

18TH ANNUAL  
NEWARK LGBTQ PRIDE FESTIVAL  
JULY 10-16, 2023

"HUMAN First: Back to the Basics"



2023  
Sponsorship  
Invitation



Board President  
**Sharronda W**

# Letter from the Board President

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Dear Community Partner,

Newark Pride, Inc. (Newark Gay Pride) is a 501(c)3 non-profit organization run by 100% volunteers. Our mission is to increase awareness of the LGBTQ+ community by providing education, advocating for social justice, increasing public policy, and developing opportunities for empowerment through fellowship.

Newark Pride, Inc. is committed to creating that safe space for the LGBTQ community through building coalitions and alliances within the Greater Newark areas, educating youth about their history as LGBTQ people, as well as welcoming cooperation and support from all who value diversity. For the last 18 years, Newark Pride, Inc. has worked with the City of Newark, local businesses, clergy, community health organizations, and local artists to meet the needs of the LGBTQ community.

The annual Newark Pride celebration reflects the legacy, continued dedication, and remarkable accomplishments from Newark's vibrant, resilient and diverse LGBTQ+ community.

With your generous sponsorship and donations, we can ensure the success of this wonderful, necessary work, and continue to advance the mission of Newark Pride, Inc.

Sincerely,

Sharronda "Love" Wheeler, President  
Newark Pride, Inc.

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# Board of Directors

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**Board President  
Sharronda "Love" Wheeler**



**Executive Vice President  
Alonzo S. Blalock**



**Founder & Executive Board Member  
June Dowell-Burton**



**Board Member  
Kenrick Ross**



**Board Member  
Perris Straughter**







**"If I wait for someone else to validate my existence, it will mean that I'm shortchanging myself."**

**-Zanele Muholi-**





# In Memory Of **Sakia Gunn**

May 26, 1987 - May 11, 2003

Newark Pride Week was founded shortly after the horrific death of Sakia Gunn, a teenager targeted and murdered because of her sexual orientation in the heart of downtown Newark.

Tatyana Fazalizadeh completed her mural “Sakia, Sakia, Sakia, Sakia” as a part of the Gateways to Newark Project. She felt the importance of painting a tribute to the slain youth’s life. Sakia was a young, black, queer girl who deserved to be seen and her story heard. Artist Fazalizadeh says, “while painting, many people drove by a yelled out her name. A few people got out of their cars to tell me they knew her. This is the stu! that public art is good for.”

Through grassroots organizing, Newark’s LGBTQ community advocated for safe spaces and programming. Newark’s LGTBQ community knows Sakia; we will never forget her now. Sakia Gunn’s legacy will live on as her story will be included in the new LGBTQ curriculum taught in New Jersey schools.



# About Newark LGBTQ Pride

Newark LGBTQ Pride Week is a signature event series that provides entertainment opportunities but also raises awareness for its year-long agenda of social, educational, and cultural programs for adults, youth, families, and allies.

In 2005, Newark Pride, Inc. held its inaugural Pride celebration. Over 15 years later, Newark Pride has evolved with the city's changing landscape and has grown into a regionally anticipated event, drawing thousands of people to Newark's Downtown Business District.

Hosted in the heart of downtown Newark, Newark Pride events are held in areas brimming with activities, attractions, and adventures! These events highlight the city's vast culture and amplify the local contributions of queer people while increasing revenue and visibility for corporate sponsors and local businesses.

Indeed, Newark Pride offers a unique opportunity to view the ways the LGBTQ community is thriving concurrently with the city's cultural and economic boom. From thriving cultural institutions like NJPAC, Prudential Center, and the Newark Museum to various new restaurants, hotels, and luxury apartments transforming the downtown area - Newark is on the rise. We are proud to be a part of this historic and flourishing city.









# Our History



**2006**

With the support of Mayor-Elect Cory Booker, Municipal Council and Essex County, the rainbow flag is raised for the first time in Newark in front of the Essex County Court as part of Pride Week.

**2008**

Filmmaker Charles "Chas" Brack directed and produced "Dreams Deferred: The Sakia Gunn Story".

**2010**

Essex County Executive Joseph N. DiVincenzo Jr. established the Essex County LGBTQ Advisory Council.

**2012**

The Newark LGBTQ Commission and Newark's Youth Policy LGBTQ youth sub-committee published an LGBTQ Youth Position paper providing recommendations for creating a safer and more supportive environment for LGBTQ youth throughout the city. Mayor Cory Booker endorsed the paper.

**2005**

**2005**

In July, the first Newark Gay Pride is held in Military Park under the direction of founder June Dowell-Burton.

**2006**

**2007**

**2007**

Mayor Cory Booker, Councilwoman Dana Rone, June Dowell-Burton, and Reverend Janyce Jackson raised the rainbow flag at the Newark City Hall for the first time to commemorate the beginning of Pride Week.

