

SPONSORSHIP FORM FOR THE LGBT 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 a Principal Sponsor, priority listing as a Principal sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, front page listing on the New York Pride Network Guide, listing as a sponsor of a theme day, acknowledgment on our website.
Prime Sponsor	___ \$1000	Priority listing as a Prime sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, front page listing in the New York Pride Network Guide, listing as a sponsor of a theme day, acknowledgment on our website.
Fair Sponsor	___ \$500	Priority listing as a Fair sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, front page listing in the New York Pride Network Guide, listing as a sponsor of a theme day, acknowledgment on our website.
Empire Sponsor	___ \$250	Listing as a Empire sponsor on Booth sponsor signage, priority listing in our Booth sponsor brochure, listing in the New York 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 New York 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 New York Pride Network Guide, acknowledgment on our website.
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 Guide is a directory of LGBTQ organizations (pride centers, HIV/AIDS, senior, youth, transgender, health, family), ally, social justice and faith organizations. The directory will also be posted on www.nypridenetwork.org.

The **NY Pride Network Guide** will give your congregation, organization or business 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, from September 2015 to August 2016.

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

NY PRIDE NETWORK GUIDE PRICING:		Pay by: June 1	July 15
Center fold	(7.5 inch wide by 10 inch high)	375.00	500.00
Back cover	(7.5 inch wide by 10 inch high)	375.00	500.00
Inside back cover	(7.5 inch wide by 10 inch high)	300.00	400.00
Full page	(7.5 inch wide by 10 inch high)	150.00	200.00
Half page	(7.5 inch wide by 5 inch high)	75.00	100.00
Quarter page	(3.75 inch wide by 5 inch high)	37.50	50.00

The **Guide** will 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 July 15. If you have questions or need more information please email us at fairny@fairny.org or call (315) 460-6971.

Please note: If you are a Booth sponsor (principal through theme day), your name will be included in the sponsor listing on the inside front cover of the **Guide**, and sponsor signs and handouts; if you wish to advertise in the **Guide**, please submit your ad by July 15. *Early responses are greatly appreciated!*

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

Visit www.nypridenetwork.org/events.php
for a list of events for the LGBTQ community and allies.