



PRIDE

FARGO-MOORHEAD

FM PRIDE 2025 SPONSORSHIP PACKAGE

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IMPORTANT

IMPORTANT DEADLINES & CONTACT INFO

Early-Bird Discount

Commit by **APRIL 1, 2025** and receive a 10% discount on your sponsorship level (Bronze level and above).

Logo & Brand Kit Submission Deadline

MAY 31, 2025 to ensure inclusion in the Pride Guide, official website, social media, and other promotional materials.

Please email all logos, brand kits, and any marketing questions to **marketing@fmpride.com**.

Note: *Submissions received after May 31, 2025, may not be included on all promotional pieces.*

Largest LGBTQ+ Celebration in the Region

FM Pride 2024 drew **OVER 10,000 ATTENDEES**, and we're projecting even higher attendance for 2025.

Extensive Brand Exposure

Your logo and messages will be seen by a wide audience through our website (5,000 monthly visitors), social media (20,000 followers across platforms), email newsletters (2,500 subscribers), and in-person events.

Community Impact & Employee Engagement

Support a vibrant, inclusive community with a full week of activities and events. Many sponsors also involve employees through volunteer opportunities, parade participation, and on-site activities. Employees can use their company volunteer hours with FM Pride.

For specific questions on volunteering, contact us at volunteer@fmpride.com.



WHY SPONSOR FM PRIDE?

WHY?



Sponsorship levels include Bronze, Silver, Gold, Platinum, Diamond, and FM Pride Ambassador, and are sorted by investment and benefits. All sponsoring partners will receive:

- Listing on the **FM Pride Website**
- Inclusion in the **FM Pride Guide** (print + digital)
- **Social Media Recognition** (grouped or individual, depending on level)
- **Newsletter Mention** (timing and frequency vary by level)

For specific questions or custom packages, contact us at marketing@fmpride.com.

Logo Placement & Sizing Key

SMALL LOGO: Ideal for secondary signage (e.g., perimeter fence signs, directional signage, digital sponsor slides).

LARGE LOGO: Premium placement (e.g., main stage banner, high-traffic entrance signage).



SPONSORSHIP

SPONSORSHIP LEVELS & BENEFITS

BRONZE BRONZE SPONSOR - \$500

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador



Bronze Sponsorship - Benefits

- **PARADE PARTICIPATION:** 1 Parade Unit
- **TICKETS:** 2 tickets for the Pride Dance Party
- **PRIDE IN THE PARK:**
 - 1 small logo placement around the grounds
 - 10' x 10' booth space
 - 1 parking pass
- **RECOGNITION:**
 - Group Social Media recognition
 - Logo on FM Pride website (Bronze-level listing)
 - FM Pride Guide Ad (Bronze listing or quarter-page)
 - Newsletter mention (group section)

Ideal for: *Small businesses or community organizations seeking essential visibility.*

SILVER SILVER SPONSOR - \$1,000

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador

Silver Sponsorship - Benefits

- **PARADE PARTICIPATION:** 1 Parade Unit
- **TICKETS:**
 - 2 tickets for the Pride Block Party
 - 2 tickets for the Pride Dance Party
- **PRIDE IN THE PARK:**
 - 2 small logo placement around the grounds
 - 10' x 10' booth space
 - 1 parking pass
- **RECOGNITION:**
 - Group Social Media recognition (Silver-level shout-out)
 - Logo on FM Pride website (Silver-level listing)
 - FM Pride Guide Ad (quarter- or half-page)
 - Newsletter mention (group section)

Ideal for: Companies wanting to support Pride and enjoy moderate on-site and digital visibility.



