

2024
Sponsorship Opportunities



**Help us serve York County's
LGBTQIA+ Community!**

Dearest Friends,

Each year, the Rainbow Rose Center partners with a committed group of sponsors to ensure that York County remains a welcoming and safe place for the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and Asexual (LGBTQIA+) Community.

We hope you will join us by supporting our work in the exciting year ahead! Some specific items in our strategic plan for 2024 include:

- Hiring our very first staff members, allowing us to deepen our impact on the local LGBTQIA+ community.
- Starting up new programs that directly support the more marginalized parts of our community.
- Empowering community members to run for local school boards and political offices, protecting our queer youth and communities.

You help us accomplish our mission: to foster an environment of inclusion, equity, and health where all LGBTQIA+ community members thrive in York County, Pennsylvania.

You receive several benefits as a sponsor in terms of marketing and purchasing power:

- The LGBTQIA+ market is the third largest minority market in the US
- LGBTQIA+ individuals have deep trust for products and brands that target LGBTQIA+ consumers
- The LGBTQIA+ community supports companies with progressive policies for their employees

A partnership with the Rainbow Rose Center will help you:

- Develop a relationship with a brand-loyal audience
- Send an affirming message to your LGBTQIA+ customers and employees
- Gain exposure to over 25,000 community members in York County.

Perhaps most importantly, you will make a meaningful statement about your stance on diversity, equity, inclusion, and belonging

We invite you to review the enclosed packet, which includes a schedule of our corporate sponsorship levels.

Please contact us with any questions by calling 717-746-8738.

Warmest Regards,



Tesla Taliaferro
Board President

ABOUT THE RAINBOW ROSE CENTER



ABOUT THE RAINBOW ROSE CENTER

The Rainbow Rose Center was founded in 2020 to serve the LGBTQIA+ community of York County. We offer a wide range of programs and services to meet the needs of York County's LGBTQIA+ community. We help them and their families by providing programs, information, and resources to assist in their journey. Our Resource Specialists provide information on, and support for, queer-friendly resources in and around York County. We also help by raising awareness through advocacy, public outreach, events, and media.

OUR MISSION

The Rainbow Rose Center fosters an environment of inclusion, equity, and health where all LGBTQIA+ community members thrive in York County, Pennsylvania.

OUR VISION: IT'S ALL ABOUT COMMUNITY

We envision an inclusive community where all York County individuals feel safe and welcome in their everyday lives.

OUR CORE VALUES

- **Inclusion:** We embody and advocate for justice, fairness, and acceptance for all, especially those who are often silenced.
- **Empathy:** We assume positive intent in every interaction with respect and understanding for all individuals.
- **Community:** We respond to the needs of our community and seek out collaboration and feedback to grow with positive purpose.
- **Accountability:** We hold ourselves to the highest ethical standards while providing transparency, efficiency, and stability through our services.
- **Courage:** We bravely challenge the status quo and stand for what we believe in to grow and face the future together.

WE DO NOT DISCRIMINATE

The Rainbow Rose Center seeks to create an inclusive and safe space for all. We do not discriminate against any person in any of these groups, or any attendee of any RRC-sponsored event based on race, color, religious creed, national origin, age, sex, sexual orientation, gender identity, gender expression, genetic information, marital status, veteran status, family or parental status, disability, or any other characteristic protected by law.

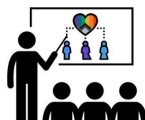
OUR COMMUNITY SERVICES



Resource Connection



Legal Name Change Support



Training






Housing Support



Gender Affirming Clothing & Accessories

ANNUAL SPONSORSHIPS



Benefits	Champion	Advocate	Leader
	\$25,000	\$15,000	\$10,000
York County Pride (see York County Pride benefits)	Presenter Level	Proponent Level	Fan Level
Use of Rainbow Rose Center logo on your company marketing Materials			
Yearly Supporter Certificate to display in your business window and/or use on your company website			
Logo on Rainbow Rose Center website, event pages, pamphlets			
Logo on Sponsorship Board			
Event Tabling Opportunities			
E-Newsletter and Social Media Blurb	Quarterly	2x Yearly	1x Yearly
Custom Diversity Training	5 hours	3 hours	1 hour

YORK COUNTY PRIDE SPONSORSHIPS



York County Pride is a time to come together and celebrate the full inclusion of our wonderfully diverse community and specifically celebrates the LGBTQIA+ community in York County. York County Pride is the signature event of the Rainbow Rose Center.

Born out of the Equality Fest events that celebrated the 2014 passage of marriage equality in Pennsylvania, we encourage full inclusion of our citizens in all aspects of civic life. We join forces each year with like-minded organizations, faith communities, retailers, artists, politicians, and committed citizens to create a festival that builds connections, raises awareness, and inspires cooperation and activism across the beautifully diverse citizenship of South-Central PA.

