



# FAMILY WEEK

JULY 27 - AUGUST 3, 2024 • PROVINCETOWN, MA



**Family Week is the largest annual gathering of lesbian, gay, bisexual, transgender, and/or queer (LGBTQ+) families in the world. Join us and hundreds of families as we take over Provincetown, Massachusetts—an iconic New England vacation town—for a week of programs, connection, and fun for the whole family.**

The importance of this week cannot be understated. With more than 550 anti-LGBTQ+ bills introduced in states across the country in 2023, we're reminded that now, more than ever, joy is an act of resistance. And there are few weeks in the calendar year quite as joyful as Family Week in Provincetown, MA!

Explore this resource to learn more about the opportunities we're building to partner with sponsors like you. Then, when you're ready, reach out by contacting our [Director of Corporate and Foundation Relations, Emily McGranachan](#), to start a conversation!

**600**

families registered for Family Week 2023.

Folks traveled from  
**35**  
states to join us.

Folks traveled from  
**9**  
countries to join us.

**71%**

of LGBTQ+ people say they're more likely to support a company that supports equality.

"Knowing a business sponsored [Family Equality] makes me want to support them."

# SPONSORSHIP LEVELS

	<b>Presenting (\$100,000)</b>	<b>Platinum (\$35,000)</b>	<b>Gold (\$15,000)</b>	<b>Silver (\$10,000)</b>	<b>Bronze (\$5,000)</b>
<b>Recognition as official sponsor of selected event(s)</b>	2 signature events + brand activations	1 signature event + brand activation	1 signature event + brand activation	1 gathering or intimate event	-
<b>Recognition by our President &amp; CEO in Family Night speech</b>	✓	-	-	-	-
<b>Opportunity for branded giveaway items in Welcome Bag</b>	3 giveaway items	2 giveaway items	1 giveaway item	-	-
<b>Logo on the Family Week website</b>	Premiere placement	Premium placement	✓	✓	✓
<b>Logo on the Family Week sponsor banner</b>	Premiere placement	✓	✓	✓	✓
<b>Logo on the official Family Week banner</b>	Premiere placement	-	-	-	-
<b>Logo in email communications</b>	✓	✓	✓	✓	✓
<b>Spotlight in email communications</b>	3 - Before and after event and a dedicated feature	2 - Before and after event	1 - Before event	1 - Before event	-
<b>Opportunity to table in Sunday's resource fair</b>	✓	✓	✓	✓	✓
<b>"Live from Family Week" social media moment</b>	1	-	-	-	-

# ADDITIONAL OPPORTUNITIES

## Resource Fair

Participate in our Resource Fair on Sunday, July 28 with a table in our indoor space! Further details will be shared and determined as we approach Family Week 2024. Confirmation of participation with no additional fee must be received by June 27 to ensure a space is saved.

Partners are responsible for staffing the table, providing materials, and setting up/taking down their display.

- Corporate partner: \$500
- Small business partner: \$300
- Large nonprofit partner (\$1M+ budget): \$300
- Small nonprofit partner (under \$1M budget): \$200

## Sponsor *Family Night*

A pillar of Family Week, Family Night is the largest event of the week and a must-attend evening of family fun and fundraising. Previous themes have included "Y'all Means All!" (2022) and "Deep Sea Disco" (2023). Each year, nearly 1,400 families on Motta Field are all dressed for the theme and enjoying a night of music, food, and fun.

In addition to sponsoring this event, we welcome branding activations, either in person with your team or arranged with ours.

### Sponsorship Levels

- Presenting sponsor: \$20,000
- Gold sponsor: \$15,000
- Silver sponsor: \$10,000
- Bronze sponsor: \$5,000
- Friend sponsor: \$3,000



"After seeing which companies supported Family Equality, we started making thoughtful decisions about how we spent our dollars."



"Sponsors' commitment to [Family Equality] makes us feel valued, respected, and appreciated. We will make concerted efforts to show sponsors the same support."

## Provide In-Kind Support

Family Equality appreciates in-kind donations and engagement with our community partners and supporters. In-kind support is vital to the success of Family Week and is an excellent way for local businesses to engage with families. In-kind support comes in many different varieties and levels.

Depending on engagement type and interest, supporters may be recognized with logo placement on the *Family Week* website, newsletter spotlights, listing on the Family Week 'Plan Your Trip' webpage, and a flyer insert in the

welcome bag or brochures available at the Registration and Check-In on Saturday and Sunday.

### Examples of how you can support Family Equality at *Family Week*:

- Gift cards and discounts for Family Equality staff and volunteers
- "Round Up" donation programs on all sales during Family Week to benefit Family Equality
- Event giveaways and branded items for events and the welcome bag
- Space for an event

Got ideas? [Get in touch with a Family Week team member today!](#)

## READY TO GET STARTED?

So are we! Contact Emily McGranachan, Director of Corporate and Foundation Relations, at [emcgranachan@familyequality.org](mailto:emcgranachan@familyequality.org) to continue the conversation.