

# Sponsorship: Tiers & Benefits

## Lines of Business & Benefits

- **Lezapalooza** - aims to provide a weekend of easy camping for a diverse collective of women+ to let their hair down, laugh, enjoy music, art and friendly competition.
    - [www.lezapalooza.com/](http://www.lezapalooza.com/)
  - **Pooza Jr.** - offers a weekend of camping for lesbian/WLW+ moms & their children 12 and under.
    - <https://www.lezapalooza.com/poozajr>
  - **LezLite** - aims to bring together & expand Lezapalooza community with more frequent, affordable and accessible events in various states. These events center lesbians but open to all FLINTA
    - <https://www.lezapalooza.com/lezlite>
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## Benefit Offers

- **Venue Signage/On-Site Branding**
  - 4-5 small/medium stick stand signage across camp - Lezapalooza
  - 2-3 small/medium stick stand signage across camp - Pooza Jr.
  - 1-2 signs at specific events - LezLite
- **T-Shirt Branding**
- **Literature Distribution**
  - Can place literature/business cards at Lezapalooza Merch table
  - Can place or give out literature/business cards out at LezLite events
- **Public Acknowledgment/s**
  - Mention at Opening and Closing ceremonies - Lezapalooza
  - Mention at Opening ceremony - Pooza Jr.
  - Public Acknowledgment at one or more LezLite events
- **Product/Branding**
  - Free vendor table at Lezapalooza
  - Showcasing products at events - Pooza Jr., LezLite
- **Social Media Advertisement** - Instagram and TikTok
  - **Insta:** Total 8.1K Followers (Pooza Jr., Lezapalooza, & Lezapalooza) & Tik Tok: 2K+ Followers
  - **Instagram Posts:** The event's Instagram account posts sponsor-related content, such as a shout-out with images or videos featuring the sponsor's product or logo.
  - **Instagram/TikTok Stories/Reels:** Sponsors are featured in Instagram stories, with swipe-up links, direct mentions, or short-form content.
  - **Instagram/TikTok Giveaways:** The sponsor may partner with the event for a giveaway contest, where followers engage with both the event and the sponsor through likes, comments, or sharing.
  - All posts on our Lezapalooza Main account are posted onto our Facebook
- **Discounted or Complimentary Tickets** - Only for events the business is sponsoring
  - Lezapalooza - discounts depending on tier & some come with free Thursday night passes
  - Pooza Jr. - free childrens' ticket
  - Free LezLite tickets for mixer/one day events
  - Discounted tickets for LezLite camping events
- **Website Advertisements**
  - Get your logo on LezLite, Pooza Jr., Lezapalooza (or all three) websites

- **Individual Activity/Events** - The sponsor often receives exclusive branding and recognition for the specific class or event they are sponsoring, which could include their logo, name, or messaging incorporated into the session's materials.
  - Lezapalooza - event, workshop, interactable, art installation, or sport
  - Pooza Jr - sponsor a craft
- **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
- **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!
- **Lezapalooza Email Marketing** - Logo & Link to socials/website in one (1) Lezapalooza monthly marketing email.
  - Over a 1,000 subscribers
  - Average Open Rate 59.6%
  - Average Click Rate 4.5 %

# Sponsorship Packages for Each Line of Business

## Line of Business 1: Lezapalooza



### ● **Tier 1: Wilderness Lover (Top-tier) \$3,000+**

#### ○ **Benefits:**

- Venue Signage/On-Site Branding
  - 4-5 small/medium stick stand signage across camp - Lezapalooza
- T-Shirt Branding - LG Logo
- Literature Distribution
  - Literature/Business Cards at Lezapalooza merch table
- Public Acknowledgment/s
  - Mention at Opening and Closing Ceremonies - Lezapalooza
- Product/Branding
  - Free vendor table at Lezapalooza
- Social Media Advertisement - Instagram and TikTok - **7-10x** (or **3x** monthly) until end of September
  - **7.3+ Followers on Lezapalooza Insta & 2K+ Followers Tik Tok**
  - **Instagram Posts**
  - **Instagram/TikTok Stories/Reels**
  - **Instagram/TikTok Giveaways**
- Discounted or Complimentary Tickets - (1) **Free Ticket** & (1) **Free Thursday Night Pass** (total up to a **\$375** value) with code
- Website Advertisements
  - Get your logo on Lezapalooza
- Individual Activity/Event Advertising - your business will be specifically sponsoring the event/activity
  - The sponsor receives exclusive branding and recognition for the specific class or event they are sponsoring, which could include their logo, name, or messaging incorporated into the session's materials.
- Lezapalooza Email Marketing - Logo & Link to socials/website in one (1) Lezapalooza monthly marketing email.
- Flexibility to take sponsorship in-part or whole as in-kind gifts
- Community Investment - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!

