



2025 Pridelines Gala Sponsorship Deck

Please contact Nicolle Nyariri, Director of Special Events, Fundraising and Communications, for any questions of custom package requests. nicolle@pridelines.org

ABOUT PRIDELINES

MISSION STATEMENT

Pridelines' mission is to support, educate, and empower South Florida's LGBTQIA+ youth and community in safe and diverse spaces. Through essential services, advocacy, and leadership development, Pridelines fosters an environment where every individual can live authentically and thrive.

FREE CORE SERVICES

- HIV Testing & PReP Linkage
- Youth Programming & Lounge
- Case Management
- Mental Health Counseling
- Linkage to Health Insurance
- LGBT Youth Housing
- Wellness Support Groups
- Pridelines YPN
- Food Pantry
- Clothing Support

VISION STATEMENT

A world where every LGBTQIA+ individual has access to resources, support, and opportunities to embrace their identity and achieve their full potential.



Steph Taylor
Founder, Miami's Girl Rock Camp



**Dr. Edward Summers
& Mayor Daniella Levine Cava**

ABOUT THE GALA

Event Overview

Date: 24 May 2025

Time: 6PM - 11PM

Location: De La Cruz Collection, Design District

Pridelines proudly celebrates 43 years of service, honoring over four decades of support, education, and empowerment for South Florida's LGBTQIA+ community. This annual gala unites community leaders, advocates, and allies in support of Pridelines' critical programs and services.

Run of Show

6 PM - 7 PM: Cocktail reception & silent auction

7 PM - 8 PM: Sit-down dinner

8 PM - 9 PM: Awards ceremony

9 PM - 11 PM: Drag shows, live music, and dancing

Pridelines' 2024 Annual Masquerade Gala Highlights

Last year's Gala, hosted at the Coral Gables Country Club, by the lively FayWhat?!, brought together over 350 attendees and raised more than \$100,000 to support Pridelines' vital programs and services.

Notable Moments

Proclamation Presentation: Miami-Dade Mayor Daniella Levine Cava presented a proclamation to Executive Director Dr. Edward Summers, recognizing Pridelines' ongoing impact.

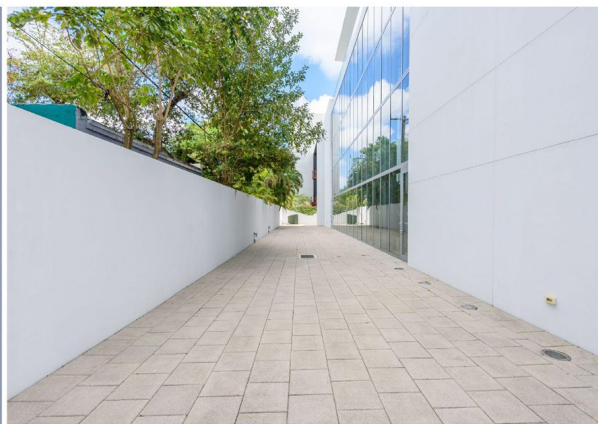
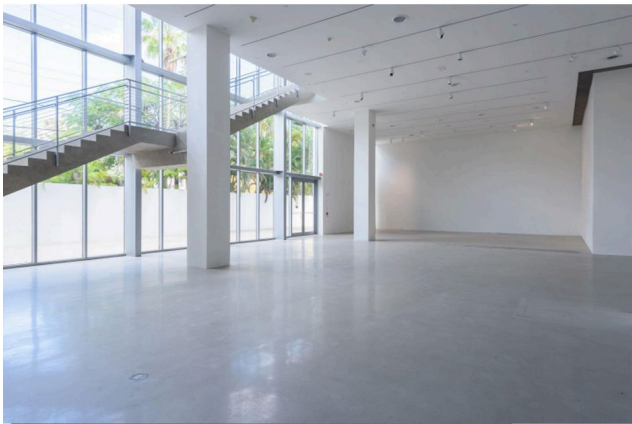
Attendance: The Gala welcomed prominent figures, including Mayor Daniella Levine Cava, Commissioners Fernandez, Pardo, King, and D'Arminio, as well as key community leaders and advocates for LGBTQIA+ equality.

National Recognition: Vice President Kamala Harris sent a heartfelt letter commending Pridelines for its dedication to fostering inclusivity and support.

