

**BOSTON
BLACK
PRIDE**

SPONSORSHIP

PROPOSAL

Overview 2025



Cover Letter

Thank you for reviewing this sponsorship proposal for the 6th annual Black Pride Festival, celebrating Boston's Black, Latino, and Indigenous LGBTQIA+ community. Boston Lesbian Urban Foundation, a 501(c)(3) nonprofit led by volunteers Curtis Santos and Eilakeisha Spencer, proudly reclaimed the name "Boston Black Pride" in 2024. This step reinforces our mission to honor and empower both younger and older generations within our diverse QTBIPOC community.

In 2024, we successfully held our first Black Pride parade and third annual Music and Arts Festival, drawing over 1,000 attendees and 40+ exhibitors in Dorchester, Massachusetts, one of our key catchment areas. This year, we expect to grow to over 1,500 attendees and 50+ exhibitors offering health and wellness resources, community services, artists, retail, and much more. The 2025 Black Pride Weekend (July 2-6) will provide an even larger platform for connecting, advocating, and celebrating our authentic selves.

Sponsoring Boston Black Pride allows your organization to directly support free community events like the Music and Arts Festival, Youth Pride, and Health Summit while demonstrating your commitment to inclusivity and safe spaces for the QTBIPOC community. Your partnership ensures these vital programs remain accessible and affordable, while also offering significant exposure and connection to a diverse and engaged audience. Together, we can create lasting change and strengthen the bonds within our community.



"Providing a brave space for our entire QTBIPOC community to explore their feelings and identity while building healthy relationships."

About

Who is BLU Foundation

Boston Lesbigan Urban Foundation, Inc. is a Boston-based 501(c)(3) nonprofit organization whose mission is to increase awareness of and support for Boston's QTBIPOC community through education and curating spaces with integrity and pride.

Our Vision at Boston Lesbigan Urban Foundation is to create safe spaces for events while providing ways to build long lasting relationships. We seek to break the cycle of dysfunction in marginalized communities making medical and mental health awareness a priority uplifting the voices of LGBTQ+ leaders, which will instill a sense of hope in the future for our black/brown/latino LGBTQ+ inner-city community.

Vision of Black Pride

Our goal in hosting Boston Black Pride is to serve as a catalyst for community change while fostering authentic connections and nurturing lasting, healthy relationships among individuals. Through urban entertainment and events, we provide a platform for individuals to embrace and celebrate their true selves.



Mission of Black Pride

Boston Lesbigan Urban Foundation ak.a BLU is a 501c3 nonprofit and our mission is to produce an annual festival(formally known as Boston urban Pride) that uplifts the voices within the QTBIPOC community in the inner city of Boston and surrounding areas. Our black pride weekend serves to strengthen and impact our community through cultural awareness and urban entertainment events by promoting unity, diversity, resources, intervention, and prevention.



Our Principles

01

Comittment

Boston Lesbigay Urban Foundation is committed to creating safe spaces, inspiring long lasting relationships, bringing medical and mental health awareness, uplifting voices, and instilling a sense of hope in the future for our black/brown/latinx LGBTQIA+ inner city community.



02

Possibility

Boston Lesbigay Urban Foundation wants to expand the perspectives of our community and make them aware of life's possibilities and resources.



03
Support

Individuals are dramatically influenced by their support system. Boston Lesbigay Urban Foundation wants to bring together men and women who identify as black/brown/latinx LGBTQIA+, in a caring, safe, inclusive environment.

Boston Black Pride

Together We Rise

The Boston LesBiGay Urban (BLU) Foundation proudly hosts Boston Black Pride, an event dedicated to being a catalyst for change and unity within the community. Our aim is to bring individuals together to form lasting, healthy relationships as their true authentic selves through vibrant urban entertainment and events.

Black Pride is a week-long celebration that brings affirmation and resources to youth, families, and individuals in the community. Throughout the week, attendees can participate in workshops, social events, and community gatherings that provide support and empower our diverse community.