### ● **Tier 2: Adventure Sidekick \$2,000-\$2,500**

#### ○ **Benefits:**

- Venue Signage/On-Site Branding
  - 4-5 small/medium stick stand signage across camp - Lezapalooza
- T-Shirt Branding - Medium Logo
- Literature Distribution
  - Literature/Business Cards at Lezapalooza merch table
- Public Acknowledgment/s
  - Mention at Opening and Closing Ceremonies - Lezapalooza
- Product/Branding
  - Free vendor table at Lezapalooza
- Social Media Advertisement - Instagram and TikTok - **5-7x (or 2x monthly)** until end of September
  - **7.3+ Followers on Lezapalooza Insta & 2K+ Followers Tik Tok**
  - **Instagram Posts**
  - **Instagram/TikTok Stories/Reels**
  - **Instagram/TikTok Giveaways**
- Discounted or Complimentary Tickets - **\$200** off (1) Ticket & **Free Thursday Night Pass (Total \$275 value)** with code
- Website Advertisements
  - Get your logo Lezapalooza website
- Flexibility to take sponsorship in-part or whole as in-kind gifts
- Community Investment - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!
- **Tier 3: ExplorHER \$1,000 - \$1,500**
  - **Benefits:**
    - Venue Signage/On-Site Branding
      - 4-5 small/medium stick stand signage across camp - Lezapalooza
    - T-Shirt Branding - Sm Logo
    - Literature Distribution
      - Literature/Business Cards at Lezapalooza merch table
    - Public Acknowledgment/s
      - Mention at Opening and Closing Ceremonies - Lezapalooza
    - Product/Branding
      - Free vendor table at Lezapalooza
    - Social Media Advertisement - Instagram and TikTok - **4x (or 1x monthly)** until end of September
      - **7.3+ Followers on Lezapalooza Insta & 2K+ Followers Tik Tok**
      - **Instagram Posts**
      - **Instagram/TikTok Stories/Reels**
      - **Instagram/TikTok Giveaways**
    - Discounted or Complimentary Tickets - **\$150** off (1) Ticket & **Free Thursday Night Pass (\$75 dollar value)** with code
    - Website Advertisements
      - Get your logo Lezapalooza website
    - Flexibility to take sponsorship in-part or whole as in-kind gifts
    - Community Investment - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!
- **Tier 4: Trailblazer \$500-\$750**
  - **Benefits:**
    - Literature Distribution

- Literature/Business Cards at Lezapalooza merch table
- Public Acknowledgment/s
  - Mention at Opening Ceremonies - Lezapalooza
- Social Media Advertisement - Instagram and TikTok - **2x** until end of September
  - **7.3+ Followers on Lezapalooza Insta & 2K+ Followers Tik Tok**
  - **Instagram Posts**
  - **Instagram/TikTok Stories/Reels**
  - **Instagram/TikTok Giveaways**
- Discounted or Complimentary Tickets - **\$75** off (1) ticket with code
- Website Advertisements
  - Get your logo Lezapalooza website
- Flexibility to take sponsorship in-part or whole as in-kind gifts
- Community Investment - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!
- **Tier 5: Campfire Scout (Entry-level) \$200-\$300**
  - **Benefits:**
    - Public Acknowledgment/s
      - Mention at Opening Ceremonies - Lezapalooza
    - Social Media Advertisement - Instagram and TikTok - **1x** before the end of September
      - **7.3+ Followers on Lezapalooza Insta & 2K+ Followers Tik Tok**
      - **Instagram Posts**
      - **Instagram/TikTok Stories/Reels**
      - **Instagram/TikTok Giveaways**
    - Discounted or Complimentary Tickets - **\$30** off (1) ticket with code
    - Flexibility to take sponsorship in-part or whole as in-kind gifts
    - Community Investment - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!

