

Boston Pride

2014

Partnership Information Packet
HOSPITALITY PROGRAM



boston prideSM



Our Mission Statement

Boston Pride produces events and activities to achieve inclusivity, equality, respect, and awareness in Greater Boston and beyond. Fostering diversity, unity, visibility and dignity, we educate, communicate and advocate by building and strengthening community connections.

Our Programs

Boston Pride's activities are grouped in five programs:

- **Pride Week** – A 10-day celebration centered around the Pride Parade and Festival held annually on the 2nd Saturday in June
- **Youth Events** – A series of events dedicated to our Commonwealth's youth, including our Valentine's Day Youth Dance and Pride Youth Dance
- **Latin@ Pride** – A celebration of our community's diversity and of our communities of color
- **Pride 365** – A series of events throughout the year, such as our Pride Cruise, our Community Open House, our Holiday Party...
- **Human Rights and Education** – A series of programs and activities promoting domestic and international human rights

Calendar of Events

PRIDE WEEK 2014 (tentative)

Friday, June 6

Flag Raising

Official Kick-Off Party

Saturday, June 7

Pride Day @ Faneuil Hall

Pride @ Night: Club Event

Sunday, June 8

Pride @ Night: Club Event

Monday, June 9

Royal Pageant

Tuesday, June 10

Human Rights and Education Event

Wednesday, June 11

Pride @ Night: Club Event

Thursday, June 12

Pride @ Night: Club Event

Friday, June 13

VIP Party

Pride @ Night: Club Event

Saturday, June 14

Parade & Festival

Youth Dance (under 21 dance party)

Pride @ Night: Main Event

Sunday, June 15

JP and Back Bay Block Parties



Thank you for your interest in learning more about Boston Pride's partnership opportunities. We hope that you will find the enclosed material informative and motivating, and that you will consider joining us in our efforts to effect social change through our diverse and exciting portfolio of events, activities, and programs.

Our extensive partnership packages offer opportunities for **MARKETING, BRANDING, SOCIAL ENGAGEMENT, AND HUMAN RESOURCE DEVELOPMENT** through our events, social media platforms, website, and media relationships.





Web reach

Online at BostonPride.org

2013 visits:	168,500	(78,000 in June)	+33% over 2011
2013 unique visitors:	121,000	(56,000 in June)	+38% over 2011
2013 page views:	366,000	(169,500 in June)	+13% over 2011

14% annual growth[‡]

OF WEB REACH THROUGH BOSTONPRIDE.ORG



Social reach

Facebook, Twitter, Google+, LinkedIn and YouTube

PRIMARY¹: 15,500+ (+30.25% over 2012)	DEMOGRAPHICS²:
SECONDARY²: 3.5M+ (2012)	Male 48% - Female 48%
2013 video views: 54,000 (+64% over 2012)	Under 25yo: 15%
2012 top virality ² : 20%	25-34yo: 35%
2012 top weekly reach ² : 130,000 users	35-44yo: 25%
2012 top weekly engagement ² : 8,400 users	Over 45yo: 25%

30% annual growth

#2 social footprint

FOR AN LGBT NON-PROFIT ORGANIZATION
IN MASSACHUSETTS BEHIND GLAD³



Email reach

Newsletter

GLOBAL: 13,000+ emails - 30 newsletter + announcements / year
PARADE: 500+ emails - 15 parade updates for registrants / year
FESTIVAL: 500+ emails - 15 festival updates for registrants / year

ESTIMATED TOTAL DIRECT ONLINE REACH 2013

300,000+



Event reach

Attendance at events

Boston Pride 2013 estimated attendance (per Boston Police)
PARADE: 750,000 **PRIDE WEEK:** 900,000
FESTIVAL: 100,000 **YOUTH PRIDE:** 4,000
BLOCK PARTIES: 12,000 **LATINO PRIDE:** 1,500

ESTIMATED TOTAL DIRECT EVENT REACH 2013

900,000+



Media reach

Coverage

PRINT: The Advocate - Bay Windows - Boston Globe - Boston Herald - Boston Magazine - Boston Phoenix - Night Timez - Out @ Night - Passport Magazine - Boston Spirit Magazine - Stuff Magazine - The Back Bay Sun - The Beacon Hill Times - The Improper Bostonian - The JP Gazette - Metro - The Pink Pages - The Rainbow Times - The South End News - The Weekly Dig - OutTake - On Top Magazine - Beacon Hill Patch - Back Bay Patch - BostInno - Gay Cities - The Huffington Post - Boston Daily

TELEVISION: CBS-4 Boston - CNN - Fox 25 News - MSNBC - NECN - Q TV - WCVB-TV Boston Channel 5 - WHDH-TV NBC Channel 7

RADIO: 88.9 FM - 90.9 FM, Boston's NPR Station - 94.5 FM - 98.5 FM - 101.7 FM - 104.1 FM - 107.9 FM - 680 AM - SiriusXM Out Q
trttalkradio.com - WBUR

ONLINE: abc40.com - advocate.com - baywindows.com - boston.com - bostonherald.com - cbsboston.com - edgeboston.com - examiner.com - interpride.org - masslive.com - mix1041.com - myfoxboston.com - necn.com - [Logo's newnownext.com](http://Logo'snewnownext.com) - out.com - outtakeonline.com - phx.com - planet99.com - stuffatnight.com - therainbowtimesmass.com - vizionsmagazine.net - wcvb.com - weeklydig.com - yelp.com

To sign up as a partner of Boston Pride
Contact us!

partnership@bostonpride.org 617.262.9405

[‡] Compounded average over primary metrics.

¹ All networks: Facebook, Twitter, Google+, LinkedIn and YouTube.

² Facebook in 2012 - Facebook no longer records these metrics.

³ Based on primary social reach numbers publicly available as of 12/12/13 on Facebook, Twitter, Google+, LinkedIn and YouTube.



Presidential

\$5,000 or 10 rooms | all Hospitality Partners agree to offer a special rate during Pride Week

Enhanced listing and link on Boston Pride's "Visit Boston" web page

Social media: individual spot and link to room reservation in two annual releases

Web: logo, link and header banner ad on all pages

Logo placement: signage and print ads



Luxury

\$2,500 or 5 rooms | all Hospitality Partners agree to offer a special rate during Pride Week

Enhanced listing and link on Boston Pride's "Visit Boston" web page

Social media: individual spot and link to room reservation in one annual release

Web: logo, link and small banner ad on all pages

Logo placement: signage and print ads



Queen

\$1,500 or 3 rooms | all Hospitality Partners agree to offer a special rate during Pride Week

Listing and link on Boston Pride's "Visit Boston" web page

Social media: group mention in one annual release

Web: logo and link on all pages



Standard

\$1,000 or 2 rooms | All Hospitality Partners agree to offer a special rate during Pride Week

Listing and link on Boston Pride's "Visit Boston" web page

Social media: group mention in one annual release

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Past Hospitality Partners