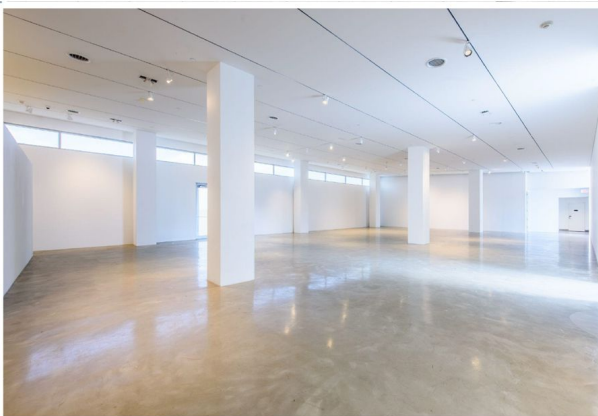


Michael Roman
2024 Honoree
City of Miami Community Partnership's Manager

THE LINES OF PRIDE



Be the first of the ripple.



This year, our theme is "Lines of Pride." It reflects the power of the ripple effect—how small actions can create lasting, meaningful change within our community. Through this theme, we invite you to consider how every action, no matter how small, sets in motion a chain of possibilities. The Lines of Pride represent the connections we make, the impact of our collective efforts, and the transformation we bring to those around us.

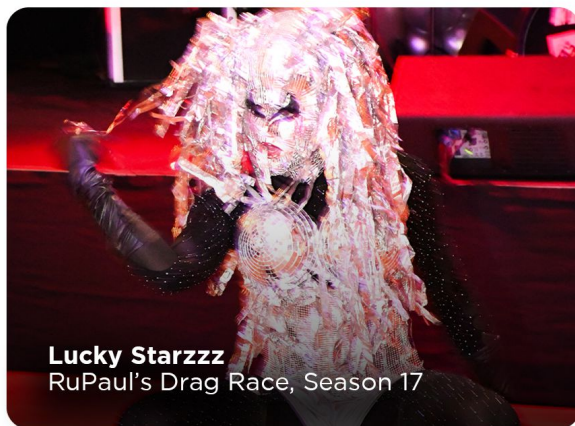
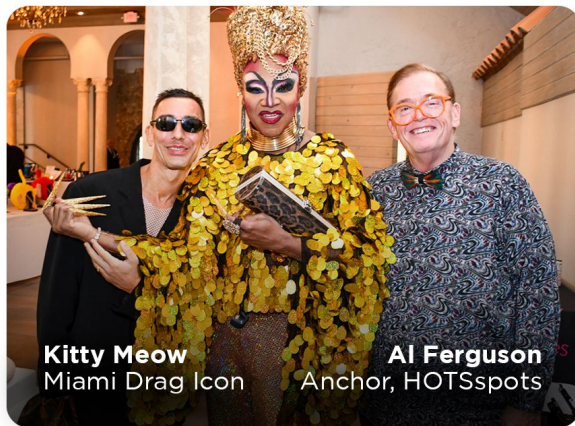
Your voice, your support, and your generosity help us create ripples that extend outward, strengthening our community and building a more inclusive world for all.

This annual gala unites community leaders, advocates, and allies in support of Pridelines' critical programs and services.

PLATINUM SPONSOR

\$50,000

Your generosity and support preserves safe spaces by covering essential operational costs including rent, utilities and staffing for our centers and housing programs. This level of support enables Pridelines to bridge gaps in administrative costs allowing us to focus on delivering essential programs.



- **Premier Logo Placement:** Your brand logo will be prominently displayed in high-visibility areas, including the stage, cocktail reception, and key locations throughout the venue.
- **On-Stage Recognition:** Includes exclusive acknowledgment by Pridelines' Executive Director, a brief speaking opportunity (up to 5 minutes), and the chance to introduce key moments during the Gala.
- **Enhanced Digital Presence:**
 - 4 dedicated newsletter features.
 - Logo on all Gala-related social media posts and website pages.
 - 4 unique social media posts per month leading up to the Gala.
- **Media Visibility:** Dedicated press releases, website features, and event recap coverage to ensure maximum exposure.
- **Post-Event Visibility:** A dedicated feature in Pridelines' annual report and Gala recap.

- **Exclusive Access:** 10 complimentary Gala tickets with reserved seating and priority access to key moments.
- **Customized Recognition:** Featured in the Gala program and all digital materials as the premier sponsor.
- **Brand Activation:** A designated area to showcase your initiatives and engage directly with attendees.
- **Brand Integration:** Opportunities for branded items (e.g., VIP lanyards, giveaways, or merchandise) distributed to attendees in swag bags.
- **Community Engagement:** Opportunity to host a collaborative activation at Pridelines' center to empower and support the community.

