



PARTNERSHIP GUIDE 2025

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 IU Health PositiveLink, 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 **CenterLink**, the network of LGBTQ+ community centers, which serves to strengthen, support, and connect LGBTQ+ community centers. Pride Lafayette is also a member of **InterPride**, the international association of Pride organizations, 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, the **Indiana Pride Network**, the network of pride celebration organizers in Indiana, and the **Indiana Rainbow Chamber of Commerce**, the association of LGBTQ+-owned and affirming businesses in the state of Indiana.

Pride Lafayette is a proud member of:



2023-2024 BY THE NUMBERS



3500+

OUTFest Attendees
(estimated)

2500+
Pride Community Center
Visitors

3400+
Volunteer Hours



48

Monthly Group
Meetings Held



40

Educational &
Outreach Events

2023-2024 SPONSORS

ANGEL ADVOCATE (\$10,000+)

Civic Theatre of Greater Lafayette*

PRESENTING SPONSORS (\$5,000+)

Holiday Inn City Centre*
IU Health
Purdue LGBTQ+ Center
Purdue Office of Diversity, Inclusion & Belonging
Q1067*

LOVE IS LOVE SPONSORS (\$2,500+)

6th Street Dive*
Digby's Pub and Patio*
Knickerbocker Saloon*
Subaru of Indiana Automotive
Vine Street Creative*
Visit Lafayette-West Lafayette

RAINBOW SPONSORS (\$1,500+)

Arni's*
Good Times Professional Audio*
MyPath Companies
Southwire - Lafayette Plant

TRUE COLORS SPONSORS (\$1,000+)

City of Lafayette
City of West Lafayette
Coldwell Banker Shook
Coldwell Commercial Shook
Friends of Downtown*
Lafayette Roller Derby
Long Electric*
Peterman Brothers
Spectrum: Arconic Employees
for LGBTQ+ Equality
The Spot*
United Steelworkers Local 115

FRIEND & ALLY SPONSORS (\$500+)

Anthem BlueCross BlueShield
Awards Unlimited*
Coyote Crossing Golf Club*
GL Graphix*
Greyt Event Media*
Horizon Bank
Jasmine Norris Photography
Lafayette Regional Realtors
Matchbox Co-Working Studio
McDonalds Owners of Greater
Indiana & SW Michigan
Regions Bank
Spencer Childers Group
Town & Gown Bistro*
Treat Your Selfie*
Two Guys Catering & Bakery

FOUNDATION & GRANT SUPPORT

CenterLink
Coach Foundation
Indy Pride
Sisters of Perpetual Indulgence
Unmasking Lafayette
Visit Lafayette-West Lafayette
Wabash National

Includes sponsors of OUTfest 2023 and those who signed as calendar year 2024 partners.

**Denotes in-kind or partial in-kind donation sponsorship*



PRIDE LAFAYETTE PROGRAMS

2024 PROGRAM EXPANSION HIGHLIGHTS

OUTFest expanded its footprint and more than doubled the number of vendors to over 170.

Community partnership with NAMI-WCI to offer LGBTQ+ support group at the Pride Center.

New monthly Financial Education Seminar Series.

Expanded Resource Fair series with further expansion planned in 2025.

Christy's Christmas Carol expanded to help 20 families in need during the holidays.

Established a free Community Closet clothing swap.

OPEN HOURS

Perhaps the greatest impact Pride Lafayette has on the community is providing daily open hours at the Pride 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.

COMMUNITY CLOSET

Pride Lafayette offers a Community Closet that provides free gender-affirming clothing to members of the LGBTQ+ community, most especially our trans and gender-diverse members.

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 between 3,000 and 5,000 attendees from across the region, features live bands and DJs, food trucks, more than 170 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.

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.

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. Second Chance Prom gives all ages the chance to come together for a prom night to be their authentic selves and have fun.



PRIDE LAFAYETTE PROGRAMS

CHRISTY'S CHRISTMAS CAROL

Every year during the holiday season, Pride Lafayette adopts 20 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.

EDUCATIONAL PROGRAMMING

Led by Pride Lafayette board members and members of the community, Pride Lafayette provides regular educational and resource programming including our new Financial Education Series, 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.

HIV TESTING

Working in conjunction with IU Health PositiveLink, Pride Lafayette offers monthly HIV testing and STI screening opportunities.

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.

RESOURCE FAIRS

Pride Lafayette continually works to identify resource gaps within Greater Lafayette's LGBTQ+ community. To close these gaps, Pride Lafayette began presenting resource fairs for community members.

TRANS RESOURCE FAIR

Starting in 2023, Pride Lafayette began offering a Trans Resource Fair to connect the LGBTQ+ community with welcoming community organizations and businesses with a specific focus on legal, health care, and mental health resources. In 2025, it is anticipated that the Trans Resource Fair will be offered twice a year (spring and fall).

FAITH RESOURCE FAIR

Many in our community are looking for LGBTQ+-affirming faith communities in Greater Lafayette. In many cases, these communities offer more than worship services that can help ground, support, and uplift members of the LGBTQ+ community. To help connect those who might be looking for a faith community, Pride Lafayette offered its first-ever Faith Resource Fair in 2024 with a planned refocus and expansion in 2025.

