



BECOMING COMMUNITY



2024 PARTNERSHIP OPPORTUNITIES

 *Pride Lafayette*

640 MAIN STREET | LAFAYETTE, INDIANA 47901 | WWW.PRIDELAFAYETTE.ORG



ABOUT PRIDE LAFAYETTE

Founded in 2003, Pride Lafayette, Inc, a 501(c)(3) non-profit organization, **continually educates and promotes awareness of diversity, health, culture and acceptance of individuals based on sexual orientation and gender identity.** Working with the LGBTQ+ community in Greater Lafayette and north central Indiana, Pride Lafayette, Inc. facilitates and coordinates efforts and programs geared toward diversity education, health initiatives, community mobilization, cultural enhancement, and research. Pride Lafayette seeks to be the premier link to the Greater Lafayette LGBTQ+ community, to build bridges within the community and forge new bonds among young and old, life-long residents and newcomers, and community members living on both sides of the Wabash. **We celebrate the strength and diversity of our community, and we foster an increased sense of well-being in the lives we touch.**

Pride Lafayette operates the **Pride Lafayette Community Center**, the oldest LGBTQ+ community center in the state of Indiana, located on Main Street in the heart of downtown Lafayette. With the support of community volunteers, the Center offers daily open hours and provides a safe and welcoming space for the LGBTQ+ community, as well as partner organizations and outreach programs including PFLAG, TransLafayette, the Pride Lafayette Youth Group, and HIV Pathways. Working with the Tippecanoe County Health Department, the Center also offers regular HIV testing.

Pride Lafayette annually reaches and serves more than 10,000 people in the Greater Lafayette area.

The organization partners with allied organizations within Purdue University, including the University's LGBTQ Center and Purdue Employee Pride, to provide support and resources for students, faculty and staff alike. Pride Lafayette also serves as a resource to local governments, businesses, and community organizations to assist them in making Greater Lafayette a more welcoming and inclusive place for the LGBTQ+ community.

Pride Lafayette is a member of **InterPride**, the international association of Pride organizations, and the **United States Association of Prides**, which helps to build vibrant and strong US Pride organizations through collaboration, support, networking, providing resources, helping to develop a national identity of Pride, and offering support and advocacy for its members.

ON THE COVER: **BECOMING COMMUNITY**

The image on the cover is a mural created and named by the Pride Lafayette Youth Group. Working from an outline of the iconic "Coming Out" imagery, each member took a canvas and painted it as they saw fit. The individual pieces were put back together to create a mural that hangs in the entrance of the Pride Lafayette Community Center on Main Street. The students called the piece, "BEcoming commUnitY," and it's a wonderful reminder that we're working for the day when every member of the LGBTQ+ community can be their authentic selves.





PRIDE LAFAYETTE PROGRAMS

The COVID-19 pandemic greatly curtailed the activities of Pride Lafayette, but now a look at the calendar finds a near-constant flow of activities and programs by both Pride Lafayette, its partner organizations, and outreach programs.

OPEN HOURS

Perhaps the greatest impact Pride Lafayette has on the community is providing daily open hours at the Pride Lafayette Community Center on Main Street. These open hours are staffed by trained volunteers daily 6p-8p. In addition to providing a safe space for members of the LGBTQ+ community gather, the Center serves as a visible presence for the community in the heart of downtown Lafayette.

YOUTH GROUP

Every month, the Pride Lafayette Youth Group provides outreach programming, support, and resources to LGBTQ+ young people (and their parents) in Greater Lafayette. The Youth Group is facilitated by two members who work inside one of the local school corporation and have specialized training in working with young people.

TRANSLAFAYETTE

With twice monthly meetings, TransLafayette is a group dedicated to creating a safe environment for transgender and gender diverse people, provides regular gathering opportunities and resources specifically developed for the trans community.

TRANS DAY OF REMEMBRANCE

Observed annually on November 20, Pride Lafayette supports the activities of TransLafayette to commemorate Trans Day of Remembrance. In 2023, this included a community gathering that included a clothing exchange and the establishment of a community closet at the Pride Center that is open to all in need of clothing that best matches their gender expression.

SECOND CHANCE PROM

Not everyone had the opportunity to attend prom with the person they wanted or dressed as they wanted or fully as themselves. Pride Lafayette's annual Second Chance Prom gives all ages the chance to come together for a prom night to be their authentic selves and have fun.

