Ghent Pride is the newest event hosted by the Ghent Business Association. As part of a diverse community, we will partner with Hampton Roads Pride to host the kickoff event for Pride week. The event will be named, *GHENT PRIDE*. The event will unveil the Pride Banners on 21st Street and Colley. The event will also be a fundraiser for the Ghent Business Association, Hampton Roads Pride, and the LGBT Life Center.

**Why Support Ghent Pride?**
There are many reasons why the GBA hosts events. One reason is to showcase what Ghent has to offer. By having larger scale, fun events in the heart of Ghent, it is the GBA’s goal to attract residents not only from Norfolk, but also from other parts of Hampton Roads. And, hopefully, these visitors will return to shop and dine in Ghent’s unique variety of retailers and restaurants. Restaurants directly benefit from the increase in traffic that night.

Ghent Pride will serve as one of the GBA’s annual fundraisers. The money raised from Ghent Pride will support initiatives of the Marketing Committee. These initiatives include community partnerships with local non-profit organizations, branding ads for Ghent, seasonal publications which highlight upcoming events in Ghent, and co-op advertisements featured in both The Compass and Veer Magazine. The money raised will also help support Hampton Roads Pride and the LGBT Life Center.
Palace Sponsorship “Fit for a King, or a Queen” Sponsor - $5,000
- Exclusive stage sponsorship with banner placement on the stage
- Logo on all promotional material including print ads, posters, and GhentNorfolk.com
- Recognition on social media as a sponsor
- One Featured Business section on the Ghent Norfolk website
- Announcement from stage at event - 10x
- Tent with tables available
- 10 tickets to event

Colley Sponsorship “Colleys, Shitzus and Poodles, Oh My!” Sponsor $3,000
- Exclusive beer tent sponsorship with banner placement on the stage
- Opportunity to have team members pour beer wearing company shirts
- Opportunity to provide cups and/or other promotional material at the beer tent table
- Logo on all promotional material including print ads, posters, and on GhentNorfolk.com
- Recognition on social media as a sponsor
- One Featured Business section on the Ghent Norfolk website
- Opportunity to have a table at the event
- Announcement from the stage at the event - 8x
- Opportunity to place banner at event
- 6 tickets to event

The Naro Sponsorship “The Not so Naro Minded Sponsor” Sponsor $2,500
- Logo on all promotional material including print ads, posters, and on GhentNorfolk.com
- Recognition on social media as a sponsor
- One Featured Business section on the Ghent Norfolk website
- Announcement from the stage at event - 6x
- Opportunity to have a table at the event
- Opportunity to place banner at event
- 4 tickets to event

The Stockley Sponsorship “Out in the Park” Sponsor $1,000
- Name on Sponsorship board
- One Featured Business section on the Ghent Norfolk website
- Recognition on GhentNorfolk.com
- Recognition on social media
- Opportunity to have a table at the event
- Opportunity to place banner at the event

The 21st Street Sponsorship “21st Street Gays . . . The Musical” sponsor $500
- Name on sponsorship board
- Recognition on GhentNorfolk.com
- Recognition on social media
- Opportunity to have a table at the event