

COMMUNITY, CREATIVITY & CHARITY



Art and expression have always gone hand-in-hand within the LGBTQ community. Because last year presented a whirlwind of challenges that delivered a renewed struggle, Metrosource has developed ***Reclaiming My Pride***, an integrated media event to give artists a voice in the spirit of Community, Creativity, & Charity.

Through print, digital, social, and event promotional opportunities, ***Reclaiming My Pride*** will unite the community and reinvigorate it like never before.

ART CONTEST RUNS:	APRIL 4, 2018 – MAY 15, 2018
EVENT DATE:	JUNE 20, 2018 – 6-9PM
EVENT LOCATION:	ONE WORLD OBSERVATORY
MEDIA EXPOSURE:	APRIL 4, 2018 – SEPTEMBER 30, 2018
CHARITY BENEFICIARY:	THE ALI FORNEY CENTER

COMMUNITY

- Promotion throughout the **community** to local NYC and LA art schools, signage posted at local LGBTQ centers, Metrosource & One World Observatory partners, social media, and more.
- **Community** leader & celebrity panel of judges that will select 1 winner from 10 finalists.
- Exclusive gallery opening party for the **community**, including finalists, judges, contest winners and other VIP invitees (approx. 250).
- Winning artists and **community** judges featured in Metrosource and on Metrosource.com.

CREATIVITY

- Art submitted by **creative** artists themed to ***Reclaiming My Pride***, beginning April 4th, 2018.
- Original artwork **creativity** coverage in Metrosource, on Metrosource.com, and on Metrosource's Facebook, Instagram, and Twitter pages.
- Video interviews of artists on their work and how it **creatively** fits the ***Reclaiming My Pride*** theme.
- Gallery showing of most **creative** finalist pieces in One World Observatory space from June 21 – June 24.

CHARITY

- Donations collected at the ***Reclaiming My Pride*** event to donate to The Ali Forney Center **charity**.



POSITION YOUR BRAND WITH PRIDE

SPONSORSHIP OPPORTUNITIES:

- Category exclusive sponsorship of **Reclaiming My Pride** event at One World Observatory.
- Logo presence on all **Reclaiming My Pride** promotional materials, including event signage.
- One (1) full page ad for your brand in printed **Reclaiming My Pride** event program.
- Logo on co-branded custom **Reclaiming My Pride** print and online promotional recaps.
- Logo presence in **Reclaiming My Pride** email blasts.
- Gift bag inclusion (fully customizable).
- Logo inclusion on **Reclaiming My Pride** giveaways.
- Facebook Live stream from the **Reclaiming My Pride** event.
- Optional prize package inclusion for winning artist and 10 finalists.
- Speaking opportunity at **Reclaiming My Pride** event.
- Limited rights to use art, as agreed to by artists.

Other sponsorship elements may be negotiated based on level of commitment. Connect with your Metrosource representative for additional details.

CONTACT:

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