OUTFEST

Held annually in August, OUTfest is a celebration of the LGBTQ+ community in North Central Indiana that celebrates the diversity of our community with family, friends, and allies and increases awareness of LGBTQ+ community. The day-long festival, which draws over 7,000 attendees from across the region, features live bands and DJs, food trucks, more than 70 vendors including community organizations, a beer garden, a family area, dancing, drag entertainment, extended hours for some downtown businesses, and much more! OUTfest is organized each year by a planning committee made up of board members from Pride Lafayette and non-board community leaders who work together to create this unforgettable yearly event. First held in 2008, after taking two years off for the COVID pandemic, OUTfest turns 15 in 2024!

EDUCATIONAL PROGRAMMING

Led by Pride Lafayette board members and members of the community, Pride Lafayette provides regular educational and resource programming including the history of LGBTQ+ activism in Tippecanoe County, the importance and history of pioneers like Harvey Milk, and how to navigate coming out in professional settings.





PRIDE LAFAYETTE PROGRAMS

CHRISTY'S CHRISTMAS CAROL

Every year during the holiday season, Pride Lafayette adopts 10 families throughout the region and provides them with a full holiday meal and, as appropriate, gifts for the holiday season. In 2023, the project was renamed "Christy's Christmas Carol," in memory of our late board member, Christy Warrig. Wearing her signature cat-ears headbands, Christy spread joy and light wherever she went, even as she struggled with her own loneliness during the holidays — an issue many LGBTQ+ people feel after being ostracized by their families. We can think of no better way to honor Christy's memory than by spreading joy and light during the holiday season.

#LAFAYETTEPROUD

Every month, Pride Lafayette distributes #LafayetteProud, its monthly newsletter designed to keep friends and supporters up to date on the latest events and information impacting our efforts in Greater Lafayette.

RESOURCE FAIRS

Over the years, Pride Lafayette has identified resource gaps within the LGBTQ+ community in Greater Lafayette and North Central Indiana. To close these gaps, Pride Lafayette began presenting resource fairs, starting with its Trans Resource Fair in 2023, to connect the LGBTQ+ community with welcoming community organizations and businesses with a specific focus on legal, health care, and mental health resources. An expansion of these fairs is planned for 2024 to include a focus on legal and estate planning services.

SOCIAL NIGHTS

Pride Lafayette also offers multiple social nights each month at the Center, including a game night and the "Queer Cult Classics" film series.

HIV TESTING

Working in conjunction with the Tippecanoe County Health Department, Pride Lafayette offers monthly HIV testing and STI screening opportunities.

COMMUNITY DIRECTORY

Working with graduate students at Purdue University, in 2020, Pride Lafayette launched an online Community Directory. The Directory, which was based on a survey LGBTQ+ folks in NW Central Indiana about inclusive resources in our community features LGBTQ+ affirming businesses and organizations that were verified by the Directory team. An update, completed in conjunction with Purdue Employee Pride, is expected in 2024.

HOLIDAYS @ THE CENTER

Holidays can be difficult for the LGBTQ+ community, with many people experiencing depression, isolation and loneliness, and rejection by family and friends. Every year, Pride Lafayette opens its doors for the community on Thanksgiving and Christmas to provide a warm meal and a welcoming and safe space for all in the community who want to join us.

SIBLING PRIDE FESTIVALS

Dependent on scheduling and volunteer availability, Pride Lafayette strives to maintain a supportive presence at sibling pride festivals across the state of Indiana, including both Indy Pride (June) and Spencer Pride (October.)

WHAT'S NEXT?

The board of Pride Lafayette is constantly evaluating the needs of the local community and working to identify new avenues for programming, social activities, and partnerships to expand our mission and create a more welcoming and accepting community.





Save the Dates

2024 is gearing up to be an exciting and busy year for Pride Lafayette! To the right are just a handful of the events already on the calendar for the year. Additionally, Pride Lafayette's monthly board meetings, held at the Pride Lafayette Community Center, are open to the public and we welcome the community to join us for these meetings.

2024 Board Meetings

Board meetings are generally held on the first Tuesday of the month, but will occasionally shift to the second Tuesday based on holidays and other public days of importance. Please consult the calendar below for exact board meeting dates.