GOLD

GOLD SPONSOR - \$2,500

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador

Gold Sponsorship - Benefits

- **PARADE PARTICIPATION:** 1 Parade Unit
- **TICKETS:**
 - 4 tickets for the Pride Block Party
 - 4 tickets for the Pride Dance Party
- **PRIDE IN THE PARK:**
 - 1 large logo placement around the grounds
 - 10' x 10' booth space with 10' x 10' tent
 - 1 parking pass
- **RECOGNITION:**
 - Group Social Media recognition (Gold-level shout-out, including sponsor highlights)
 - Logo on FM Pride website (Gold-level listing)
 - FM Pride Guide ad (half-page)
 - Newsletter mention (featured group section)

Ideal for: Mid-size companies ready for elevated brand visibility and on-site presence.

PLATINUM

PLATINUM SPONSOR - \$5,000

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador

Platinum Sponsorship - Benefits

- **PARADE PARTICIPATION:** Up to 2 Parade Units
- **TICKETS:**
 - 6 tickets for the Pride Block Party
 - 8 tickets for the Pride Dance Party
 - 2 tickets for the Pride Grand Marshall Reception
- **PRIDE IN THE PARK:**
 - 1 large + 2 small logo placements around the grounds
 - 20' x 20' booth space with 20' x 20' tent
 - 2 parking passes
- **RECOGNITION:**
 - Enhanced Social Media recognition (1 dedicated post + group mentions)
 - Logo on FM Pride website (Platinum level listing)
 - FM Pride Guide ad (half-page or full-page)
 - Newsletter mention (Platinum sponsor highlight)

Ideal for: Larger organizations seeking premium on-site visibility, more tickets, and bigger brand impact.



DIAMOND

DIAMOND SPONSOR - \$10,000

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador



Diamond Sponsorship - Benefits

- **PARADE PARTICIPATION:**

Up to 3 Parade Units

- **TICKETS:**

- 8 VIP tickets for the Pride Block Party
- 8 tickets for the Pride Dance Party
- 4 tickets for the Pride Grand Marshall Reception

- **PRIDE IN THE PARK:**

- 1 small + 3 small logo placements around the grounds
- 20' x 20' booth space with 20' x 20' tent
- 3 VIP parking passes

- **YEAR-ROUND BRANDING:**

Logo on FM Pride website + year-round newsletter ads (Diamond sponsor)

- **RECOGNITION:**

- Individual Social Media recognition (dedicated posts, sponsor spotlight, + group mentions)
- FM Pride Guide ad (full-page)

Ideal for: Organizations aiming for **significant**, year-round brand exposure a high-profile engagement at Pride.

AMBASSADOR

FM PRIDE AMBASSADOR - \$15,000+

Bronze Sponsor

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Diamond Sponsor

FM Pride Ambassador



FM Pride Ambassador - Benefits

- **PARADE PARTICIPATION:**
 - Up to 4 Parade Units
- **TICKETS:**
 - 10 VIP tickets for the Pride Block Party
 - 10 tickets for the Pride Dance Party
 - 6 tickets for the Pride Grand Marhsall Reception
- **PRIDE IN THE PARK:**
 - 2 large + 4 small logo placements around the grounds
 - 20' x 20' booth space with 20' x 20' tent
 - 4 VIP parking passes
- **YEAR-ROUND BRANDING:** Premier logo placement on FM Pride website + year-round newsletter ads (Ambassador sponsor)
- **RECOGNITION:**
 - Individual Social Media recognition (dedicated posts, sponsor spotlight, + group mentions)
 - FM Pride Guide ad (full-page, priority placement)
- **POTENTIAL:**
 - Work with FM Pride to explore naming/branding of specific events or specialty area

Ideal for: Top-tier supporters wanting the **highest level** of exposure, customization, and impact on Pride festivities.

Naming Rights & Exclusive Opportunities

For Diamond and FM Pride Ambassador sponsors, a portion of the festival (e.g., Main Stage, Kids' Area, Photo Booth) could be co-branded with your organization.

Dedicated Sponsor Spotlights

Available to Platinum level and above: an **EXCLUSIVE SOCIAL MEDIA SPOTLIGHT** or short interview segment to highlight your support and community involvement.

