



Dear Prospective Sponsor or Donor:

On behalf of Southern New Mexico Pride, I extend my sincere gratitude for considering becoming a sponsor or donor to our organization. Your support is instrumental in advancing the mission of Southern New Mexico Pride, particularly in providing resources and support to the LGBTQIA+ community in our region.

Over the past few years, we've faced unprecedented challenges; however, through our collective efforts and resilience, we've successfully rekindled our annual Pride Celebration week and 'Pride on the Plaza' event in downtown Las Cruces. In 2023, our collaboration with a variety of community organizations resulted in over 3,000 attendees of all ages and backgrounds joining us to celebrate Pride on the Plaza as well as our first ever Pride Parade to kick off the event, thanks to the efforts of FYI+.

We're thrilled to share that our commitment to this community was recognized when the Southern New Mexico Pride Celebration was awarded First Place in the Las Cruces Bulletin's Best of Mesilla Valley for "BEST CULTURAL EVENT" in 2023. This acknowledgment underscores the impact of our efforts in fostering inclusion, belonging, and a sense of community in Southern New Mexico.

However, as our event continues to grow in scale and significance, so do our expenses. Your support is crucial in ensuring that we can continue to elevate the Pride Celebration in Southern New Mexico. By partnering with us, you're not just supporting an event; you're investing in the empowerment and visibility of the LGBTQIA+ community in our region.

As we embark on planning for the upcoming Pride Celebration week, Pride on the Plaza, and our 2<sup>nd</sup> annual Pride Parade hosted by FYI+, we expect even greater participation and engagement than ever. The festivities will begin on Wednesday, September 25<sup>th</sup> and continue until Sunday, October 6<sup>th</sup>. Pride on the Plaza, which will take place on Saturday, October 5<sup>th</sup>, will feature more than 50 vendors, exhibitors, and food trucks as well as an evening of entertainment, including local artists, our Pride Drag Show, and a fun-filled dance party on stage.

Southern New Mexico Pride is a 501c-3 non-profit organization. It is the generosity of sponsors like yourself, alongside the support of LGBTQIA+ groups and allies within our community, who enable us to realize our vision each year.

I invite you to consider the profound impact you can make by partnering with us to elevate our activities to new heights. Your support will not only enrich our community but also exemplify your commitment to diversity, inclusion, and belonging. We eagerly anticipate the opportunity to welcome you to any of our Pride Celebration events this year. Together, let's continue to champion love, acceptance, and community in Southern New Mexico.

Sincerely,

*Robert Williams*

Robert Williams, Chair  
Board of Directors  
Southern New Mexico Pride

PO Box 1812, Las Cruces, NM 88001  
[www.southernnmpride.org](http://www.southernnmpride.org) [www.facebook.com/SouthernNewMexicoPride](https://www.facebook.com/SouthernNewMexicoPride)  
EIN: 45-5061467 (501c-3)



## 2024 Sponsor Commitment Form

Name of Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact: \_\_\_\_\_

### Sponsor Level:

#### Major Sponsors

\_\_\_\_ \$1500 Stonewall Sponsor

\_\_\_\_ \$1000 Rainbow Sponsor

\_\_\_\_ \$500 Gold Sponsor

#### *Includes:*

##### *Stonewall Sponsor*

- Name and Logo on promotional material for all events through the year.
- Name and Logo on notices for upcoming events to be handed out at SNMP events each month.
- Recognition and thank you on Southern NM Pride Facebook page throughout the year.
- Name Logo on SPONSOR BOARD to be posted at SNMP events and activities (including set up at Las Cruces Farmers and Crafts Market).
- Recognition at SNMP Events.
- Listing on SNMP website.
- Free booth space at Pride on the Plaza (Saturday, 10/5/2024)

##### *Rainbow Sponsor*

- Name and Logo on promotional material for all events through the year.
- Name and Logo on SPONSOR BOARD to be posted at SNMP events and activities (including set up at Las Cruces Farmers and Crafts Market).
- Recognition at SNMP Events.
- Listing on SNMP website.
- Free booth space at Pride on the Plaza (Saturday, 10/5/2024)

##### *Gold Sponsor*

- Name or Logo on promotional material for event.
- Listed on SNMP Event Webpage.
- Recognition and Thank you on Facebook Event Page.
- Recognition at SNMP events.
- Free booth space at Pride on the Plaza (Saturday, 10/5/2024)

PO Box 1812, Las Cruces, NM 88004

[www.southernnmpride.org](http://www.southernnmpride.org)  [www.facebook.com/SouthernNewMexicoPride](http://www.facebook.com/SouthernNewMexicoPride)

EIN: 45-5061467 (501c-3)



## Sponsors

\_\_\_\_\_ \$250 Silver Sponsor      \_\_\_\_\_ \$150 Bronze Sponsor

### ***Includes:***

#### ***Silver Sponsor***

- Name and/or Logo on promotional material.
- Listed on SNMP Webpage.
- Recognition and thank you on SNMP Facebook Page.

#### ***Bronze Sponsor***

- Listed on SNMP Webpage.
- Recognition and thank you on SNMP Facebook Page.

If you have any questions or need any more information, please feel free to contact us:

Robert Williams – 505-270-5857 - robawil@gmail.com

Holly Piasente – 575-644-6276 - hpiasente@gmail.com

Southern New Mexico Pride is a 501c-3 non-profit based in Las Cruces, and it is through generous sponsors like yourself that the LGBTQ community and our allies can help to educate and reach out and build stronger relationships.

PO Box 1812, Las Cruces, NM 88004

[www.southernnmpride.org](http://www.southernnmpride.org)  [www.facebook.com/SouthernNewMexicoPride](http://www.facebook.com/SouthernNewMexicoPride)

EIN: 45-5061467 (501c-3)