GOLD SPONSOR

\$25,000

Your support directly sustains Pridelines Health by funding the operational costs that keep our programs running. This includes covering staffing, medical supplies, and facility costs to ensure LGBTQ community members have continued access to life-saving care, such as HIV/STI testing, gender-affirming services, PrEP navigation, and holistic wellness support.



Matthew Dzwonkiewicz
Board Member



Pridelines Gift Bags
Sponsored by HealthMerch

- **Prominent Logo Placement:** Your brand logo will be displayed in high-visibility areas, including the stage, cocktail reception, and key locations throughout the venue.
- **On-Stage Recognition:** Includes on-stage acknowledgment, a brief speaking opportunity, and the chance to introduce key moments during the Gala.
- **Enhanced Digital Presence:**
 - 3 dedicated newsletter features.
 - Logo on all Gala-related social media posts and website pages.
 - 3 unique social media posts per month leading up to the Gala.
- **Media Visibility:** Featured in press releases, event recaps, and Pridelines' annual report for extended exposure.
- **Post-Event Visibility:** Highlighted in the annual report and event recaps.

- **Exclusive Access:** 10 complimentary Gala tickets with priority seating and networking opportunities.
- **Customized Recognition:** Featured in the Gala program and all digital materials as the premier sponsor.
- **Brand Activation:** A designated area to showcase your initiatives and engage directly with attendees.
- **Brand Integration:** Opportunities for branded items (e.g., VIP lanyards, giveaways, or merchandise) distributed to attendees in swag bags.
- **Community Engagement:** Opportunity to host a collaborative activation at Pridelines' center to empower and support the community.

SILVER SPONSOR

\$15,000

Your support ensures LGBTQ+ youth and community have access to comprehensive healthcare, including HIV/STI testing, PrEP enrollment, mental health counseling, and gender-affirming care. Your support removes financial barriers to regular HIV/STI testing, and provides linkage to medical care for those most at risk.



- **Prominent Logo Placement:**

Your brand logo will be displayed in high-visibility areas, including the stage, cocktail reception, and key locations throughout the venue.

- **On-Stage Recognition:**

Includes a formal acknowledgment by Pridelines' Executive Director and a 5-minute speaking opportunity during the event.

- **Enhanced Digital Presence:**

- 2 dedicated newsletter features.

- Logo on all Gala-related social media posts and website pages.

- 2 unique social media posts per month leading up to the Gala.

- **Brand Activation:**

A designated area to showcase your initiatives and engage directly with attendees.

- **Brand Integration:** Inclusion of products or branded items in the silent auction and attendee swag bags.

- **Media Visibility:** Featured in press releases, event recaps, and Pridelines' annual report for extended exposure.

- **Post-Event Visibility:** Highlighted in the annual report and event recaps.

- **Exclusive Access:** 10 complimentary Gala tickets with priority seating and networking opportunities.

BRONZE SPONSOR

\$10,000

Your support provides over 5,000+ nutritious meals annually to youth and adults experiencing food insecurity.



- **Prominent Logo Placement:**

Your brand logo will be displayed in high-visibility areas, including the stage, cocktail reception, and key locations throughout the venue.

- **On-Stage Recognition:**

Includes a formal acknowledgment during the event.

- **Enhanced Digital Presence:**

- 1 dedicated newsletter features.
- Logo on all Gala-related social media posts and website pages.
- 1 unique social media posts per month leading up to the Gala.

- **Media Visibility:** Featured in press releases, event recaps, and Pridelines' annual report for extended exposure.

- **Post-Event Visibility:** Highlighted in the annual report and event recaps.

- **Exclusive Access:** 10 complimentary Gala tickets with priority seating and networking opportunities.