## Line of Business 2: Pooza Jr.



- **Tier 1: Kids are the Future (Top-tier) \$1,000+**

- **Benefits:**

- **Venue Signage/On-Site Branding**
  - 2-3 small/medium stick stand signage across camp - Pooza Jr.
- **Public Acknowledgment/s**
  - Mention at Opening ceremonies - Pooza Jr.
- **Social Media Advertisement** - Instagram and TikTok - **4x** until end of June
  - **Advertisement across all business accounts**
  - **7.8K+ Followers on Insta & 2K+ Followers on Insta**
  - **Instagram Posts**
  - **Instagram/TikTok Stories/Reels**
  - **Instagram/TikTok Giveaways**
- **Discounted or Complimentary Tickets**
  - (1) Free Adult & (1) Free Children Ticket
- **Website Advertisements**
  - Get your logo on Pooza Jr. website
- **Individual Activity/Craft** - The sponsor receives exclusive branding and recognition for the specific class or event they are sponsoring, which could include their logo, name, or messaging incorporated into the session's materials.
  - Pooza Jr. - sponsor a craft
- **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
- **Community Investment** - **10%-25%** of all monetary sponsorship funds go back into the community via lowering ticket prices & offering better programming!
- **Lezapalooza Email Marketing** - Logo & Link to socials/website in one (1) Lezapalooza monthly marketing email.
- **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!

- **Tier 2: Celebrate Childhood \$500**

- **Benefits:**

- **Public Acknowledgment/s**
  - Mention at Opening ceremonies - Pooza Jr.
- **Social Media Advertisement** - Instagram and TikTok - **2x** until end of June
  - **Advertisement across all business accounts**
  - **7.8K+ Followers on Insta & 2K+ Followers on Insta**

- Instagram Posts
  - Instagram/TikTok Stories/Reels
  - Instagram/TikTok Giveaways
- **Discounted or Complimentary Tickets**
  - Pooza Jr. - (1) free childrens' ticket
- **Website Advertisements**
  - Get your logo on Pooza Jr. website
- **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
- **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programing, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!
- **Tier 3: Jr. Scout \$200 (Entry Level)**
  - **Benefits:**
    - **Public Acknowledgment/s**
      - Mention at Opening ceremonies - Pooza Jr.
    - **Social Media Advertisement** - Instagram and TikTok - **1x** until end of June
      - **Advertisement across all business accounts**
      - **7.8K+ Followers on Insta & 2K+ Followers on Insta**
      - Instagram Posts
      - Instagram/TikTok Stories/Reels
      - Instagram/TikTok Giveaways
    - **Discounted or Complimentary Tickets**
      - Pooza Jr. - (1) free childrens' ticket
    - **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
    - **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programing, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!

## Line of Business 3: LezLite



- **Tier 1: You LITE my Fire (Top-tier) \$2,500+**

- **Benefits:**

- **Venue Signage/On-Site Branding**
  - At ALL upcoming LezLite events
- **Public Acknowledgment/s**
  - Mention at ALL upcoming LezLite
- **Social Media Advertisement** - Instagram and TikTok - **12x (or 1x monthly) for 2025 Year**
  - **Advertisement across all business accounts**
  - **7.8K+ Followers on Insta & 2K+ Followers on Insta**
  - **Instagram Posts**
  - **Instagram/TikTok Stories/Reels**
  - **Instagram/TikTok Giveaways**
- **Discounted or Complimentary Tickets**
  - (1) Free ticket to ALL Mixers/Socials & Day Events
  - 50% discount for all Camping Events
- **Website Advertisements**
  - Get your logo on LezLite
- **Individual Activity/Craft** - The sponsor receives exclusive branding and recognition for the specific class or event, which could include their logo, name, or messaging incorporated into the session's materials.
  - Event/Activity will be decided by Lezapalooza LLC based on availability and compatibility
- **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
- **Community Investment** - **10%-25%** of all monetary sponsorship funds go back into the community via lowering ticket prices & offering better programming!
- **Lezapalooza Email Marketing** - Logo & Link to socials/website in one (1) Lezapalooza monthly marketing email.
- **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programming, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!

