



SPONSOR THE 2024 SHOW YOUR PRIDE CAMPAIGN

Be part of this annual campaign to celebrate the LGBTQ+ community!

Celebrating Pride and Visibility

Sponsorship Opportunities



About Show Your Pride



The Show Your Pride campaign is an empowering and visually captivating, bold and colorful expression of the LGBTQ+ community aimed at capturing the essence of LGBTQ+ pride through the lens of talented photographer, Chandrayee Soneja (she/her) and through IKE interactive digital kiosks on city sidewalks and public spaces in collaboration with the Greater Houston LGBTQ+ Chamber of Commerce.

This campaign transcends traditional boundaries, using the power of photography to share joy, evoke emotions, and create a powerful visual narrative that celebrates the LGBTQ+ community.

At the core of the campaign are the visual photographs, with a stunning Pride background, capturing the joy of a community and highlighting each person's three powerful words in response to "What Pride Means to Me". The campaign encourages participants to authentically express their identities, experiences, and Pride, allowing the photographer to capture the raw beauty and resilience of the community. These visuals aim to convey the strength, joy, and courage inherent in embracing one's true self or in their support of the LGBTQ+ community.

Unique Sponsorship Opportunity!

Explore exclusive sponsorship possibilities with this distinctive visibility campaign! Elevate your brand by sponsoring the campaign or specific events such as photo shoots and more. Continue reading to discover various sponsorship opportunities available and find out how your company or organization can actively engage in the Show Your Pride campaign.

**Show Your Pride
Partners**



Sponsorship Opportunities

The mission of the Show Your Pride campaign is to capture, through photography, individuals in the LGBTQ+ and Allied community, including LGBTQ+ businesses, Members, Impact Partners and more, in Houston and the greater region. The campaign includes three words for each individual participant answering, "What Pride Means to Me."

Title Sponsor: \$25,000 (Available: 1)

All benefits of Equality Sponsor, PLUS:

- Sponsor logo recognition as a Show Your Pride Title Sponsor
- Sponsor logo recognition in campaign digital promotions including the Show Your Pride website (Premium placement), email and social media
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots (Premium Placement)
- Video shoot with Title Sponsor to promote campaign
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots and at launch event (Premium placement)
- Recognition of sponsor logo on Show Your Pride campaign on IKE kiosks (Premium placement)
- 4 hour Show Your Pride photo shoot onsite at sponsor location (venue must be suitable for photo shoot and approved by photographer) for up to 80 people*
- 100 Show Your Pride t-shirts, bags and stickers



Community

SECURE YOUR
SPONSORSHIP!

Show Your Pride

Equality Sponsor: \$15,000

All benefits of Love Wins Sponsor, PLUS:

- Sponsor logo recognition as a Show Your Pride Equality Sponsor
- Sponsor logo recognition in campaign digital promotions including the Show Your Pride website (2nd Tier), email and social media
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots and at launch event (2nd Tier)
- Second Tier recognition of sponsor logo on Show Your Pride campaign on IKEA kiosks
- Sponsor logo recognition on Show Your Pride campaign on IKEA kiosks (2nd Tier)
- 3 hour Show Your Pride photo shoot onsite at sponsor location (venue must be suitable for photo shoot and approved by photographer) for up to 60 people*
- 60 Show Your Pride t-shirts, bags and stickers



Community

SECURE YOUR
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Show Your Pride

Love Wins Sponsor: \$10,000

All benefits of Courage Sponsor, PLUS:

- Sponsor logo recognition as a Show Your Pride Love Wins Sponsor
- Sponsor logo recognition in campaign digital promotions including the Show Your Pride website (3rd Tier), email and social media
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots and at launch event (3rd Tier)
- Sponsor logo recognition on Show Your Pride campaign on IKEA kiosks (3rd Tier)
- 2 hour Show Your Pride photo shoot onsite at sponsor location (venue must be suitable for photo shoot and approved by photographer) for up to 40 people*
- 40 Show Your Pride t-shirts and stickers

Courage Sponsor: \$5,000

All benefits of Ally Sponsor, PLUS:

- Sponsor logo recognition as a Show Your Pride Courage Sponsor
- Sponsor logo recognition in campaign digital promotions including the Show Your Pride website (4th Tier), email and social media
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots and at launch event (4th Tier)
- Sponsor logo recognition on Show Your Pride campaign on IKEA kiosks (4th Tier)
- 1 hour Show Your Pride photo shoot onsite at photographer studio for up to 20 people*

SECURE YOUR
SPONSORSHIP!



Show Your Pride

Ally Sponsor: \$3,000

All benefits of Rainbow Sponsor, PLUS:

- Sponsor logo recognition as a Show Your Pride Ally Sponsor
- Sponsor logo recognition in campaign digital promotions including the Show Your Pride website (5th Tier), email and social media
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots and at launch event (5th Tier)
- Logo recognition of sponsor logo on Show Your Pride campaign on IKEA kiosks (5th Tier)
- ½ hour Show Your Pride photo shoot onsite at photographer studio for up to 10 people*

Rainbow Sponsor: \$1,500

- Sponsor logo recognition as Rainbow Show Your Pride Rainbow Sponsor for one photo shoot
- Sponsor logo recognition in campaign digital promotions including the Show Your Pride website, email and social media
- Recognition of sponsor logo on Show Your Pride signage at campaign photo shoots and at photo shoot event
- Priority ½ hour photo shoot (during sponsored campaign photo shoot) for up to 10 people at the sponsored event*
- Recognized on Chamber Wall of Appreciation and year end sponsor recognition.



**Benefit must be used between March – April 2024.
Number of hours reflected under each level for photo shoot is the maximum at that sponsorship level.*

Become a Sponsor Today!



Please complete the
Sponsorship form at
bit.ly/SPONSOR2024SYP
to reserve your
sponsorship

Questions? Please contact us!

info@houstonlgbtchamber.com | 832.510.3002



The Greater Houston LGBTQ+ Chamber of Commerce accelerates economic opportunity for the lesbian, gay, bisexual, transgender, and queer + community through a strong network of business allies, innovative programs, and strategic partnerships and advances policies that foster economic inclusion and equality.