



LET'S CONTINUE TO MAKE HISTORY

4TH ANNUAL SPRINGFIELD PRIDE PARADE WEEKEND

June 5th - 7th, 2025

SPRINGFIELD, MASSACHUSETTS

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INTRODUCTION

WELCOME TO THE 4TH ANNUAL SPRINGFIELD PRIDE PARADE WEEKEND!

This pivotal fundraising event for the *Springfield Pride Parade Organization* is a vibrant celebration of our beautiful LGBTQIA+ community. Held in the heart of Springfield, Massachusetts—the third-largest city in the state—this weekend is dedicated to honoring diversity, fostering inclusion, and showcasing the unity that defines our community. Since our inception in 2022, the Springfield Pride Parade has grown exponentially, transforming from a local event into a regional highlight. What began with over 6,000 attendees has now blossomed into a spectacular gathering of more than 10,000 participants and spectators. We are thrilled to welcome friends and allies from across Massachusetts, Connecticut, Rhode Island, New Hampshire, and even New York.

This weekend is not just about celebration; it plays a major role in raising crucial funds for our organization's Safe Space Programming. These programs support LGBTQIA+ youth in public schools by providing education and fostering safe, inclusive environments where they can access the resources they need to thrive. Our goal is to ensure that every young person has an equitable opportunity to succeed, free from discrimination and filled with support. Join us for a weekend filled with joyous festivities, inspiring moments, and an unwavering spirit of pride. Together, we are making history, building a stronger community, and creating safe spaces for our youth. Thank you for being a part of this extraordinary journey.



OUR MISSION

Building a Brighter, Safer, and More Inclusive Future for LGBTQIA+ Youth

At the Springfield Pride Parade Organization, we are committed to fostering a safer, more inclusive, and equitable future for LGBTQIA+ youth. Our mission is to empower these young individuals by providing access to the essential resources they need to succeed—whether through education equity, mental health support, or LGBTQIA+ advocacy. Through our Safe Space Programming, we create nurturing, supportive environments where youth can explore their identities, build resilience, and develop leadership skills. Our programming focuses on helping youth thrive academically, emotionally, and socially, ensuring they have the foundation needed to embrace their identities with pride and confidence.

Our initiatives center around providing equitable educational opportunities, addressing mental health needs, and empowering LGBTQIA+ youth to become advocates for themselves and their communities. We believe that by prioritizing education equity, we equip students with the tools to excel academically in inclusive settings. Our focus on mental health provides the resources necessary to navigate life's challenges with emotional resilience and support. Through LGBTQIA+ advocacy, we foster leadership and self-empowerment, encouraging youth to engage in activism and create change in their communities. empowered future.

Education Equity

We are dedicated to providing LGBTQIA+ youth with equitable access to educational opportunities. Our initiatives create inclusive, supportive environments where students can thrive academically. By offering tailored curricula, mentorship, and community resources, we empower youth to succeed in school, ensuring they have the tools and support needed to overcome barriers and achieve their full potential.

Mental Health Support and Social-Emotional Well-Being

We prioritize the mental health and emotional resilience of LGBTQIA+ youth. Through workshops, counseling, and peer support, we help students build strong coping skills, manage stress, and cultivate healthy relationships. Our programs focus on developing emotional intelligence, self-awareness, and mental wellness, ensuring youth can navigate challenges with confidence and thrive in all aspects of their lives.

LGBTQIA+ Advocacy and Empowerment

We empower LGBTQIA+ youth to become advocates for themselves and their communities. Our advocacy programs encourage young people to explore issues affecting the LGBTQIA+ community, develop leadership skills, and take action to promote inclusion and equality. By providing opportunities for self-expression and leadership development, we create future change-makers who will shape a more inclusive society for all.



Raising Funds to Support Safe Space Programming in Springfield Public Schools

The Safe Space Program uses a blend of curricula to support LGBTQIA+ youth, focusing on emotional, social, and academic growth. Central to the program is Positive Action, an SEL-based curriculum that helps students manage emotions, build healthy relationships, and navigate challenges. We also use History UnErased, which connects students to LGBTQIA+ history, empowering them with pride and understanding of activism.

Our LGBTQIA+ advocacy workshops educate and empower students to become advocates for themselves and their communities. Tailored to grades 6-12, the curriculum evolves from foundational SEL skills in middle school to leadership and advocacy in high school, with opportunities for real-world application through internships and mentorship.