- **Tier 2: Firestarter \$1000**

- **Benefits:**

- **Venue Signage/On-Site Branding**
  - At ALL upcoming LezLite events
- **Social Media Advertisement** - Instagram and TikTok - **6x during 2025**



- **Advertisement across all business accounts**
  - **7.8K+ Followers on Insta & 2K+ Followers on Insta**
  - **Instagram Posts**
  - **Instagram/TikTok Stories/Reels**
  - **Instagram/TikTok Giveaways**
- **Discounted or Complimentary Tickets**
  - (1) Free ticket to ALL Mixers/Socials & Day Events
- **Website Advertisements**
  - Get your logo on LezLite
- **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
- **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programing, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!
- **Tier 3: A Spark (Entry Level) \$500**
  - **Benefits:**
    - **Venue Signage/On-Site Branding**
      - At all upcoming LezLite events
    - **Social Media Advertisement** - Instagram and TikTok - **6x during 2025**
      - **LezLite ONLY - 500+ Followers on Insta & 2K+ Followers on Insta**
      - **Instagram Posts**
      - **Instagram/TikTok Stories/Reels**
      - **Instagram/TikTok Giveaways**
    - **Discounted or Complimentary Tickets**
      - (1) Free ticket to one Mixers/Socials & Day Events of their choose
  - **Website Advertisements**
    - Get your logo on LezLite
  - **Flexibility** to take sponsorship partly or in-whole as in-kind gifts
  - **Community Investment** - Funds go back into the community via lowering ticket prices, offering better programing, and Lezapalooza scholarship tickets! 10%-25% of all funds goes into Lezapalooza & Pooza Jrs scholarship programs!

# Combined Sponsorship Opportunities (Cross-line Business)

These packages cater to sponsors who want visibility across all business lines, appealing to larger brands looking for broader and more consistent exposure.

- **Ultimate Sponsor Package (Cross-line, Top-tier) \$5,500**
  - Includes benefits from all lines of business at the highest level.
  - Opportunity for a cross-promotional campaign between both lines of business.
  - All benefits of **Tier 1: Wilderness Lover (Top-tier) \$3000+**
  - All benefits of **Tier 1: Kids are the Future (Top-tier) \$1,000+** except for the **Individual Activity/Craft at Pooza Jr.**
  - All benefits of **Tier 1: You LITE my Fire (Top-tier) \$2,500+** except for the **Individual Activity/Craft**
- **Adventure & Events Partnership Package (Mid-tier) \$3,000-\$3,500**
  - Includes benefits from all lines of business at a mid-level.
  - All benefits of **Tier 3: ExplorHER \$1,000 - \$1,500 (Lezapalooza)**
  - All benefits of **Tier 2: Celebrate Childhood \$500**
  - All benefits of **Tier 2: Firestarter \$1000**
- **Seasonal Sponsor Package (Entry-level) \$1,200-\$1,500**
  - Targeted for brands with a smaller budget who want visibility across both lines, but at a lower level.
  - All benefits of **Tier 4: Trailblazer \$500-\$750**
  - All benefits of **Tier 1: Jr. Scout \$200 (Entry Level)**
  - All benefits of **Tier 1: A Spark (Entry Level) \$500**

## Additional Sponsorship Options for Both Lines

- **LezLite Individual Sponsor: \$250-\$300 or In-Kind Gift of \$300-\$400 in value**
  - **Venue Signage/On-Site Branding**
    - At specific event only
  - **Social Media Advertisement - Once before the event**
  - **Discounted or Complimentary Tickets**
    - (1) Free ticket to the event
- **LezLite Camper Sponsor: Sponsor a specific LezLite camping event (Spring Fling, Summer Camp, & Fright Night) - \$500**
  - **Venue Signage/On-Site Branding**
    - At specific event only
  - **Social Media Advertisement - Once before the event**
  - **Discounted or Complimentary Tickets**
    - (1) Free ticket to the event
- **Media Partner:** Cross advertisement across all lines of Lezapalooza, LLC social media

# Additional Considerations & Benefits of Sponsoring

- **Duration and Flexibility:** Offer sponsors the ability to customize their packages, either through a one-time or recurring sponsorship arrangement.
- **Community Engagement:** For both the year-round events and camping events, we ensure that sponsors connect to the community and experience (e.g., workshops, outdoor adventures) to foster deeper engagement and a stronger association between the sponsor and the event.
- **Brand Recognition:** 40% of surveyed Lezapalooza attendees could confirm the name of sponsors weeks after the event
- **Product Sales:** Lezapalooza sponsorship offers a free vendor table on Saturday. 87% of campers surveyed said they interacted with the vendors and 50% of campers surveyed purchased at least 1 item from one or more vendors.
- **Giving:** Sponsoring spaces like ours not only gives back to the LGBTQIA+ community but it's also an amazing way for your business to create brand recognition with the Tri-state area/East Coast LGBTQIA+ and women's+ communities.
- **Community Care:** Sponsors of Lezapalooza last year helped give out 7 scholarships with an estimated \$1,500 in scholarship raised.