

## 2020 NWI PRIDE – A Festival of Celebration

*Saturday June 6, 2020, 11 am-7 pm*

*Lincoln Community Center*

*2450 Lincoln St, Highland, IN 46322*

*Note: This is a family-friendly and LGBTQ+ supportive event*

### **Section 1: Event Overview**

LGBTQ Northwest Indiana Inc., a 501(c)(3) nonprofit organization is producing the second annual NWI Pride on June 6, 2020 through the efforts of the organization's NWI Pride Events Committee. This event will be a one-day, family-friendly, indoor, LGBTQ+ supportive festival intended to highlight diversity & inclusion, to celebrate LGBTQ+ community members and their allies in Northwest Indiana, to showcase supportive resources and businesses, and to be FUN!

**2020 NWI Pride** will be held at the Lincoln Community Center in Highland, Indiana. This 42,000+ ft<sup>2</sup> indoor venue is a fantastic location, and we expect attendees from all over Northwest Indiana and even from out of state – the event will be advertised locally, regionally, and nationally. There are a variety of sponsorship, donor, vendor, and volunteer opportunities. Based on 2019 NWI Pride attendance, this year's numbers could be 1000-2000 attendees.

We are working to build a vibrant and robust LGBTQ+ community in Northwest Indiana, where we can provide people safe spaces in which to be their authentic and complete selves, provide education for the general public, increase awareness and sensitivity among service providers regarding LGBTQ+ issues and concerns, provide resources for LGBTQ+ people and their allies, and build greater acceptance in the region. NWI Pride is an opportunity to create more visibility for this initiative, and to identify supportive businesses, individuals, and groups who can help in this effort. One of our goals is to eventually have a strong support network and a permanent space for an LGBTQ+ community resource center. **2020 NWI Pride**, as a community-building event, should again be a great catalyst.

On a more local scale, NWI Pride will be beneficial not just to the LGBTQ+ community and their allies, but also to the community at large, the Town of Highland, and to all our sponsors and donors. Being visible at a nationally advertised event such as this could be a big boon for the businesses who choose to sponsor or to be a vendor. Being identified as an open, welcoming, and inclusive business in our region could also be a positive marketing point.

Please read on to learn more about the need we're trying to fill, the festival organization, and the event.

## **Section 2: Background – The Need**

There is a tremendous need here in our region for LGBTQ+ support and affirmation. The estimated LGBTQ+ population in the five counties of Northwest Indiana is approximately 37,000, and there are very few dedicated resources for them.

The first NWI Pride, held in 2019, was organized by PFLAG Crown Point Inc. and LGBTQ Northwest Indiana Inc., two nonprofit LGBTQ+ and ally support organizations. The 2019 festival and the awareness it brought to the Region was a success for the community, but only began to fill this need.

This year, PFLAG Crown Point is handing the festival organization reins to LGBTQ Northwest Indiana's NWI Pride Events Committee, allowing PFLAG Crown Point to maintain focus on its primary mission.

## **Section 3: Festival Organization**

LGBTQ Northwest Indiana Inc. is a nonprofit organization formed to provide direct support to the Northwest Indiana LGBTQ+ community. To accomplish this mission in part, the NWI Pride Events Committee of LGBTQ Northwest Indiana Inc. will organize and produce an annual, regional Pride festival, a festival that supports not only those who identify as LGBTQ+, but also their families, friends, and allies. Planned festival activities will include education and awareness for the general public, promote community visibility, provide a safe, family-friendly space for people in which to be their authentic selves, showcase LGBTQ+ affirmative & supportive businesses, services and organizations, and provide entertainment.

Future projects for the NWI Pride Events Committee include providing support and resources for other Pride and LGBTQ-related events in the region in areas such as planning, producing, organizing, and advertising these events.

*Organization Contacts:*

[info@nwi-pride.org](mailto:info@nwi-pride.org), Amari Victoria, 219-895-6688, or Elisabeth Menning, 219-216-1356

## **Section 4: Event & Activities**

The Lincoln Community Center in Highland, Indiana is an amazing indoor facility for hosting **2020 NWI Pride**. LGBTQ Northwest Indiana Inc. is fortunate to be working in collaboration with some great local and regional businesses to bring a successful second NWI Pride festival to Northwest Indiana residents. A growing team of passionate volunteers for both the planning and implementation of the festival is onboard as well.

Many fun activities are being planned throughout the day, including:

- NWI Pride souvenir sales
- Food, drink & alcohol vendors
- Product & service vendors
- Music
- Kids' entertainment area
- LGBTQ wedding ceremonies & vow renewals
- Poetry reading / story telling
- Amateur drag show / competition
- Free health screenings
- Suicide awareness & prevention resources
- LGBTQ+ resource directory
- Adult After Party / Dancing (offsite)

A logistical change from last year's festival will move the After Party offsite, and festival venue changes will be made to create conditions more conducive to conversation and networking.

In addition, through a grant provided by the Tobacco Prevention and Cessation Commission (TPC), we will be a "smoke- & vape- free" event. (There will be a designated smoking/vaping area outside the building for those who need it). Look for more information on this initiative coming soon!

### **Section 5: Sponsorship Opportunities**

Event sponsorship is one way for businesses to showcase their organization or company and how they promote or embrace Diversity & Inclusion in their workforce and in the community. Sponsorship is also important to help offset costs of producing a festival such as this.

- Multi-level sponsorship package
- Underwriting opportunities for different event costs
- Benefits, which vary by sponsorship level, include
  - Advertising & acknowledgement leading up to the event
  - Advertising & acknowledgement during the event
  - Physical recognition of sponsorship
  - Vendor table at event, if desired

### **Section 6: Donor Opportunities**

Businesses or individuals who prefer to make a smaller commitment are invited to become donors – and any amount is welcome and helps.

- Benefits, which vary by donation amount, include
  - Acknowledgement at event
  - Physical recognition of donation

### **Section 7: Vendor Opportunities**

All businesses and individuals who are supportive and affirming of LGBTQ+ people are welcome to apply for a vendor space. (Note: this is more than just being tolerant). It could be as simple as welcoming anyone through their door regardless of gender identity, gender expression, or sexual orientation, or as involved as providing dedicated services to the LGBTQ+ community.

- Vendor types may include arts/crafts, food/non-alcoholic beverage, alcoholic beverage, merchant, service provider, informational, sponsor, or other

### **Section 8: Volunteer Opportunities**

There will be many opportunities for people to volunteer, both in the months leading up to the event as well as on the day of the event. Many corporations give their employees paid time to do this, others provide funds to the nonprofit at which their employees volunteer, and volunteering can be a great team-building activity.

*Thank you! Please let us know if you have any questions.*