**2008**

**2009**

**2009**

Newark becomes the first city in the state to form an LGBTQ Advisory Concerns Commission. "Dreams Deferred" screened at 35th Annual Newark Black Film Festival hosted by the Newark Museum.

**2010**

**2011**

**2011**

President Barack Obama invited Newark Gay Pride to the inaugural LGBTQ Pride month reception at the White House on June 29th. Newark Pride Alliance and the Hetrick-Martin Institute launched HMI To Go (an after-school LGBTQ program) realizing one of the official promises made after the death of Sakia Gunn. Rutgers University launched "Queer Newark: Oral History Project" to share and record the stories of three generations of LGBTQ Newark residents.

**2012**

**2013**

**2013**

The Newark LGBTQ Community Center is created as the product of a collaboration between existing groups serving Newark's LGBTQ community





# Our History



2014

The NJ LGBTQ Chamber of Commerce is created and established its headquarters in Newark.

2016

Annual festival returned to Military Park. Newark Pride Parade marched from City Hall on Broad Street through downtown Newark where we honored Grand Marshall Tracey Africa, 1st transgender career model.

2018

In **January**, Newark Gay Pride and NJ Devils Pride Night hosted their 1st collaborative hockey event at Prudential Center. In **May**, Newark Gay Pride participates in New Jersey AIDS Walk. In **June**, BrickCityLive.com interviewed Newark Gay Pride.

2019

**July**. Mayor Ras J. Baraka officially designated the week of 14th Newark Pride Week. President Sharronda Wheeler debuts on Insider NJ's Out 100 LGBT Power List at #70

2021

**July**. Newark LGBTQ Pride Festival launches first full week of community programming with nearly 45 collaborative sponsors and partners. **October**. President Sharronda Wheeler ranked #21 on NJ Insiders OUT 100 LGBT Power List, while Vice President Alonzo S. Blalock debuts at #43.

2014

2015

2016

2017

2018

2019

2020

2021

2015

Newark Gay Pride celebrated its 10 year anniversary.

2017

In **January**, Newark Gay Pride and NJ Devils Pride Night hosted their 1st collaborative hockey event at Prudential Center. In **May**, Newark Gay Pride participates in New Jersey AIDS Walk. In **June**, BrickCityLive.com interviewed Newark Gay Pride. Newark Gay Pride welcomed new corporate sponsorships with Prudential and RPM Development. In **July**, Newark Gay Pride spoke with WBGO about President Trump's ban on transgender participation in the military. Newark Gay Pride co-sponsored with Lincoln Park Music Festival and provided LGBTQ representation during the 3-day festival.

2020

Despite the nation facing a global pandemic, Newark Pride continued to provide programming for the community, near and far! In **June** 2020, Sharronda Wheeler was featured on Queer Newark OHP. In October 2020, she was also listed as #39 on Insider NJ's Out 100 LGBT Power List. Additionally in **October** Newark Gay Pride received the 2020 Census Appreciation Award. In **November**, Sharronda Wheeler also received an award for the 10 Newark Creators NJPAC Virtual Series.



# Our History

2022

**June.** President Sharronda Wheeler ranked #27 on NJ Insiders OUT 100 LGBT Power List, while Vice President Alonzo S. Blalock at #39. In **July**, Newark LGBTQ Pride exceeds funding goals of \$50,000 with help from corporate donors. In **October**, VP Blalock honored by Garden State Equality with Equality Leadership Award.



2024

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LEGACY OF LIBERATION



GILEAD news12 NEWARK Mayor Ras J. Baraka NJ Health Prudential HYACINTH Newark AOCG

Love is love

We take PRIDE in our Mental Health!

We take PRIDE in our Mental Health!



# LGBT Buying Power

America's estimated LGBT buying power is over **\$3 Trillion** and continues to increase with each year - magnifying the contributions of thousands of LGBT entrepreneurs and the millions of American households and families they serve.

## Strength in Numbers

As of April 2021, 1,830 businesses are officially certified as LGBT Business Enterprises (LGBTBEs) by the National Gay & Lesbian Chamber of Commerce.

Of the LGBTEs that shared annual revenue estimates with the NGLCC, LGBTEs report annual revenue is \$2,475,642.

If the presumed average of \$2,475,642 in annual revenues across all certified LGBTBEs, the total annual earnings of business owners is conservatively estimated at more than \$1.15 billion

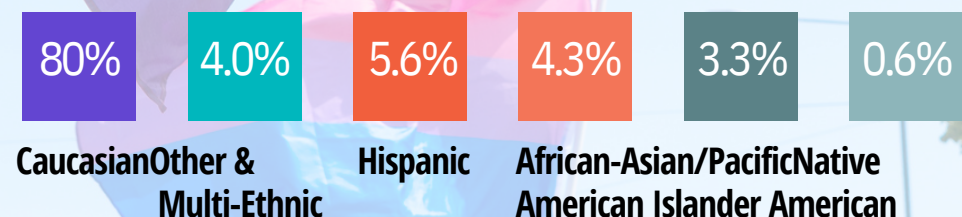
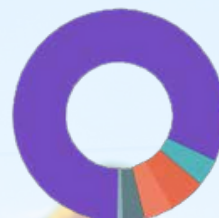
The total number of jobs created by LGBT employers continues to grow substantially from 33,000+ in the United States.