8 Events

20

Local Artists

1000

Participants

Event Highlight | History

Celebrate Authenticity and Unity at Boston Black Pride

2019

Held our first virtual pride celebration receiving 852 views

2020

First in person pride celebration bringing 400+ attendees together

2022

First inaugural music and arts festival

2024

- Reclaiming black pride name
- First inaugural black pride parade
- 1000+ attendees
- 40+ vendors, businesses, exhibitors, artists

Local and National Talent has included artists: Sidney Star, Zell Swag, Icandy, Opm Pa, Bilie Jean, Big Body Kweeng, Ty Young, Saucy Santana, and many more



Event Schedule

Wednesday July 2nd

Health Summit

Thursday July 3rd

Youth Pride

Friday July 4th

RnB Brunch

Annual All Black Affair

Saturday July 5th

Pool Party

Entourage

Sunday July 6th

Black Pride Parade

Music and Arts Festival

2025

July 2nd - July 6th

**“No pride for some
of us without
liberation for all of
us.”**
- Marsha P. Johnson



Sponsorship Packages

\$20,000

Platinum

- Recognized as official pride sponsor
- Full page ad in official Boston Black pride brochure (to be provided by sponsor)
 - Business link & Logo on Boston Black pride website
 - Logo included in all online promotions and backdrops at all events

- Business name on back of black pride parade T-Shirts
- Table at our Music & Arts Festival, Health Summit, and Youth Pride Celebration
 - Parade Contingent
 - (7) complimentary All Access Passes for the entire weekend
 - Opportunity to have a representative speak for 5 minutes during Music and Arts Festival
 - Acknowledgment during our Music and arts Festival
 - Business flyer in all Black Pride Weekend gift bags
 - Opportunity to be involved in educational & programing throughout the year

\$15,000

Gold

- Recognized as official black pride sponsor
- Half page ad in official Boston Black pride brochure (to be provided by sponsor)
 - Business link & Logo on Boston Black pride website
 - Logo included in all online promotions and backdrops at all events
 - Table at our Music & Arts Festival, Health Summit, and Youth Pride Celebration
 - Acknowledgment during our Music and arts Festival
 - Parade Contingent
 - Business name on back of black pride parade T-Shirts
 - (6) complimentary All Access Passes for the entire weekend
 - Business flyer in all Black Pride Weekend gift bags
 - Opportunity to have a representative speak for 5 minutes during Music and Arts Festival

\$10,000

Silver

- Recognized as official black pride sponsor
- Social Media Ads. | Post
- Table during our Music & Arts Festival or Health Summit
 - Acknowledgment during our Music and arts Festival
 - Parade Contingent
 - (5) Complimentary All Access Passes
 - Logo on Boston Black pride website
 - Business flyer in all Black Pride Weekend gift bags

\$7,500

Togetherness

- Logo on Boston Black pride website
- Business flyer in all black pride weeknd gift bags
- Recognized as official black pride sponsor
- Social Media Ads | Post
 - Parade Contingent
 - (4) Complimentary All Access Passes
 - Table during our Music and Arts Festival or Youth Pride Celebration
 - Acknowledgment during our Music and arts Festival

Sponsorship Packages Cont.

\$1000

Equity

- Recognized as a Black Pride Sponsor
- Logo on Black Pride website
 - Social Media Ad | Post
 - Table during Youth Pride Celebration
 - Business Flyer in Black Pride Swag Bag (Must Provide)

\$5,000

Inclusion

- Recognized as a black pride sponsor
Logo on Boston Black pride website
- Business flyer in all Black Pride Weekend gift bags
 - Social Media Ad | Post
 - Parade Contingent
 - Table a during our Music and Arts Festival
- Acknowledgment during our Music and arts Festival

\$2500

Diversity

- Recognized as a black pride sponsor
Logo on Boston Black pride website
- Business flyer in all Black Pride Weekend gift bags
 - Social Media Ad | Post
 - Table during Music and Arts Festival
 - Acknowledgment during our Music and arts Festival
 - Business Flyer in Black Pride Swag Bag (Must Provide)

\$500

Sustainability

- Recognized as a Black Pride Sponsor
- Logo on Black Pride website
 - Business Flyer in Black Pride Swag Bag (Must Provide)

\$250
Community

- Recognized as a Black Pride Sponsor
- Logo on Black Pride website

Sponsors help make Pride happen in our community and we celebrate our partnerships. We can help create special branding opportunities to create a sponsorship levels for everyone.