\$20,000 PER SCHOOL

Staffing (Administrators, Instructional, and Support Staff) support

Approximate Allocation: \$12,000 per school

- Description: This portion would cover salaries for the site administrator(s) who oversee the program, instructional staff (such as counselors or educators who deliver the SEL and LGBTQIA+ advocacy curriculum), and support staff like paraprofessionals or administrative assistants.
- This includes:
 - Administrator(s): Overseeing the daily program and ensuring all components are running smoothly.
 - Instructional Staff: Certified or licensed professionals who are responsible for the delivery of curriculum and direct services to students.
 - Support Staff: Non-instructional staff, such as tutors or administrative assistants, who help with logistical and operational tasks.

Curriculum and Supplies

Approximate Allocation: \$4,500 per school

- Description: This would include any costs related to the development and delivery of the curriculum. It could cover materials such as books, art supplies, and technology (e.g., tablets or computers), along with resources needed for Social-Emotional Learning (SEL) and LGBTQIA+ advocacy.
- This includes:
 - Curriculum Development Costs: Maintenance and improvement of curriculum to ensure its effectiveness and reception.
 - Supplies & Materials: Books, art supplies, and any software or digital platforms that might be required for delivering content.

Contractual Services, Stipends, and Other Costs

Approximate Allocation: \$3,500 per school

- Description: This would cover contractual services such as professional development or guest speakers, stipends for student mentors, and any other costs that do not fall into the other categories.
- This includes:
 - Contractual Services: Training for staff, guest speakers, or external consultants who may assist with program evaluation or enhancement.
 - Stipends: Providing stipends to student mentors or program participants who play leadership roles.
 - Other Costs: Miscellaneous expenses that may arise, including transportation or operational fees.



TESTIMONIALS

"If You Want to Go Fast, Go Alone. If You Want to Go Far, Go Together."



Partnership

"Our partnership with Springfield Pride Parade has allowed us to align our brand with values of inclusion and diversity. The positive feedback we've received from our involvement in the Safe Space Program and the visibility we've gained in the LGBTQIA+ community has been tremendous for both our corporate reputation and customer engagement."

— Ray Berry, White Lion Brewing Co.



Family

"The Safe Space Program has been a game-changer for my son. The support he's received has helped him grow and find his place in school, and I'm so thankful that this program exists."

— Liz Cox, Parent



Student

"Before Safe Space, I didn't feel like I had anyone to talk to about being LGBTQ+. Now, I have friends, a community, and adults I can trust. It's helped me so much in school and in life."

— Jasmine, High School Student





LGBTQIA+ FLAG RAISING THURSDAY, JUNE 5TH 2025



LGBTQIA+ FLAG RAISING

Raise the Flag, Ignite the Pride!

We invite you to join us for the LGBTQIA+ Flag Raising on Thursday, June 5th, 2025, kicking off the 4th Annual Springfield Pride Parade Weekend! This vibrant ceremony, hosted by the Springfield Pride Parade Organization, Mayor Domenic J. Sarno, and the City of Springfield, will be a powerful demonstration of love, diversity, and inclusivity.

As a valued sponsor, your partnership in this event provides a unique opportunity for recognition and community engagement. Align your brand with a celebration that honors the LGBTQIA+ community and showcases your commitment to diversity and inclusion. Join us in making history and elevating your visibility among a diverse audience during this exciting weekend of Pride festivities! Together, we can create a lasting impact in our community.



LGBTQIA+ Flag-Raising

Youth Community Panel

You Ball Fundraising Gala

4th Annual Springfield Pride Parade

4th Annual Springfield Pride Parade Block Party



LGBTQIA+ YOUTH COMMUNITY PANEL THURSDAY, JUNE 5TH 2025



LGBTQIA+ YOUTH COMMUNITY PANEL

A Vital Conversation!

Join us on Thursday, June 5th, 2025, for the LGBTQIA+ Youth Community Panel in partnership with Springfield Technical Community College, hosted by the weekend's resident DJ, DJ Kenneth Kyrell. This essential event is the cornerstone of our Pride Weekend, providing a platform for meaningful dialogue with the youth we serve.

The panel offers a unique opportunity to engage directly with LGBTQIA+ youth, addressing their needs and concerns within our community. By fostering open conversations, we aim to empower young voices and create actionable solutions for the challenges they face. Your sponsorship of this event will not only elevate your brand but also demonstrate your commitment to supporting youth advocacy and inclusivity. Together, let's make a difference and champion the future of our LGBTQIA+ community!



LGBTQIA+ Flag-Raising

Youth Community Panel

You Ball Fundraising Gala

4th Annual Springfield Pride Parade

4th Annual Springfield Pride Parade Block Party



YOU BALL FUNDRAISING GALA FRIDAY, JUNE 6TH 2025



YOU BALL FUNDRAISING GALA

A Night of Glamour for a Great Cause!

