



ATLANTA PAGAN PRIDE

atlantapaganpride.com

Sponsorship

When: Saturday October 9th, 2010 (10am-5pm)

Where: Our Friends Meeting House of Atlanta
701 W Howard Ave Decatur, GA 30030
www.atlanta.quaker.org

Who: The community of all religious faiths

Contact: Michael Elsen, Fundraising Coordinator
melsenpaganz@yahoo.com

What: Atlanta Food Bank collection and A fundraiser to support the pagan community. Pagan Pride Day fosters dignity in Pagan identity through education, activism, charity, and community.

Why Get Involved:

Atlanta Pagan Pride Day benefits the Atlanta Community Food Bank by asking participants to bring a minimal donation of non-perishable food, collected on Pagan Pride Day and delivered to the Food Bank. In 2009 Atlanta Pagan Pride day collected and donated more than 500 pounds of food to the food bank.

What is Atlanta Community Food Bank?

Founded in 1979, the Atlanta Community Food Bank currently distributes almost 2 million pounds of food and other donated grocery items each month to more than 800 nonprofit partner agencies in 38 counties in Metro Atlanta and North Georgia. Distributing these donations to low-income Georgians, their partner agencies provide dynamic links between the local community, the Food Bank and their supporters.

In addition to their core business of food distribution, the Food Bank has a number of projects that help build community including The Atlanta Prosperity Campaign, Atlanta's Table, Community Gardens, Hunger 101, Hunger Walk/Run, Kids In Need, and the Product Rescue Center.

Demographics

In late 2008 the American Religious Identification Survey (AIRS) released outcomes of an eighteen-year study focusing on religious trends in the United States. The findings of this report caught people by surprise!

America is more religiously diverse today than ever before. According to USA Today, almost all religious denominations have lost ground since 1990, with declines of 11-14% occurring in Judeo-Christian faiths such as Baptist and Judaism. While some faiths are steadily decreasing, a large portion of the population has begun finding new ways to identify themselves spiritually.

What is interesting about the AIRS survey is that, although many religions are decreasing in size, one religious movement is on the rise. Up to 2.8% of Americans now identify as part of the Pagan religious movement. And the great part is – our numbers are growing! The 2.8% rise in Pagans and Witches have brought our estimated population from 800,000 to 1,300,000 in the United States.

Past Atlanta Pagan Pride Day events have over 500 participants of various faiths and traditions coming from a broad area of Georgia, and each year it grows in size.

The event appeals to pagans and non-pagans looking for an entertaining and casual way to spend Saturday afternoon. Pagan Pride draws over 30 vendors of various goods, so this is an excellent way for our sponsors to mingle with potential customers in a casual environment. Sponsors and vendors have the opportunity to build brand awareness, promote goodwill and public relations, and develop positive community relations while ultimately increasing business for your local establishments.

In fact, two-thirds of Americans report a greater trust in companies that support social issues and would likely switch brands or retailers to one associated with a good cause, when prices and quality are equal.

How can you help?

Today we ask you to take part in Atlanta Pagan Pride, join us in alleviating religious discrimination in Atlanta and the state of Georgia. At America's religious rebirthing, the Pagan Pride Project serves to advance religious diversity while working to eliminate prejudice and discrimination based on religious beliefs. We are committed to answering the call of every Pagan voice, and providing them with an opportunity to meet others in their community. Perhaps most importantly, we will allow their voices and generosity to be heard.

We offer a variety of choices for every financial donor and volunteer, allowing you to decide how you would like to get involved. Some of the areas where you can make a difference include:

- ∞ park rental fees
- ∞ product donations
- ∞ sponsoring speakers
- ∞ entertainers
- ∞ port-a-potties
- ∞ shuttle sponsorship
- ∞ class sponsorship
- ∞ volunteer work
- ∞ a custom sponsorship

Raise your company's profile and create a lot of good will in the Pagan Community by sponsoring Atlanta Pagan Pride Day at one of the following levels:

PLATINUM SPONSORSHIP PACKAGE - \$700 or product donation

- ∞ Recognition on all official Atlanta Pagan Pride items
- ∞ Prominent page on the Website for a year
- ∞ Banners to be displayed at event on registration table, stage, ect.
- ∞ Mention in all media opportunities
- ∞ Printed full page advertisement in event program
- ∞ Live reference to your company throughout the event
- ∞ Free prominent corporate table/ space for your booth
- ∞ Advertisement on website: www.atlantapaganpride.com
- ∞ Website link to your business

GOLD SPONSORSHIP PACKAGE - \$350 or product donation

- ∞ Mention in half the media opportunities
- ∞ Printed half page advertisement in event programs
- ∞ Live reference to your company throughout the event
- ∞ Free corporate table availability/ space for your booth
- ∞ Advertisement on website: www.atlantapaganpride.com
- ∞ Website link to your business

ADVERTISEMENT IN OUR BOOKLET OR ON WEBSITE

Thank you for your interest in placing an advertisement in our Pagan Pride Day handout. We will produce a free multi page full color program for our attendees.

- ∞ **1/4 page ad: \$40.00 (2"x2")**
- ∞ **1/2 page ad: \$60.00 (4"x 2.5")**
- ∞ **Full page ad: \$100.00 (8" x 5")**
- ∞ **Inside/outside cover: \$150.00 (8" x 5")**

- ∞ **Website ad: \$15.00 (Includes description of business and web link)**

Ad Space assistance and creation is complimentary.

All graphics (.jpg) are to be submitted to: melsenpaganz@yahoo.com

Michael Elsen, PPD Merchant Coordinator 678-702-1587

If you have any questions, I may be reached at melsenpaganz@yahoo.com

Sponsorship Form

Donor Information

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____ **Email:** _____

Web Site Address: _____

Donated item(s) Description: _____

Acknowledgment:

Applicable artwork, logo, literature ect. will be provided to Michael Elsen. The sponsorship package entitles your company to the listed benefits on the enclosed sponsorship proposal. Please make checks payable to Dogwood Local Council.

**Please mail all donations to:
ATTN: PPD Michael Elsen
2569 Barrylynn drive
Doraville, Ga 30360**

Thank you! We appreciate your support and participation in this wonderful event!