# 2024

## EDGE NEW JERSEY Sponsorship Slide Deck

#### **EDGE NEW JERSEY**

EDGE New Jersey is a local nonprofit organization that has served the community since 1994. Today, EDGE NJ is one of the largest and most forward-thinking HIV, LGBTQ+, and preventative care agencies in the state of New Jersey.

#### Mission of edge

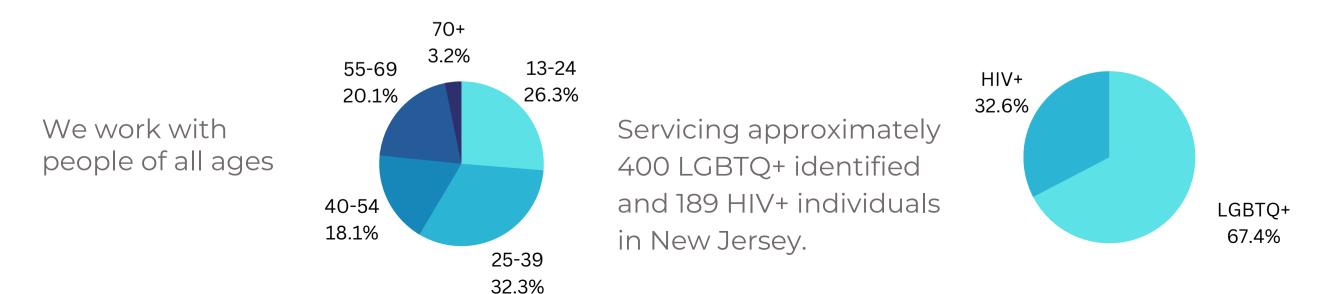
To respond compassionately and responsibly to those living with HIV, those at risk, and the LGBTQ+ communities by providing supportive services, housing opportunities, prevention strategies, and education to enhance the community we serve.

#### **Services**

- Behavioral Health Counseling
- LGBTQ+ Support Groups
- HIV+ Support Groups
- Prevention & Harm Reduction Services
- Social Service/ Case Management
- Housing Services
- Educational Training Workshops
- Community Events



#### In 2022, EDGE NJ helped 609 people live their true authentic lives.









#### **Morris County Pride Festival**

In 2023, the Morris County Pride Festival saw approximately 1,000 people pass through and engage with sponsor booths and over 70 local vendors. MC Pride Festival is a family-friendly event that captures attendees from all age groups. In partnership with the local YMCA, County College of Morris, and Glen Brook Brewery, the festival offers various engaging areas like the youth center and beer garden for both the kids and adults to engage with.

### MORRIS COUNTY PRIDE SPONSORSHIP TIERS

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sive	\$40,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$500
Event stage naming rights	<b>✓</b>							
Intermission performance naming rights	<b>✓</b>							
Logo on Pride Guide cover as presenting sponsor	<b>✓</b>							
Acknowledgment in local press release	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>			
Included in email marketing	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
l Media								
Social media ad on EDGE NJ accounts	✓	✓	<b>✓</b>					
Sponsor post recognition	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>			
Mentioned and tagged in event social media posts	All	All	All	All	10	5	2	
of Event								
Verbal recognition hourly from the stage	<b>✓</b>	<b>✓</b>						
Sponsor recognition at add on event	<b>✓</b>	<b>✓</b>						
Speaking opportunity on stage	<b>✓</b>	✓	<b>✓</b>	<b>✓</b>				
Sponsor provided item included in event bag	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>				
Ad in Pride Guide	1 page color	1 page color	1/2 page color	1/2 page B/W	1/4 page B/W			
Logo on stage banner	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>			
Logo on event shirt	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>		
Workplace Educational Workshop	6	4	3	2	1	1		
Logo on sponsorship standalone apron banner at check-in	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	
Logo in event Pride Guide	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>	<b>✓</b>
Vendor booth	Exhibit	Exhibit	20 X 20	20 X 20	10 X 10	10 X 10	10 X 10	10 X 10
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