Get ready to dazzle at the 2025 You Ball Fundraising Gala, inspired by the iconic MET Gala! This marquee event promises a fun-filled, glamorous evening where you can shine, be seen, and make a meaningful impact. Join us as we raise vital funds for our Safe Space Program, dedicated to creating supportive environments for LGBTQIA+ youth in Springfield Public Schools. Indulge in an unforgettable night of elegant attire, captivating entertainment, and heartfelt connections, all while supporting a cause that empowers our youth and fosters inclusivity. Your participation not only adds to the magic of the evening but also helps us build safe spaces where every young person can thrive. Don't miss out on this opportunity to be part of something truly special—let's come together and make a difference for the future of our community!

The You Ball Fundraising Gala

LGBTQIA+ Flag-Raising

Youth Community Panel

You Ball Fundraising Gala

4th Annual Springfield Pride Parade

4th Annual Springfield Pride Parade Block Party





4TH ANNUAL SPRINGFIELD PRIDE PARADE SATURDAY, JUNE 7TH



4TH ANNUAL SPRINGFIELD PRIDE PARADE

Together in Pride: A Celebration of Love and Unity!

Celebrate individuality, community, and love at the 4th Annual Springfield Pride Parade! This vibrant event welcomes over 10,000 attendees from across New England, Rhode Island, and New York to come together in a joyful expression of pride and unity.

Join us in showing our LGBTQIA+ youth that they are supported and seen, fostering a sense of belonging within our community. Experience an unforgettable day filled with fantastic vendors, incredible performances, and special guests, all while indulging in delicious food and enjoying a lively atmosphere. Let's dance, love, and unite for an amazing cause as we honor the LGBTQIA+ community and promote inclusivity. Together, we can make this celebration a remarkable highlight of our year!

LGBTQIA+ Flag-Raising

Youth Community Panel

You Ball Fundraising Gala

4th Annual Springfield Pride Parade

4th Annual Springfield Pride Parade Block Party





SPRINGFIELD PRIDE PARADE BLOCK PARTY SATURDAY, JUNE 7TH



SPRINGFIELD PRIDE PARADE BLOCK PARTY

Join the **Pride and Shine Bright!**

Get ready for the 4th Annual Springfield Pride Parade Block Party, happening immediately after the parade march! An unforgettable celebration is just around the corner, and you won't want to miss what we have in store! This year promises an electrifying lineup featuring surprise celebrity guests, jaw-dropping performances, and so much more, all set to create an exhilarating atmosphere for families and friends.

Come together as a community to embrace love, inclusivity, and joy in a way that will leave you buzzing! And stay tuned—our headliner announcement is coming soon, and it's sure to be a game-changer! Mark your calendars and prepare for an incredible time at the Block Party!

LGBTQIA+ Flag-Raising

Youth Community Panel

You Ball Fundraising Gala

4th Annual Springfield Pride Parade

4th Annual Springfield Pride Parade Block Party



2025 MEDIA/ADVERTISING OVERVIEW & STRATEGY

Expanding Across the New England Region

Building on the successes of the 2024 campaign, the 2025 Springfield Pride Parade Media & Advertising Strategy is set to amplify brand visibility and engagement across New England, expanding our reach into Rhode Island, Connecticut, and New York. This year, we will continue leveraging high-impact digital ads, social media, connected TV (CTV), and streaming TV to engage a larger, more diverse audience across the region.

In 2024, we achieved over 106,000 impressions and an impressive 0.21% click-through rate (CTR) across platforms, surpassing industry averages. Key wins included 50,014 banner ad impressions on WWLP.com and a standout 0.86% CTR on News App ads. Targeted Facebook and Instagram ads generated up to 1,040 clicks/month, while CTV/OTT adson platforms like Hulu and Peacock delivered 14,286-28,571 impressions monthly.

For 2025, we aim to further expand our reach across the New England region by maintaining Super Adhesion Ads and increasing our banner ad visibility on WWLP.com, ensuring 100% Share of Voice during peak times.

Our social media strategy will continue targeting key demographics in Rhode Island, Connecticut, and New York, driving 318-1,040 clicks monthly. Additionally, non-skippable CTV ads will keep high engagement during premium content streaming.

This multi-platform strategy will ensure maximum exposure across the expanded region, positioning sponsors for enhanced visibility and brand lift throughout the 2025 Springfield Pride Parade campaign.