January (board retreat; closed to public)

February 6

March 5

April 2

May 7

June 4

July 2

August 6

September 10

October 1

November 12

December 3

**Unmasking Lafayette has chosen Pride Lafayette as its community partner for 2024 and proceeds from its annual Masquerade Ball will benefit Pride Lafayette and our programs. More information, including ticketing and sponsorship opportunities, is available at unmaskinglafayette.org.*

February 17

Unmasking Masquerade Ball*

Late April

Second Chance Prom (exact date & place TBD)

May 15

Pride Night @ Civic Theatre
(special presentation of "The Prom")

June 1

OUTFest Theme Reveal Party & Fundraiser

August 17

OUTFest 2024

November 20

Trans Day of Remembrance

November 28

Thanksgiving @ The Center

December 14

Annual Holiday Party

December 25

Christmas @ The Center





BECOMING COMMUNITY

2024 PARTNERSHIP OPPORTUNITIES

Angel Sponsorship

Angel Advocates at the **\$10,000 or higher** level will receive:

- Prominent logo placement and link on the Pride Lafayette and OUTFest websites
- Prominent logo placement on all 2024 Pride Lafayette correspondence and marketing materials, including primary sponsorship of #LafayetteProud monthly e-newsletter
- Up to 12 Branded social media posts in 2024 (one per month) to our combined audiences of more than 16,000
- Branded partnership spotlight in one #LafayetteProud monthly e-newsletter + logo placement in each monthly newsletter
- Recognition as an Angel Sponsor of Second Chance Prom, OUTFest, and all 2024 Pride Lafayette events

OUTFest Specific Benefits

- Prominent logo placement on all OUTFest correspondence and marketing materials and t-shirts
- Logo display at the Main Stage, Beer Garden, Family Area, and all entry gates
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 30 tickets to OUTFest

Presenting Sponsorship

Diamond Advocates at the **\$5,000** Presenting level will receive:

- Prominent logo placement and link on the Pride Lafayette and OUTFest websites
- Up to 6 Branded social media posts in 2024 to our combined audiences of more than 16,000
- Branded partnership spotlight in one #LafayetteProud monthly e-newsletter + logo placement in each monthly newsletter
- Recognition as a Presenting Sponsor of Second Chance Prom, OUTFest, and all 2024 Pride Lafayette events

OUTFest Specific Benefits

- Prominent logo placement on all OUTFest correspondence and marketing materials and t-shirts
- Logo display at the Main Stage, Beer Garden, Family Area, and all entry gates
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 20 tickets to OUTFest

2024 PARTNERSHIP OPPORTUNITIES

Love is Love Sponsorship

Platinum Advocates at the **\$2,500** level will receive:

- Prominent logo placement and link on the Pride Lafayette and OUTFest websites
- Up to 4 Branded social media posts in 2024 (one per quarter) to our combined audiences of more than 16,000
- Branded partnership spotlight in one #LafayetteProud monthly e-newsletter + logo placement in each monthly newsletter
- Recognition as a Platinum Sponsor of Second Chance Prom, OUTFest, and all 2024 Pride Lafayette events

OUTFest Specific Benefits

- Choice of branding rights for Mainstage or entry gates.
- Logo display at the Main Stage, Beer Garden, Family Area, all entry gates, and t-shirts
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 15 tickets to OUTFest

Rainbow Sponsorship

Gold Advocates at the **\$1,500** level will receive:

- Logo placement and link on the Pride Lafayette and OUTFest websites
- Recognition as a Rainbow sponsor on our social media channels, with combined audiences of more than 16,000
- Recognition in pre-OUTFest #LafayetteProud monthly e-newsletter
- Recognition as a Gold Sponsor of Second Chance Prom, OUTFest, and all 2024 Pride Lafayette events

OUTFest Specific Benefits

- Logo display at the Main Stage, Beer Garden, Family Area, all entry gates, and t-shirts
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 10 tickets to OUTFest

True Colors Sponsorship

Silver Advocates at the **\$1,000** level will receive:

- Logo placement and link on the Pride Lafayette and OUTFest websites
- Recognition as a Rainbow sponsor on our social media channels
- Recognition in pre-OUTFest #LafayetteProud monthly e-newsletter
- Recognition as a Silver Sponsor of Second Chance Prom, OUTFest, and all 2024 Pride Lafayette events

OUTFest Specific Benefits

- Logo display at the Main Stage, Beer Garden, Family Area, and all entry gates
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 10 tickets to OUTFest

Friend & Ally Sponsorship

Bronze Advocates at the **\$500** level will receive:

- Logo placement and link on the Pride Lafayette and OUTFest websites
- Recognition as a Friend & Ally sponsor on our social media channels
- Recognition in pre-OUTFest #LafayetteProud monthly e-newsletter
- Recognition as a Bronze Sponsor of Second Chance Prom, OUTFest, and all 2024 Pride Lafayette events

OUTFest Specific Benefits

- Logo display at the Main Stage, Beer Garden, Family Area, and all entry gates
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 5 tickets to OUTFest



Help Pride Lafayette **BUILD OUR COMMUNITY**

For more information about partnering with Pride Lafayette and helping us advocate for a more welcoming and inclusive Greater Lafayette, please contact our Development Chair Derrick Jones at development@pridelafayette.org or (240) 432-5035.

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