take special note and remember ads with messages of support, celebration, unity, etc. By associating your message with Rome Pride, you directly link with the core identities of this important demographic.

Email artwork to info@romegapride.org with subject "Pride Guide Ad - Business Name Here"

Ads need to be submitted by May 24, 2024

AD SIZE	PRICE
1/8 PAGE	\$200.00
1/4 PAGE	\$350.00
1/2 PAGE	\$500.00
FULL PAGE	\$650.00
TWO PAGE	\$1150.00

FOR MORE INFORMATION ABOUT COVER PAGES PLEASE SEE E OUR EVENTENY PAGE.

Rome Pride's Eventeny Applications



If you would like to place an Ad in the 2024 Guide Rome Georgia Pride, please visit our Eventeny page with the QR above to purchase or please email us with any questions.

info@romegapride.com
www.romegapride.com
[@romegapride](https://www.instagram.com/romegapride)

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Thank you for
your commitment
and support!



JUNE 28-30, 2024

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