

North Shore Pride 2026



Dear potential Sponsor,

We here at **North Shore Pride, Inc. (NSP)** are very pleased at the opportunity of having you unite with a growing group of businesses in the greater North Shore neighborhoods that supports our local LGBTQ+ communities.

What we do at NSP: **The mission of North Shore Pride, Inc is to promote the general welfare and unity of the lesbian, gay, bisexual, transgender and queer community within the North Shore, and to advocate for the acceptance of the members of the LGBTQ community by the broader North Shore community. The organization engages in activities designed to promote greater understanding of LGBTQ issues by engaging in fundraising activities and partnering with allied individuals and organizations.**

North Shore Pride, Inc. (NSP) provides year round community care, education, safe spaces, and advocacy services to a wonderful community of people that is deserving of caring businesses like yours who supports an ever-growing population of people here on the north side of Boston, and NSP would like to help enrich the importance of your business through your sponsorship and involvement with our community. NSP services a large market share of queer shoppers who deserve to know that your business supports their needs beyond just a rainbow window sticker or flag and we would like to help you tap into that customer market through your sponsorship investment. NSP sponsors names and brands recognition is a big deal for many of our local people which helps persuade those shoppers financial decisions who want to shop, dine, invest, and spend their money more securely by knowing that your business is an ally to our group. Our sponsors are increasingly seeking more ways to ensure their involvement is both meaningful and mutually beneficial, subsequently our NSPride celebrations such as our pride parade, music events, flag raisings, collaboration with North Shore Music Theatre, plus other events,

continue to grow in size, scope, and influence across the area, for example last year our NSP pride parade was well attended by over 45,000 people. Adding value to our sponsors is about creating authentic, lasting connections that make a difference for both the event and the LGBTQ community. By moving beyond transactional sponsorships and embracing meaningful collaboration, NSP organizers and sponsors together can spark change, shape culture, and inspire generations.

NORTH SHORE PRIDE SPONSORSHIP LEVELS

❑ **Flagship Sponsor - \$10,000** Provides unrestricted funds for organizational capacity building and sustainability • Recognized as Flagship Sponsor on all sponsoring event materials • Group participation in the North Shore Pride Parade with premium positioning. • 2 Tables at a sponsoring event • Speaking role on stage for representative of your choice • Company logo/family name on screen/banner at the event, event marketing materials with recognition as a Flagship sponsor • Full page ad in the Virtual North Shore Pride Program Guide

❑ **Stage Sponsor - \$7,000** Provides unrestricted funds for organizational capacity building and sustainability • Recognized as Stage Sponsor on all sponsoring event materials • Primary Banner with Company/Organization's Logo on the Stage throughout the Festival • 2 Tables at a sponsoring event • Speaking role on stage for representative of your choice • Company logo/family name on marketing materials with recognition as a Stage sponsor • Full page ad in the Virtual North Shore Pride Program Guide

❑ **Premium Sponsor - \$5,000** Provides unrestricted funds for organizational capacity building or supports the new initiatives in our North Shore community. • Recognized as Premium Sponsor on all sponsoring event materials • Group participation in the North Shore Pride Parade with premium positioning • 2 Tables at a sponsoring event • Recognition from the stage at a sponsoring event • Company logo/family name on screen/banner at the event, event marketing materials with recognition as a Premium sponsor • Full Page ad in the Virtual North Shore Pride Program Guide

❑ **Parade Sponsor: \$4,000** Recognized as Parade Sponsor on all sponsoring event materials • Group participation in the North Shore Pride Parade with premium positioning. • 2 Tables at a sponsoring event • Speaking role at the Parade for representative of your choice • Company logo/family name on screen/banner at the Parade, event marketing materials with recognition as a Flagship sponsor • Full page ad in the Virtual North Shore Pride Program Guide.

❑ **Choice Sponsor - \$3,000** Provides unrestricted funds for organizational capacity building or supports the new initiatives in our North Shore community. • Recognized as Choice Sponsor on all sponsoring event materials • Group participation in the North Shore Pride Parade with premium positioning • 2 Tables at a sponsoring event •

Recognition from the stage at a sponsoring event • Company logo/family name on screen/banner at the event, event marketing materials with recognition as a Premium sponsor • Full Page ad in the Virtual North Shore Pride Program Guide

❑ **Sustaining Sponsor \$2,500** Provides funds for educational programming with a goal of building and strengthening community connections • Recognized as Sustaining Sponsor on all sponsoring event materials • 1 Table at the North Shore Pride Festival • Half-page ad in the Virtual North Shore Pride Festival Program Guide

❑ **Benefactor Sponsor- \$1,000** Provides funds for community outreach to, and consultation with, LGBTQ organizations • Recognition as a Benefactor Sponsor on all sponsoring event materials • 1 Table at North Shore Pride Festival • Recognition from the stage at a sponsoring event • Quarter-page ad in the Virtual North Shore Pride Festival Program guide

❑ **Supporting Sponsor \$500** Provides funds for advocacy initiatives throughout the North Shore • 1 table at a sponsoring event • Quarter page ad in the Virtual North Shore Pride Program Guide

❑ **Friend Sponsor \$250** Helps sustain our LGBTQ community awareness efforts. Recognition from the stage at a sponsoring event. Quarter page ad in the Virtual North Shore Pride Program Guide.

If you are interested in sponsoring our events please feel free to go to; <https://northshorepride.org/sponsor/> or use the QR code below;



Thank you so much for your consideration of support of North Shore Pride, Inc. If you should have any questions please reach out via email to sponsorship@northshorepride.org or call/text to (978) 808-5451.