

July 27 - August 3, 2019



FAMILY WEEK 2019

in PROVINCETOWN, MA

SPONSORSHIP OPPORTUNITIES

We're returning to Provincetown for our 24th annual Family Week event, and **we want you to join us!**



**FAMILY
EQUALITY
COUNCIL**

Find more information
about Family Week at:
ptownfamilyweek.com

ABOUT FAMILY WEEK

Family Week is the largest annual gathering of lesbian, gay, bisexual, transgender, and/or queer (LGBTQ+) families in the world. Each year more than 500 families take over Provincetown, Massachusetts, an iconic New England vacation town. Thousands of people of all ages gather for a week of programs, networking opportunities, and fun for the whole family.

Who Attends Family Week?

- **500** registered families
- Over **650 youth** ages 4-18 in LGBTQ+ families
- **20% growth** in registration annually
- **30+ different states** and **5+ countries** each year
- Top states are MA, NY, CA, NJ and CT
- On average, **45% are new** families and **55% are returning** each year
- **43%** of Family Week families are headed by one or more gay parent, **35.8% lesbian** parent, **5.3% queer** parent, **4.2% bisexual** parent, **10% transgender** parent, **5% genderqueer** parent, and **15%** have a straight parent as a primary caregiver in the family.
- 41% of LGBTQ+ families at Family Week are formed through **adoption**, 30% formed through **donor insemination**, 20% formed through **surrogacy**, 6.4% a parent **coming out** and 2.6% other.



Family Week is packed with opportunities for sponsors to engage LGBTQ+ families, not only during the event itself, but also as part of the marketing leading up to the Week.

From temporary tattoos and branded beach towels, to co-branded beach bags and user-generated social media content, we've provided fun and memorable ways for brands like Disney, Tylenol, Johnson & Johnson, HBO Kids, Hulu, and the Museum of Science to connect with attendees.

Bring us your ideas - we love creativity and we love thinking outside of the box! Get in touch with Family Equality Council today to learn more about Family Week and the many ways you can support our work and reach our families during this very special week.

Our Mission

Founded in 1979, Family Equality Council's mission is to ensure legal and lived equality for lesbian, gay, bisexual, transgender and queer families, and for those who wish to form them, through building community, changing hearts and minds, and driving policy change.

Our Vision

We envision a future where all LGBTQ+ families, regardless of creation or composition, live in communities that recognize, respect, protect, and value them.

About COLAGE

Family Equality Council provides events and community spaces for LGBTQ+ parents and their children of all ages. In partnership, COLAGE runs life-changing, empowering, and inspiring youth camps for people with LGBTQ+ parents. Together we provide families who may face discrimination and isolation at home an unique opportunity to come together, have fun, and find strength in our community characteristics.

Learn more at www.familyequality.org

SESSIONS & EVENTS

Family Week is full of programming options for family members of all ages and interests! Individual events range in size from intimate, affinity meet-ups to large gatherings with hundreds of attendees. They also vary in focus from social, fun family events to updates on the LGBTQ+ movement and ways to carry the sense of empowerment back home.

Every sponsorship package comes with the opportunity to sponsor a specific session. Our team will work with you to find the best fit between your brand and our exciting Family Week programs.



= Highly Attended Sessions

Please note: sessions marked with a star are highly-attended events and sponsorship options are typically competitive. If you are interested in sponsoring one of these events, please contact Emily McGranahan as soon as possible.





REGISTRATION

All attendees must check-in at the registration area, making this a highly visible location. Families stop by to check in and get their welcome bag, which includes giveaways and a complete schedule of events. It is the way families start off the week - this event can't be missed!



WELCOME ICE CREAM PARTY

As families arrive on Saturday and check-in, welcome them by the host venue pool and lawn. This is a perfect moment for fun giveaways, games, and of course, ice cream! This tasty event helps to set the tone of fun and inclusion for the week.



MOMS' GATHERING

This hugely popular gathering brings parents together for a celebration of parenting. This is a kid-friendly event, with activities on the beach and access to a pool. Drinks and hors d'oeuvres are served.



