



Fire Truck Pull Sponsorship

Show Vermont's LGBTQ+ Youth You're Pulling for hope, equity, and power!



OUTRIGHT
VERMONT

THIS IS WHY WE DO IT

We all want our kids to be happy, healthy and surrounded by people who care about them. And while our state is known for more progressive social values, no matter where they live in Vermont, LGBTQ+ youth experience violence and the constant threat of harm daily.

Here's the heartbreaking truth: 30% of LGBTQ+ youth were bullied in the last month. 50% purposefully hurt themselves in the last 30 days. And in the past year, 33% made a suicide plan, while 19% attempted suicide.* **They can't live like this, and we hope you can't either.**

*From Vermont's 2019 Youth Risk Behavior Survey, collected every two years from middle and HS students. 2021 data not yet released.



Youth need support— they need to know they have people and organizations like yours standing with them. **Now is the time to show them they can HOPE!** We're here for it—are you? Your sponsorship is an investment in:

- Connecting youth to each other, countering the isolation that makes them feel alone through programs like Friday Night Group and Camp Outright.
- Networking caring adults through our state-wide GSA program and adult education offerings.
- Families, peers, legislators, teachers, and community members creating a future where youth thrive as their authentic selves.



SPONSOR THE FIRE TRUCK PULL AUG-OCT 2024 (LIVE PULL SEP 28)



Join your brand with The Pull, and **be part of the most spirited FUNdraising event** around. You'll join a mighty community of people showing LGBTQ+ youth that a hopeful future awaits. **Here are just a few other reasons to sponsor The Pull:**

- Send the message that **your company is an open, supportive, and justice-minded place to work.**
- Tap into **Outright Vermont's 6,000+ followers** on social media.
- Name Recognition with the **1200+ online event participants** through Outright Vermont's peer-to-peer fundraising platform.
- **Statewide reach** through paid advertising.
- Tap into your competitive spirit and **build camaraderie** with your own Fire Truck Pull team(s).

PS—Each year, we make the event a little bit extra, because that's what youth deserve! More teams, more creativity, more money raised. We're aiming to raise \$200,000 this year, and **you can be a part of it!**

**AND
HERE'S
WHY YOU
SHOULD
TOO!**

Fire Truck Pull Sponsorship Opportunities

\$15,000 All of the benefits of the previous level, plus:

- Present a trophy to a winning team.
- Company logo on Street Banner.
- Sponsorship Spotlight Video via Social Media
- One-hour Company Meet-and-Greet with Outright's Executive Director.
- \$1000 credit towards your Fire Truck Pull fundraising team (optional).

\$10,000 All of the benefits of the previous level, plus:

- Company logo on banner adorning the fire truck during the event.
- Company logo on all advertising and in all press releases.
- Dedicated Sponsor Story Social Media Post
- Company table at the event.
- \$750 credit towards your Fire Truck Pull fundraising team (optional).

\$5,000 All of the benefits of the previous level, plus:

- Company logo displayed on day-of event materials.
- Organizational Newsletter Sponsor Story Highlight - 300 words
- \$500 credit towards your Fire Truck Pull fundraising team (optional).

\$2,500 All of the benefits of the previous level, plus:

- Company logo on our website and email newsletter.
- Company thanked by the emcee during the awards ceremony.
- \$250 credit towards your Fire Truck Pull fundraising team (optional).

\$1,000 Your benefits include:

- Company name on our website and email newsletter.
- Access for 10 people to attend online training, "Key Concepts for LGBTQ+ Youth Solidarity"
- \$100 credit towards your Fire Truck Pull fundraising team (optional).

\$500 Your funding will go toward behind-the-scenes sponsorship for a youth team. Also:

- Access for 5 people to attend online training, "Key Concepts for LGBTQ+ Youth Solidarity"



Ready to be a sponsor? Got questions? Contact Lisa Huttinger (she/her), Director of Development ♥ lisa@outrightvt.org ♥ c/802-917-8798
PO Box 5235, Burlington, VT 05402

PS—Pull Teams work collectively to raise funds (with a minimum \$ required to get on the rope and Pull!) via peer-to-peer efforts. Your team page can be customized, keeping your brand and messaging front and center. You can sponsor, you can Pull, or both! (Credits aren't additive between sponsor levels.)

Deadline to be included in marketing is Fri, July 5, 2024.