Category	2024 Wins	2025 Strategy
WWLP.com & News App Ads	106,309 total impressions with an overall 0.21% CTR, outperforming the industry average	Continue Super Adhesion Ads delivering 100% Share of Voice during peak hours on WWLP.com, driving 50,000+ impressions/month Utilize News App Ads, with 1.7M screen views/month and 0.86% CTR, far above average
Social Media Ads	Generated 318-1,040 clicks/month from targeted Facebook/Instagram campaigns	Maintain monthly social media ad spend of \$1,000, driving engagement with 318-1,040 clicks/month from targeted campaigns, focusing on event participation and brand engagement
Connected TV (CTV)/OTT	Delivered 14,286-28,571 impressions/month across Hulu, Peacock, and other platforms	Non-skippable ads on premium content platforms, targeting Springfield and surrounding areas with 14,286-28,571 impressions/month, ensuring high engagement with streamed content
Banner & Display Ads	Achieved 50,014 banner ad impressions with a 0.09% CTR, boosting visibility	Expanded digital display ads across WWLP.com and mobile/web platforms, providing an additional 50,000+ impressions/month and maintaining a 0.09% CTR
Overall Strategy	High engagement and CTR across platforms	Multi-platform strategy leveraging TV, digital display, social media, and streaming TV to maximize brand visibility and engagement across Springfield and surrounding regions



PARTNERSHIPS & BENEFITS

PRESENTING PARTNER - \$50,000

- 89,862 impressions on WWLP.com through Super Adhesion and Banner Ads.
- \$1,000 monthly social media ad spend (March-May 2025) generating 318-1,040 clicks on Facebook and Instagram.
- 14,286-28,571 impressions/month through Connected TV ads on platforms like Peacock and Hulu.
- Custom activation space at the Pride Block Party, engaging 10,000+ attendees.
- Diamond-level sponsorship at the You Ball Fundraising Gala, with a table for 12 guests.
- 200-person parade contingent for prominent presence at the Springfield Pride Parade.
- Speaking opportunity at the LGBTQIA+ Pride Flag-raising event at City Hall.
- Prime website placement on SpringfieldPrideParade.org with 864,9410 page views and 233,391 unique visitors/month.

SILVER PARTNER - \$10,000

- Branding on select marketing leading up to and during the Springfield Pride Parade.
- Logo placement on the "Our Partners" page of SpringfieldPrideParade.org.
- Logo included on social media posts.
- 8 complimentary tickets to the You Ball Fundraising Gala.
- 1/2-page ad in the You Ball Fundraising Gala program booklet.
- Vendor space at the Pride Block Party.
- Logo featured on commemorative Springfield Pride merchandise.
- Logo placement on the sponsorship recognition banner.
- Complimentary marching contingent for up to 75 participants in the parade.

GOLD PARTNER - \$20,000

- 50,000 impressions/month on WWLP.com through Banner Ads and Super Adhesion Ads.
- 1.7 million screen views/month on WWLP News App with 0.86% CTR.
- 14,286-28,571 impressions/month on Hulu and Peacock with non-skippable CTV ads.
- 318-1,040 clicks/month through targeted Facebook/Instagram ads.
- Brand presence in all marketing materials and participation for 100 people in the parade with a vehicle/float waiver.
- Prime activation space at the Pride Block Party with 10,000+ attendees.
- Full-page ad and table for 10 guests at the You Ball Fundraising Gala.

BRONZE PARTNER - \$5,000

- Branding on select marketing leading up to and during the Springfield Pride Parade.
- Social media mentions featuring your company.
- 1/4-page ad in the You Ball Fundraising Gala program booklet.
- 6 complimentary tickets to the You Ball Fundraising Gala.
- Logo placement on the "Our Partners" page of SpringfieldPrideParade.org.
- Logo placement on the partnership recognition banner (secondary placement).
- Complimentary parade participation for up to 50 participants in a designated marching contingent.



THE 4TH ANNUAL SPRINGFIELD PRIDE PARADE WEEK JUNE 5TH - 7TH

GET INVOLVED

Join us in making history and amplifying the voices of the LGBTQIA+ community across New England and beyond. Your partnership with the Springfield Pride Parade is more than just a sponsorship—it's an investment in diversity, inclusion, and the future of our youth.

By becoming a sponsor, you're not only supporting a vibrant and growing event, but you're also creating safe spaces, fostering advocacy, and inspiring change. Together, we can elevate your brand while making a meaningful impact across Massachusetts, Rhode Island, Connecticut, and New York.

Let's celebrate diversity, champion inclusivity, and build a brighter, more inclusive future—
together.

Act now and secure your spot as a proud partner of the 2025 Springfield Pride Parade Weekend.
Contact us today to learn how your sponsorship can leave a lasting legacy!





THE 4TH ANNUAL SPRINGFIELD PRIDE PARADE WEEKEND JUNE 5TH - 7TH, 2025

THANK YOU!

Let's continue to make history!

