

## SPONSORSHIP FORM FOR THE LGBTQ BOOTH AT THE NEW YORK STATE FAIR

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email/telephone: \_\_\_\_\_

Please make checks payable to: FAIRNY, Inc., and mail to PO Box 151, Dewitt, NY 13214

- Principal Sponsor \_\_\_ \$1500 **Separate signage** at the Booth as Principal Sponsor, priority listing as Principal sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, listing in the NY Pride Network Guide, acknowledgment on our website, **separate signage at the Official Pride Day Information Fair**, listing as a sponsor of a theme day Pride Day Faith Days Senior Day Ally Day Health Day Family Day Student Day Transgender Day
- Prime Sponsor \_\_\_ \$1000 Priority listing as a Prime sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, listing in NY York Pride Network Guide, acknowledgment on our website, separate signage at Pride Day Information Fair, listing as a sponsor of a theme day Pride Day Faith Days Senior Day Ally Day Health Day Family Day Student Day Transgender Day
- Fair Sponsor \_\_\_ \$500 Priority listing as a Fair sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, listing in the NY Pride Network Guide, listing as a sponsor of a theme day, acknowledgment on our website, signage at Pride Day Information Fair.
- Empire Sponsor \_\_\_ \$250 Listing as an Empire sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, listing in the NY Pride Network Guide, acknowledgment on our website.
- Major Sponsor \_\_\_ \$150 Listing as a Major sponsor on Booth sponsor signage, listing in our Booth sponsor brochure, listing in the NY Pride Network Guide, acknowledgment on our website.
- Theme Sponsor \_\_\_ \$100 Listing as a sponsor for a theme day at the Booth, listing in our Booth sponsor handout, listing in the NY Pride Network Guide, acknowledgment on our website: Pride Day Faith Days Senior Day Ally Day Health Day Family Day Student Day Transgender Day
- Sponsor \_\_\_ \$75 Listing as a sponsor at the Booth and on our website.

### NY PRIDE NETWORK GUIDE ADVERTISING FORM

FAIRNY distributes a free resource guide for visitors to our Booth, the NY Pride Network Guide, The Guide is a directory of LGBTQ organizations (Pride Centers, HIV/AIDS, senior, youth, transgender, health, family), ally, social justice and faith organizations.

The **NY Pride Network Guide** will give your business, congregation or organization the ability to reach the large audience that visits the LGBT Booth at the New York State Fair, AND to reach additional audiences at the distribution points of the Guide throughout the year.

Our Guide offers a low cost opportunity to connect to members of the LGBTQ community, our families, allies and supporters throughout Upstate New York. Our guide provides information on resources from the Capital District, Central/Northern New York, the Genesee Valley/Finger Lakes and the Southern Tier.

#### NY PRIDE NETWORK GUIDE PRICING:

Back cover	(7.5 inch wide by 10 inch high)	400.00
Center fold	(7.5 inch wide by 10 inch high)	350.00
Inside back cover	(7.5 inch wide by 10 inch high)	300.00
Full page	(7.5 inch wide by 10 inch high)	200.00
Half page	(7.5 inch wide by 5 inch high)	100.00
Quarter page	(3.75 inch wide by 5 inch high)	50.00

The **Guide** is produced in an 8 ½ by 11 format and published in color to make your ad more effective. Files must be PDF or JPG (high resolution 300 ppi); please make your file the size of the space you are purchasing. All files are due on August 1. If you have questions or need more information please email us at [fairny@fairny.org](mailto:fairny@fairny.org) or call us at (315) 460-6971.

Please note: *If you are a Booth sponsor (principal through theme day), your name will be included in the sponsor listing in the Guide, and sponsor signs and handouts; if you wish to advertise in the Guide, please submit your ad by August 1. **Early responses are greatly appreciated!***

**Please remember: the LGBTQ Booth is only possible with your support!** Your sponsorship and/or ad enables us to host the Booth and Information Fair and provide free resources for the LGBTQ community, our families, friends, allies, faith communities, social workers, therapists, service providers and the public!

*Donations from organizations, businesses and individuals are also welcome!*