Additional Sponsorship Opportunities

Kid Zone Partnership \$2000

The Black pride KidZone is an area where families can have their own Pride experience. Packed with fun games and more. This partnership allows businesses to brand the KidZone with their business and funding will be used to pay for programming and logistics related to the Boston Black Pride KidZone production.

Music and Arts Festival Mainstage \$10k - \$20k

Brand our Music and Arts festival and have your business front and center for 100s of people to see. The opportunity for this partnership is endless and allows business to benefit from our live local and regional acts and diverse exposure that they bring.

Youth Pride Celebration \$25k - \$5k

Our youth event is an event for our families and youth to have their own personal pride experience. Funding will be to pay for programming and logistics related to the Baton Urban pride youth pride event.

Parade Partnership \$2000

brand your business with this partnership and receive exposure to over 1000+ people during our Music and Arts Festival



Inkind Donations

With your generous sponsorship, we are confident we can engage an event greater and more diverse audience. By continuing to keep the QTBIPOC community front and center to the people of Boston, we can ensure that we will continue to fight for equality. Your support helps keep our events at a reduced fee to community so that EVERYONE can celebrate who they are.

Media Sponsor

Media Sponsors can offer TV, radio, billboards, and digital or print advertising for Boston Black Pride

Hotel Sponsor

Sponsors should have the ability to provide 5 comp rooms for two-nights.

Airline Sponsor

Airline sponsors can offer seats for staff, speakers, and artists for Boston Black Pride

Raffle Sponsor

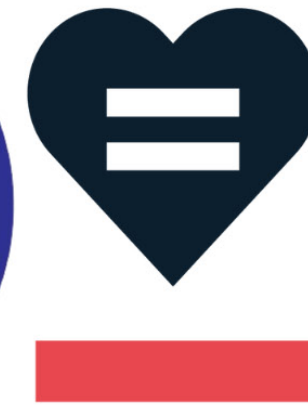
Sponsors should provide items to use in our gift-bags, event prizes, drawings. etc.



Thank You To Our:

2024 BLACK PRIDE SPONSORS

B Mayor's Office of Arts and Culture



The Boston Foundation

ROXBURY YOUTHWORKS



MAC
Multicultural AIDS Coalition, Inc.



CENTER for BLACK EQUITY

ViiV Healthcare



MASSACHUSETTS GENERAL HOSPITAL

Planned Parenthood
Care. No matter what.
Planned Parenthood League of Massachusetts



New England Donor Services
Organ and Tissue Donation

NEW ROOTS
AME CHURCH

The History Project

Documenting LGBTQ Boston

AGE+



KNOWLEDGE ENTERTAINMENT

theNetworklaRed

Survivor-led organizing to end partner abuse
Dirigida por sobrevivientes • Movilizando para acabar con el abuso de pareja



Call to Action

FOLLOW OUR SOCIAL MEDIA PLATFORMS

- IG: Boston_Black_Pride
- FB: Boston Lesbigan urban Foundation

SUSTAIN OUR MISSION

- Take Action

DONATE | SPONSOR

- Cashapp: \$Blackprideboston
- Venmo: @bostoblesbigay
- Paypal: info@lesbigayurbanfoundation.org
- GuideStar: Boston Lesbigan Urban Foundation
- <https://www.lesbigayurbanfoundation.org/boston-black-pride/sponsors>



BECOME APART OF THE BLUE TEAM

- Volunteer with us
- Share
- Subscribe
- <https://www.lesbigayurbanfoundation.org/boston-black-pride>

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