DADS' GATHERING

This hugely popular gathering brings parents together for a celebration of parenting. This is a kid-friendly event, with activities on the beach and access to a pool. Drinks and hors d'oeuvres are served.



LITTLES' GATHERING

The Littles' Gatherings are Monday to Thursday, taking place in the park each morning. Kids under four enjoy bouncy houses, crafts, and lots of outdoor toys and activities, as they build community with one another. Each day has a new theme and exciting guests – from book readings to visits from beloved TV characters. Parents join in the fun too!



FAMILY PRIDE PARADE

Finish the week with this annual highlight. Families gather at Bas Relief Park (one of Provincetown's central outdoor gathering spaces near the foot of the historic Provincetown Monument) to make signs and then march through town. The march attracts hundreds of parents and children carrying signs celebrating our families, and is guaranteed to draw a crowd of locals and tourists from across the globe.



BEACH CAMPFIRE NIGHT

The Beach Campfire Night is the largest event at Family Week. Hundreds of LGBTQ families gather on the beach for an evening of song, sandcastles, and s'mores!



FAMILY DANCE

End the week on a high note with the Family Dance. Families dance and say goodbye after another amazing week. The annual Family Week video - a signature of Family Week, with moving photos, music and footage from the week - is shown. There are ample opportunities for engagement with a photo booth, giveaways, food, video, a DJ, and more.

MOVIE NIGHT & PJ PARTY

Families love our annual movie night – complete with snacks and some great PJs. This event has nice opportunities for video and digital promotions.



"We made an effort to eat and shop at the town businesses that were Family Week sponsors. And I have to say seeing Disney, HBO, and other big companies reaching out to our families feels oddly revolutionary."

— Family Week 2017 Parent



SINGLE PARENTS' GATHERING

This event offers an opportunity for parents to meet and mingle with other singles in a family-friendly atmosphere. Just as the Week steps off, single parents have a chance to connect with old friends and make some new ones, while the kids have some fun with our staff.



STATE OF THE MOVEMENT

This annual event is where our families learn about the laws and policies impacting our communities, and their impacts on LGBTQ families. Leaders in the LGBTQ family movement share updates on the laws and policies affecting LGBTQ families and those who wish to form them, and share insights and progress updates from the front lines of the movement.



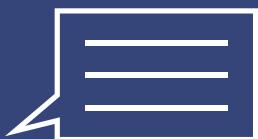
TRANSGENDER/GENDER NON-CONFORMING PARENTS AND PEOPLE WITH TRANSGENDER PARENTS GATHERING

All families are celebrated at Family Week. This treasured event has grown over the years to be a special and valued space during the Week for parents and youth to connect, discuss, and enjoy the beautiful spectrum of our community. Families are able to start the week off strong with a space just for them.



PARENT TIME

Tuesday through Thursday we provide parents with a space to re-energize and relax. For example, a yoga instructor will lead parents in mindfulness and meditation practices. This is a multi-day sponsorship opportunity that celebrates parents and offers a space for them to unwind.



"When they support my family, I will support them." — Family Week 2018 Parent



GATHERING FOR PEOPLE WITH DISABILITIES AND THEIR FAMILIES

This beloved annual gathering brings together families with one or more members with disabilities. An afternoon of loving, supportive conversation and fun makes this a special time for our families. Youth engage with staff while parents are able to connect and support one another.



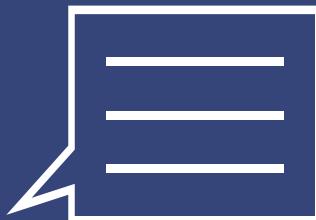
TEEN PANEL

Get inspired by the next generation of LGBTQ family leaders! The annual Teen Panel features young activists from the Family Week programming team. The panel is a reminder of how far we have come as a movement and the brilliance and wisdom of high schoolers.



FAMILY POOL PARTY SERIES

Our brand new family pool party series was inspired by the great success of our one weekly pool party. Every day, families are invited to enjoy the sunshine by the pool or on the beach only steps away. Each day's pool party will have a theme - with special space provided for families of color, regional gatherings, and more.