The event is held at the York County Fairgrounds and features:

- Inspiring speakers
- Exciting performances and entertainment
- Fully interactive children’s activities
- Retail vendors
- Informational and organizational messaging

This important event is the only one of its kind in York County and provides a safe space for the LGBTQIA+ community to celebrate and for the community at large to come together to advance the mission of making York a welcoming place for all.



























Deadline to Sponsor York County Pride: May 15, 2024

York County Pride
Saturday, June 22, 2024
11 a.m. – 5 p.m.
All Trans Memorial Hall
334 Carlisle Ave, York, PA 17404



YORK COUNTY PRIDE SPONSORSHIPS



Benefits	Presenting Sponsor(s)	Proponent	Fan	Supporter	Friend
	\$7,500	\$5,000	\$1,500	\$500	\$250
10x10 Vending Space with Table					
Listing on York County Pride Webpage					
Listing in Digital Pride Guide	Full Page	Half Page	1/4 Page	Logo Only	Name Listing
Speaking Opportunity					
Logo on York County Pride Merch					
Logo on Promotional Materials					
Logo on Banner					
Verbal Acknowledgement					
Social Media Thank You					

ABOUT PROGRAMS



For the first time ever, the Rainbow Rose Center is seeking Program sponsors!


The Rainbow Rose Center works to build a diverse community, promote health and well-being, and advance social justice for the LGBTQIA+ community. The all volunteer board of directors and many community volunteers work together to deliver the following programs:

All Adult Identities Social	Attendees have the opportunity to participate in minor community events, activities, and educational discussions relevant to LGBTQIA+ topics.
Gender Diverse Support	A support group is for Transgender, Non- Binary, and/or Gender Diverse individuals of any age and their families who are looking for support from fellow Gender Diverse peers.
Queer & Trans People of Color Support	A group for black, indigenous, and people of color who identify as queer and/or transgender to discuss personal experiences and challenges specific to intersectional identities in an oppressive world and receive information on how to thrive in an adverse society.
Living Proudly HIV Support	A peer support group for any adult diagnosed with and/or living with HIV or AIDS.
Silver Triangle Support	A support group is for members of the LGBTQIA+ community who are 50+ years old to discuss their personal experiences aging with Pride.
Proud Family Support	A group is for parents, guardians, and/or family members of LGBTQIA+ children and tweens (ages 2-13 years old) as well as their youths.
The Curve Youth Support	A support, advocacy, and educational group for youth ages 14-21.

PROGRAM SPONSORSHIPS



Sponsoring one of our many programs for the year comes with many benefits!

Benefits	Program Sponsor
	\$3,000/year
York County Pride (see York County Pride benefits)	Supporter Level
Use of Rainbow Rose Center logo on your company marketing Materials	
Yearly Program Supporter Certificate to display in your business window and/or use on your company website	
Logo and Company Information on Digital Monthly Program Reminders	
Verbal Acknowledgement at start of Program	

By sponsoring any of our programs, you help ensure that community members have:

- Access to both in-person and virtual access to support group meetings
- Snacks for in-person attendees
- Opportunities for funded outings and activities

FREQUENTLY ASKED QUESTIONS



How do I become a sponsorship partner with the Rainbow Rose Center?

Once you have reviewed the Sponsorship Packet and decided which type of sponsorship you would like to give, please contact our Fundraising Committee Chair, Nate Tile by email at natile@rainbowrosecenter.org

What types of sponsorships does the Rainbow Rose Center have?

We have a variety of sponsorships available for you to choose from: Annual, York County Pride, and Program. We can work within your budget to give you the best value for your sponsorship.

How long is the sponsorship good for?

Event Sponsorships pertain to the specific event sponsored. Annual Rainbow Rose Center Sponsorships and Program Sponsorships are good for 12 months.

Is my sponsorship tax-deductible?

Your Sponsorship is considered a business expense and can be written off.

What if I want to donate something from my business instead of cash?

We greatly value in-kind donations and will use them in our auctions and raffles. In-kind donations will receive Sponsorship benefits at 1/2 the esteemed value of their donation.

How does becoming a sponsorship partner with the Rainbow Rose Center benefit my business?

You can receive several benefits as a sponsor in terms of marketing and purchasing power:

- The Associated Press called the LGBTQIA+ market “advertising’s most elusive yet lucrative market”
- Marketing analyses show that 88% of gay men and 91% of lesbians report that their purchasing decisions are positively influenced by corporate sponsorship of LGBTQIA+ events and LGBTQIA+ organizations
- The median household income for the LGBTQIA+ community is much higher than the national median.

A partnership with the Rainbow Rose Center will help you to:

- Develop a relationship with a brand-loyal audience
- Send an affirming message to your LGBTQIA+ customers and employees
- Gain exposure to over 25,000 community members in York County.

Perhaps most importantly, it will make a meaningful statement about your stance on acceptance, diversity, and inclusion.

Have a question that’s not on the list? Contact Board Development Director Chris Stetler at cstetler@rainbowrosecenter.org