

PRIDE IN OTR WEEKEND SPONSORSHIP



PRIDE IN OTR WEEKEND, FORMERLY KNOWN AS SECOND SUNDAY ON MAIN, STRATEGICALLY UNITES EVENTS FROM 3 SUNDAYS THROUGHOUT THE SUMMER, TO ONE LONG WEEKEND, JUNE 6TH - 8TH, 2025.

Vibrant, annual celebration in the heart of OTR, dedicated to honoring LGBTQ+ pride & culture along with the unique vibe of everything OTR. A colorful, joyful, and inclusive event that offers something for everyone, who wants to join in the celebration of OTR, love, and acceptance.

THE WEEKEND FEATURES A VARIETY OF EXCITING EVENTS INCLUDING:

SATURDAY STREET FAIR

- Main St. closed from 12th to Liberty
- Main Stage performances by Drag Queens, CinCity Shakers
- Main Stage Music celebrating LGBTQ+ talent
- Outdoor Vendor Faire lines both sides of Main St. from 11am – 5pm
- Main St. businesses open offering additional retail, services, bar/restaurants
- Food Truck variety to complement Main St. restaurants



NEIGHBORHOOD-WIDE EVENTS

- Friday – Sunday, various OTR venues will host a series of LGBTQ+ focused events, from parties and performances, to educational talks and community discussions, and shopping, dining, and entertainment experiences

WHY SPONSOR PRIDE IN OTR WEEKEND?

PROMOTE YOUR BRAND'S COMMITMENT TO DIVERSITY & INCLUSION & SUPPORT A MEANINGFUL CAUSE

Sponsoring an event that celebrates the LGBTQ+ community sends a strong message that your organization values diversity and inclusion. This alignment enhances your brand's reputation, showcasing it as a progressive and socially responsible entity.

BUILD ON STRONG LOCAL CONNECTIONS

Sponsoring a well-established, local event in Cincinnati strengthens your company's relationship with the community, including potential customers, partners, and employees as well as connecting with the OTR neighborhood and broader city.

INCREASE VISIBILITY & MARKETING OPPORTUNITIES

Sponsoring companies gain visibility before, during, and after the event weekend. Your brand will be featured on promotional materials, digital platforms, and signs leading up to and throughout the weekend, significantly enhancing your brand's recognition within the community.

ENGAGE WITH A WIDE AUDIENCE

Pride in OTR Weekend will attract thousands of attendees (local, visitors, and tourists). Sponsoring provides direct access to attendees, including individuals who may be influential in their communities or industries.

SPONSORSHIP OPPORTUNITIES AVAILABLE FROM \$1,000 - \$25,000

OR CONTACT US TO CREATE A CUSTOM PACKAGE



Show your support for diversity & inclusivity! Sponsorships are limited, so secure your spot today!

2025 PRIDE IN OTR WEEKEND SPONSORSHIP BENEFITS

We need your support to make Pride in OTR Weekend successful as we come together for an unforgettable weekend to celebrate diversity, inclusion, and unique culture that makes OTR a vibrant community. Your Sponsorship of this well-established event will support a celebration of culture, arts, and pride!

CONTACT US TODAY – LIMITED SPONSORSHIPS AVAILABLE

SPONSOR BENEFITS	PRESENTING \$25,000 1 Available	EXECUTIVE \$10,000 1 Available	FRIEND \$5,000 2 Available	CONTRIBUTING \$1,000 10 Available
Event Promotion				
Top Billing Company Logo on Event Posters, and Print Advertising	✓			
Prominent Company Logo on Event Posters, and Print Advertising	✓	✓		
Company Logo on Event Posters, and Print Advertising	✓	✓	✓	✓
Prominent Company Call-out on Social Media Advertising, Press Release	✓	✓		
Company Call-out on Social Media Advertising, Press Release	✓	✓	✓	✓
Company Logo on Landing Page of OTRChamber.com	✓			
Prominent Company Logo on Sponsorship Page of OTRChamber.com	✓			
Company Logo on Sponsorship Page of OTRChamber.com	✓	✓	✓	✓
Company Call-out in Weekly Newsletter (April – May)	✓	✓	✓	
On-Site Event Promotion				
Stage Naming Rights - Company Logo on Stage Signage	✓			
Prominent Company Logo on Event Day Signage	✓	✓		
Company Logo on Event Day Signage	✓	✓	✓	✓
Top Billed Company Logo on Event Volunteer T-shirts	✓			
Prominent Company Logo on Event Volunteer T-shirts	✓	✓		
Company Logo on Event Volunteer T-shirts	✓	✓	✓	✓
Complimentary Booth at 6/7/25 Pride in OTR Festival	✓	✓	✓	✓
Opportunity to distribute branded items at each event of weekend	✓	✓	✓	✓
Membership				
Complimentary Chamber Membership for 2025	✓	✓		

READY TO COMMIT TO SPONSORSHIP?

COMPLETE AND EMAIL/SEND THE SPONSORSHIP FORM

Thank you for your interest in becoming a Sponsor of Pride in OTR Weekend, an OTR Chamber of Commerce Signature Event!

Please respond as soon as possible to ensure maximum exposure for your organization.

Signature Event Sponsorships are limited – see (#) for number available at each level

I would like to support at the following level:

Pride in OTR Weekend Sponsor

- \$25,000 Presenting Level Sponsor (1)
- \$10,000 Executive Level Sponsor (1)
- \$5,000 Friend Level Sponsor (2)
- \$1,000 Contributing Level Sponsor (10)

SPONSOR INFORMATION

Company or Sponsor Name:

Contact Name:

Contact Email:

Contact Mailing Address:

We will provide additional information to the contact listed above.

- I am including a check made payable to OTR Chamber of Commerce for \$_____ enclosed.
- Please send me an invoice via
___ email
___ mail
- Please send me an acknowledgement letter for tax purposes.

Please EMAIL this completed form to:
Julie@otrchamber.com

Or MAIL to:
OTR Chamber of Commerce
1225 Main Street
Cincinnati, OH 45202