ESTATE PLANNING RESOURCE FAIR

Given the current socio-political climate it is vital for LGBTQ+ people to learn how to protect themselves and their loved ones, protect their assets, and ensure their wishes are protected. In 2024, we offered our first Estate Planning Resource Fair covering topics from creating a financial plan, funeral planning that ensures wishes are respected, and protecting one's rights and those of their loved ones with advance healthcare directives.



PRIDE LAFAYETTE PROGRAMS

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.

BLOOD DRIVES

During the COVID-19 pandemic, regulations prohibiting blood donations from LGBTQ+ people were relaxed. In 2023, those regulation changes were made permanent, breaking down discriminatory barriers that had been in place since the rise of AIDS in the 1980s. And while there are still some restrictions in place that discriminate against gay men in particular, the fact that a large percentage of LGBTQ+ people can now donate blood is to be celebrated. To that end, in 2024, Pride Lafayette began hosting regular blood drives in conjunction with the American Red Cross, giving LGBTQ+ donors a safe space to roll up their sleeves and help their community through blood donation.

BI/PAN CONVO GROUP

In early 2024, Pride Lafayette launched a conversation group for those who identify as bisexual or pansexual. Like TransLafayette's regular meetings, group's monthly meeting is open to all but is designed specifically for those members of the community who identify as bisexual or pansexual to gather for support and networking. While the group is still in its infancy, it has already attracted a core group of regular members and it is our plan to increase awareness of the group and provide financial resources for social gatherings and activities outside of the Center.

NAMI-WCI PARTNERSHIP

In 2024, Pride Lafayette and the National Alliance on Mental Illness-West Central Indiana (NAMI-WCI) chapter came together to host NAMI-WCI's LGBTQ+ Connection Support Group at the Pride Lafayette Community Center twice a month. The drop-in style group is free and open to all.

MOSEY DOWN MAIN STREET

Every summer, Pride Lafayette opens its doors during the Friends of Downtown's monthly Mosey Down Main Street festivals. Pride's footprint includes an outside tent distributing information, our Rainbow Pop-Up Market selling a variety of items, and HIV testing in the back of the Center with IU PositiveLink.

INCREASED DONOR ENGAGEMENT

In June, Pride Lafayette launched the Pink Triangle Society to recognize those donors who commit to supporting the organization through sustained monthly giving. These monthly donations allow donors to maximize their impact and provide increased financial stability to the organization throughout the year.



Save the Dates

We've got a great year in store for Pride Lafayette with even more activities and programming in 2025. 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.

2025 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 4
March 4
April 1
May 6
June 3
July 1
August 5
September 9
October 7
November 4
December 3

February 19

Pride Night @ Civic Theatre
(special presentation of "Psycho Beach Party")

March 22

First Annual Rainbow Gala

April 26

Second Chance Prom

May/June TBD

OUTFest Theme Reveal Party & Fundraiser

August 16

OUTFest 2025

November 20

Trans Day of Remembrance

November 28

Thanksgiving @ The Center

December 14

Annual Holiday Party

December 25

Christmas @ The Center

Save the Date!

NEW IN 2025!

ATHENIAN NIGHTS

PRIDE
LAFAYETTE

First Annual Rainbow Gala

**A Creative Black-Tie Evening
Benefitting Pride Lafayette**

Saturday, March 22, 2025

5:30pm - 11:00pm

Holiday Inn City Centre

515 South Street | Downtown Lafayette

Cocktail Reception | Dinner | Drag
Silent Auction | After Party
\$75 Patrons | \$150 Benefactors



2025 PARTNERSHIP OPPORTUNITIES

ANGEL ADVOCATES (\$10,000+)

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 2025 Pride Lafayette correspondence and marketing materials, including primary sponsorship of #LafayetteProud monthly e-newsletter
- Up to 12 Branded social media posts in 2025 (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 Advocate of Rainbow Gala, Second Chance Prom, OUTFest, and all 2025 Pride Lafayette events
- 4 Benefactor Tickets to Rainbow Gala

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
- Choice of branding rights for Drag Show or Main Stage
- Public recognition from the Main Stage throughout the day
- 2 Complimentary vendor booths
- 30 tickets to OUTFest

PRESENTING SPONSORSHIP (\$5,000+)

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 Rainbow Gala, Second Chance Prom, OUTFest, and all 2025 Pride Lafayette events
- 4 Benefactor Tickets to Rainbow Gala

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
- Branding rights for Acoustic Stage
- Public recognition from the Main Stage throughout the day
- Complimentary vendor booth
- 20 tickets to OUTFest

2025 PARTNERSHIP OPPORTUNITIES

LOVE IS LOVE SPONSORSHIP (\$2,500+)

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 Rainbow Gala, Second Chance Prom, OUTFest, and all 2025 Pride Lafayette events
- 2 Benefactor Tickets to Rainbow Gala

OUTFest Specific Benefits

- Branding rights for 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 (\$1,500+)

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 Rainbow Gala, Second Chance Prom, OUTFest, and all 2025 Pride Lafayette events
- 2 Benefactor Tickets to Rainbow Gala

OUTFest Specific Benefits

- Branding rights for the Family Area
- 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 (\$1,000+)

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 Rainbow Gala, Second Chance Prom, OUTFest, and all 2025 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

ADVOCATE SPONSORSHIP (\$500+)

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 Rainbow Gala, Second Chance Prom, OUTFest, and all 2025 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, loving, and inclusive Greater Lafayette, please contact our Executive Director Derrick Jones at director@pridelafayette.org or (240) 432-5035.



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