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## Demographic of LGBT Business

### Owners Gender

♀ 31.8%    ♂ 67.7%





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**HUMANFIRST**

*Back to the Basics*

[www.newarkpride.org](http://www.newarkpride.org)



# Reasons to Sponsor Newark Pride

## Visibility: Tap into our network of partners

Newark Pride started with a small celebration in Military Park. Since then, we've established and nurtured relationships with local and regional businesses, corporations, faith-based community organizations, colleges and universities, art institutions, entertainers, promoters, political leaders, and other Pride festivals all over the globe.

## Value: Unique opportunities for your business or organization

Newark Pride offers a unique and fantastic opportunity for your company or organization to engage both existing and potential customers, support diversity in your workplace, and be part of a growing movement that is continuing to campaign for equal rights in Newark, NJ, and worldwide.

## Variety: We're all in this together.

Inclusion means we celebrate our diversity and acknowledge the common threads. We ALL need healthy food options, we are ALL concerned with the welfare of our youth, and we ALL benefit from the LGBTQ community economic impact. Newark Pride, Inc. makes inclusion a top priority.

# Sponsorship & Donations

It is our hope to reach a target goal from private and corporate contributions in order to continue the diverse programs slated for our community celebration. We invite you, your business or organization to partner with us. Together our impact can be unlimited.

## What your support will help us achieve.

We're always looking for partners to help us make Newark Pride, bigger and better. As the premiere Pride event in New Jersey's largest city, your sponsorship is a great way to strengthen our community while building your brand's presence.



### **\$2,500 - Founder Scholarship**

This sponsorship level will provide funds toward tuition or books for high school graduates entering college.



### **\$2,000 - Leadership Scholarship**

This sponsorship level will fund one young adult seeking to cultivate their leadership development by attending programs like Leadership Newark and Victoria Emerging Leaders Program.



### **\$1,500 - Helping Hands Fund**

This sponsorship level funds supplies to local LGBT shelters for welcome kits including toiletries, slippers, robe, etc.



### **\$1,000 - Kid Zone**

The sponsorship level will sponsor the Kid Zone at the annual Newark Pride annual festival.



# Sponsorship Levels

Sponsorship Levels	Naming Rights \$25,000	Marquee \$20,000	Key \$15,000	Signature \$10,000	Love \$5,000
Naming Rights for 2022 Pride Festival	○				
Page Premium Space in 2022 Pride Guide	2 full page	1 full page	1 full page	1/2 full page	1/4 full page
Logo on all marketing materials (handbills, website, t-shirts, social media, giveaways)	○	○	○		
Hyperlink to company page	○	○	○		
VIP Tickets to all events	6	4	3	2	2
Parade/Float Space (in units)	2	1	1	1	1
Logo on Welcome Banner	○	○	○	○	○
Seats to Flag Raising at City Hall	6 front row	2 front row	2 front row	2 reserved	2 reserved
Press Opportunity at all events	○	○	○	○	
Verbal recognition at all events	○	○	○	○	○
Premium vendor space at festival (up to 10x30 tent)	○				
Vendor space at festival (up to 10x30 tent)		○			
Vendor space at festival (up to 10x20 tent)			○		
Vendor space at festival (up to 10x10 tent)				○	○
Seat on President Circle	○	○			

Your donation will support annual programming and events that help inspire, educate, commemorate and celebrate our diverse community. Help us work toward a future without discrimination where all people have equal rights under the law and provide safe spaces to live and love freely.

**If you are unable to make a full sponsorship or monetary donation but would still like to contribute to Newark Pride, Inc., consider all in-kind donations:**

- Donation up to \$999.00
- Food & Drinks
- Printing

- Entertainment
- Venue
- Gift Bags

# Sponsors & Community Partners

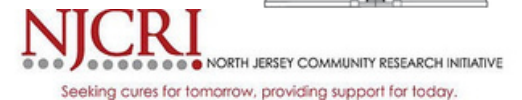
Newark Pride, Inc. would like to thank our sponsors. Through their sponsorship, these businesses and organizations have made an investment in the success of our event and have demonstrated their support for our community. We would like you to join us in acknowledging their generous contributions to the Newark Pride 2021 Festival by patronizing these businesses and letting them know that we recognize and appreciate their partnership!

Thank You Sponsors! You were an integral part in making Newark LGBT Pride Festival 2022 a huge success!

CITY OF **NEWARK**  
Mayor Ras J. Baraka  
and the Municipal Council



THE VISION ROOM





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NEWARK LGBTQ  
PRIDE FESTIVAL**



**CLICK TO BECOME A SPONSOR!**

**SCAN HERE**

