



Melrose Human Rights Commission Pride 2023 Sponsorship Opportunities

The Melrose Human Rights Commission (MHRC) in partnership with the City of Melrose and the Office of Mayor Paul Brodeur are proud to announce that the City's Annual LGBTQIA+ Pride Month will return to the community this June with the City's Annual Pride Flag Raising Ceremony taking place on Thursday, June 1st at 6:30 p.m., and the Pride Celebration at the Beebe Estate taking place on Friday, June 9th at 5 p.m.

The Mission of the MRHC's 2023 Pride Events is to celebrate the voices and perspectives of the LGBTQIA+ community in Melrose, raise awareness to barriers faced by the LGBTQIA+ community, and bring the people of Melrose together to promote inclusivity, education, and advocacy for equal rights for all people under the law.

Melrose Pride 2023 is made possible by the generosity of local businesses and performers. The Melrose Human Rights Commission is very grateful for our community support and strives to provide equitable opportunities for local businesses to participate as Melrose Pride sponsors.

Visit the Melrose Pride 2023 Eventbrite Page for more information.

<https://www.eventbrite.com/e/melrose-pride-2023-tickets-613427246407>



PRIDE MONTH MAIN STREET SPONSORSHIP OPPORTUNITIES

- **Sponsorship Benefits** - Benefits will include: (1) business name recognition on the YMCA Wall Mural; (2) recognition on posters and verbal recognition at the June 9th Pride Celebration; (3) opportunity to display corporate banner at June 9th Pride Celebration; (4) recognition on the MHRC's Facebook page with link to website (if desired); (5) recognition in the MHRC's Quarterly Newsletter (Melrose HRC Hub); and (6) recognition in the Press Release distributed by the Mayor's Office.

Visual Art Sponsor - \$1,440

- Sponsor the cost of painting a Pride themed mural on the YMCA in celebration of Pride Month 2023. Mural to be painted by Follow Your Art Community Art Studios.

JUNE 9TH CELEBRATION SPONSORSHIP OPPORTUNITIES

- **Sponsorship Benefits** - Benefits for all Pride Celebration sponsors will include: (1) recognition on posters and verbal recognition at the June 9th Pride Celebration; (2) opportunity to display corporate banner at June 9th Pride Celebration; (3) recognition on the MHRC's Facebook page with link to website (if desired); (4) recognition in the MHRC's Quarterly Newsletter (Melrose HRC Hub); and (5) recognition in the Press Release distributed by the Mayor's Office.

Kids Face Painting Sponsor - \$500

- Sponsor the cost of Pride themed kids face painting and glitter tattoos by the talented Florence Lee at the June 9th Pride Celebration.

Sound System Sponsor - \$400

- Sponsor the cost of the sound system and sound operator for our wonderful performers, who have generously donated their time and talents for the June 9th Pride Celebration.

Community Art Project - \$300

- Sponsor the cost of a Pride themed community art project led by Follow Your Art Community Art Studios at the June 9th Pride Celebration.

Sand Art Sponsor - \$400

- Sponsor the cost of kid's sand art provided by Florence Lee at the June 9th Pride Celebration.

Pride Decorations and Event Giveaway Items - \$400

- Sponsor the cost of Pride themed decorations and event giveaway items for the June 9th Pride Celebration.

IN-KIND SPONSORSHIP OPPORTUNITIES

The MHRC Sponsorship opportunities also include in-kind donations for the June 9th Pride Celebration. The following in-kind donations are still needed:

- **Sponsorship Benefit-** Benefits for all In-Kind contributions will include: (1) recognition on posters and verbal recognition at the June 9th Pride Celebration; (2) opportunity to display corporate banner at June 9th Pride Celebration; (3) recognition on the MHRC's Facebook page with link to website (if desired); (4) recognition in the MHRC's Quarterly Newsletter (Melrose HRC Hub); and (5) recognition in the Press Release distributed by the Mayor's Office.

Pizza – 40 Large Pizzas Desired

- Your business can choose to donate the expected needed quantity of 40 large pizzas for the June 9th Pride Celebration or donate in increments of 10 large pizzas.

Cake – 3-4 Large Cakes Desired

- Your business can choose to donate all of the cakes (3-4 large cakes needed in total) for the June 9th Pride Celebration or to donate 1 cake. This is also an opportunity to show off creativity by adding a Pride theme to your cake décor if you choose.

Cookies/Pastries/Chocolates – 200+ Servings Desired

- Your business can choose to donate anywhere from one to five or more dozen cookies, pastries, chocolates, or other tasty desserts your business specializes in for the June 9th Celebration. This is also an opportunity to show off creativity by adding a Pride theme to your food décor if you choose.

Beverages – 350+ Bottles of Water Desired

- Your business can choose to donate the expected needed quantity of 350+ bottles of water (16.9 oz bottles).

Alternative – Varying

- Is your business interested in providing in-kind support to the Melrose Pride 2023 events that is not listed? Please email the MHRC to discuss melrosehrc@cityofmelrose.org.

DONATION OPPORTUNITIES

Monetary Donations

- If you're interested in donating to the Melrose Human Rights Commission, donations will be collected at the June 9th Celebration. Donations can also be made by mail if preferred. For mailed donations, please make all checks payable to the City of Melrose, write "**For the Human Rights Commission**" in the memo line and mail to the City of Melrose, City Hall, 562 Main Street, Melrose, MA, 02176.

Business Gift Card Donations

- If you're interested in donating a gift card from your business to be part of a free event give away at the June 9th Pride Celebration, please email melrosehrc@cityofmelrose.org.

STOREFRONT SUPPORT

- Does your business have a storefront? Consider displaying a Pride flag, stickers, or artwork in your storefront for Pride Month, or all year to show your support for the LGBTQIA+ community.

ADDITIONAL INFORMATION

- If your business is interested in a Melrose Pride 2023 sponsorship opportunity, please email melrosehrc@cityofmelrose.org and list your top three sponsorship preferences.
- The deadline for sponsorships is **May 10th by 12pm**.
- All sponsors must enter into a sponsorship agreement with the City of Melrose.
- Sponsors will be chosen on a first come, first serve basis, subject to approval by the City, and with an aim towards providing as many businesses as possible the opportunity to participate in a sponsorship
- If you would like a logo included on event posters, please email your logo to melrosehrc@cityofmelrose.org by **May 26th**.
- The MHRC and the City of Melrose reserve the right to refuse sponsorship for any reason. The City possesses sole and final decision- making authority for determining the appropriateness of a sponsorship relationship and reserves the right to refuse any offer if said sponsorship or proposed advertising is not consistent with City policy.