OTHER WAYS TO SUPPORT



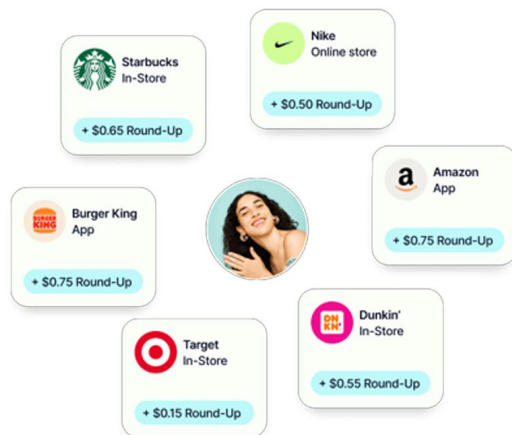
Purchase a Table

\$5,000

Secure premium seating for 10 guests while making a direct impact on Pridelines' work. A \$5,000 table purchase includes priority placement and recognition in our event materials.

Your \$5,000 contribution funds our support groups for one year -including those for people living with HIV and youth-focused spaces like Rainbow Circle and Beyond the Binary - which provide safe, affirming environments for LGBTQ+ youth to explore their gender identity.

OTHER WAYS TO SUPPORT



Round Up for Pridelines

Local businesses, restaurants, and retailers can make a lasting impact by partnering with Pridelines through a Round Up initiative. By offering customers the option to round up their purchases to the nearest dollar, help fund essential programs. A simple, year-long commitment provides vital resources, like food security, healthcare, and safe spaces for those who need them most.

Donate to the Silent Auction

We welcome in-kind donations of experiences, luxury items, artwork, jewelry, gift baskets, and exclusive getaways to make our silent auction a success. Your contribution not only raises critical funds but also showcases your brand to our community of supporters.



**BE THE RIPPLE THAT CHANGES LIVES.
YOUR SPONSORSHIP MAKES A DIFFERENCE.**

A single ripple can create waves of transformation. At Pridelines, we see this every day, small acts of support create lasting impact in the lives of those who need it most.

By sponsoring Pridelines Gala, you become the first ripple in a movement that touches countless lives. You help ensure that no one in our community is left without the support they need. Your support ensures that LGBTQ+ youth and adults facing crisis have access to housing assistance, mental health counseling, HIV prevention, and safe spaces.

MAKE WAVES WITH US

MORE ON NEXT PAGE

BE THE RIPPLE THAT CHANGES LIVES

CALVIN'S STORY IS A REMINDER THAT ONE ACTION, CAN SET OFF A CHAIN REACTION OF CHANGE.

CALVIN'S JOURNEY HOW PRIDELINES HELPED HIM RECLAIM STABILITY

When Calvin first walked through the doors of Pridelines Miami Beach on September 16, 2024, he was facing overwhelming challenges. Not only had he lost his debit card, which contained his Social Security and SNAP benefits, but he was also unhoused. Calvin's immediate need was clear—he needed access to his benefits to regain his footing, but the road ahead would be anything but simple.

Over the course of several months, we worked tirelessly to resolve the issue. However, each time the card was sent, it was rejected due to delivery issues, often involving third parties like USPS or Camillus House. It was frustrating, and we knew that Calvin was running out of options.

Finally, in early February 2025, after months of persistence, we were able to have the card delivered directly to Pridelines and we were thrilled to hand the card over to Calvin in person, knowing it would be the first step in his journey to regain stability.

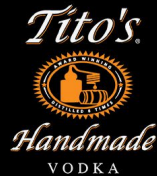
This experience reinforces our commitment to being there for individuals in our community, especially when the systems that should help them, falls short. We're grateful that we were able to help Calvin access his benefits

and begin the process of getting back on his feet. His perseverance, paired with our support, is a reminder that everyone deserves a chance to overcome adversity, and with the right resources, they can.

At Pridelines, we're here for those in need, no matter the obstacles. Calvin's story is one of resilience, and we're proud to have been part of his journey.



PAST SPONSORS



OUR REACH

OUR EMAIL LIST

104,603 Email Opens

2,996 Emails Clicks

6,332 Email Contacts

308,794 Emails Sent

30 DAYS (WEBSITE)



AGES

0.3% 13-17
 11.3% 25-34
 34.8% 35-44
 30% 45-54
 14.2% 55-64
 2.5% 65+

INSTAGRAM



48,882 Accounts reached
0% from ads

5.8% Followers
94.2% Non-followers (+38.2%)

Impressions: 90 DAYS 139,686 (+4%)

6,912 Total Follows

48,882 Reach (60 Days)

GENDER

52.6% WOMEN
47.3% MEN

THANK YOU



**FOR MORE INFORMATION,
PLEASE CONTACT**

NICOLLE NYARIRI

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AND COMMUNICATIONS**

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