Volunteer Opportunities

Engage your employees with our Pride events (parade volunteers, check-in sta, etc.). This helps build team spirit and meaningful community connections.

For specific questions on volunteering, contact us at volunteer@fmpride.com.



PERKS OPTIONAL: ADDITIONAL PERKS & CUSTOMIZATIONS

If you'd prefer to sponsor a specific event or add an event sponsorship **in addition** to your tier, please inquire about these special packages. Pricing, recognition, and perks are customized to the scope of each event.

Pride 5K

- Potential naming rights: "The [Your Company] Pride 5K."
- Company banner at start/finish line, logo on race bibs or T-shirts, PA mention.

Pride in the Park

- Sponsor a stage act, hydration stations, kids' area, or lounge.
- Signage on the main stage, booths, or volunteer T-shirts (if applicable).
- Sponsor a Golf Cart and/or beverage cart.

Pride Block Party

- Sponsor the music stage or VIP lounge area.
- On-stage announcements and signage throughout the venue.

Pride Parade

- Sponsor the parade route, barricades, banners, or a grand marshal float.

Pride Dance Party

- Sponsor the DJ, lighting, or VIP section.
- Branding on stage or projected screens.

All-Ages Events

- Sponsor Thunder Road Event, all-ages Drag Show, or Kids Inflatables Carnival

Other Event Ideas? *Let us know if you have a creative idea for sponsorship. We'll work with you to develop a custom opportunity that suits your brand.*

Contact our team today to discuss a collaboration with Fargo-Moorhead Pride at chair@fmpride.com.



EVENT-SPECIFIC SPONSORSHIP

EVENT-SPECIFIC



If you need additional materials, we offer these à la carte or as add-ons to your sponsorship level:

Tent Rentals

- 10' x 10' Tent Rental: \$200
- 20' x 20' Tent Rental: \$350

Additional Signage

- **SMALL SIGNAGE** (24" x 18"): \$30
- **LARGE SIGNAGE** (premium placement)
 - 9' Feather Banner (double sided): \$375
 - 13' Feather Banner (double sided): \$475
 - 10' x 4' Banner: \$250

Note: Some levels already include tent space. If you require extra tents or signage beyond what's provided, these costs may apply.

ASSOCIATED COSTS & RENTALS



READY? READY TO SPONSOR?



Take the next steps!

- **SELECT YOUR LEVEL** (Bronze, Silver, Gold, Platinum, Diamond, FM Pride Ambassador) or choose an **EVENT-SPECIFIC** opportunity.
- **ENJOY** the Early-Bird Discount if you sign up by **APRIL 1, 2025!**
- **EMAIL** your sponsor form and any questions to **marketing@fmpride.com**.
- **SUBMIT** your brand kit (logo files, guidelines) by **MAY 31, 2025** to ensure full promotion benefit.

Contact Us

For more information, custom sponsorship opportunities, or any questions:

Email: marketing@fmpride.com

Mailing Address: P.O. Box 146, Fargo, ND 58107

Website: fmpride.com

Join us in celebrating **DIVERSITY, EQUALITY, AND COMMUNITY** at FM Pride 2025!

Your partnership helps us create a **VIBRANT, INCLUSIVE** atmosphere for everyone in the Fargo-Moorhead area and beyond.



CONTACT

CONTACT US

By partnering with FM Pride, you're not only showcasing your brand to thousands of attendees, but you're also making a **MEANINGFUL IMPACT** in the community. We can't wait to work with you in bringing FM Pride 2025 to life.

All benefits listed are subject to change based on final event planning. FM Pride will communicate any updates promptly to sponsors.

FM Pride is a registered 501(c)(3) nonprofit organization, and all sponsorships and donations are fully tax-deductible to the extent permitted by law.



THANK YOU FOR YOUR SUPPORT!

THANK YOU



FM PRIDE 2025 SPONSORSHIP PACKAGE



[FMPRIDE.COM](https://fmpride.com)

MARKETING@FMPRIDE.COM

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