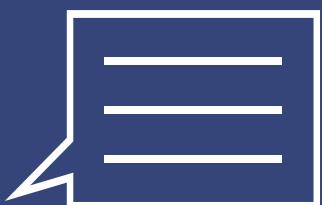


"The sponsors' commitment to Family Week makes us feel valued, respected and appreciated. We will make concerted efforts to show the sponsors the same support."

— Family Week 2018 Parent

SPONSORSHIP LEVELS

SPONSORSHIP BENEFITS	BRONZE	SILVER	GOLD	PLATINUM
Logo & Signage Display at Session of Choice	✓	✓	✓	✓
Sponsor Recognition in the Family Week Program Book with Logo Placement	✓	✓	✓	✓
Logo Included on Family Week Website	✓	✓	✓	✓
Logo included on official Family Week sponsor banner and displayed at all major events	✓	✓	✓	✓
Program Book Ad	1/4 page	1/2 page	Full page	Inside front cover, in color
Logo included in weekly newsletter sent to Family Week registrants		✓	✓	✓
Content spotlight in weekly newsletter sent to Family Week registrants	1	1	1	2
Display space at community partner exhibition			✓	✓
Complimentary registration for company representatives for Family Week events				✓
SPONSORSHIP PACKAGE PRICE:	\$3,000	\$5,000	\$10,000	\$15,000



"I literally teared up when I read the poem on the Target Ad in the Family Week brochure. It is so normalizing for our 7-yr-old to see families and same sex relationships depicted in advertisements since he is inundated with heteronormativity on a regular basis. I will DEFINITELY support these sponsors financially and by word of mouth."

— Family Week 2017 Parent

ADDITIONAL OPPORTUNITIES

In addition to the packages listed above, the following sponsorship opportunities are also available:

FAMILY WEEK APP SPONSOR - \$4,000

Become the official sponsor of the new and improved Family Week phone app. Annually, the Family Week app is used by almost every adult registrant and gets over 20,000 screen views during Family Week.

BENEFITS:

- Ad banner on the app
- Welcome message push notification recognizing sponsorship
- Sponsorship recognition in e-newsletter emails to registrants about the app

FAMILY WEEK BADGE SPONSOR - \$1,500

Every one of the over 1,500 people who register for Family Week receive an official orange bracelet and in 2019, the 900+ adults who register will also receive an official name badge with special scan code. Families will be required to show their badges or bracelets to be scanned in to events throughout Family Week.

BENEFITS:

- Logo on the official Family Week 2019 bracelet
- Logo on the official Family Week 2018 badge for all adults





*After seeing
which
companies
supported*

*Family Week, we started
making very thoughtful
decisions about how
we spend our dollars.
Seeing who supports our
families makes it easier
for us to decide which
companies to purchase
from.*

— Family Week 2018 Parent

WELCOME BAG STUFFING FEE - \$400

Welcome Bag Stuffing requires 500 items mailed to Massachusetts office by July 12, 2019.

COMMUNITY PARTNER EXHIBITION (Opening Weekend)

On Saturday, July 27 and Sunday, July 28 at the Provincetown Inn, you're invited to welcome and meet hundreds of families!

Table	\$350
Table (Nonprofit Rate)	\$250

*Non-profits must share
tax-exempt numbers.*

PROGRAM BOOK ADVERTISEMENTS:

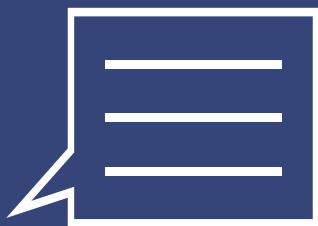
Outside Back Cover (color)	\$1,700
Inside Back Cover (color)	\$1,500
Full Page Ad (B/W)	\$1,000
Half Page Ad (B/W)	\$800
Quarter Page Ad (B/W)	\$600
Eighth Page Ad (B/W)	\$400

*Ads are due June 15, 2019.
Ads copy should be sent
electronically as JPEG, PNG,
or TIFF. All ads must be in high
resolution (600 dpi) and grey
scale (except for cover options).*

NEXT STEPS

Are you ready to sponsor Family Week 2019? Have questions? Contact our Family Week team today.

Emily McGranachan, Director of Family Engagement
(646) 880-3005 x113
emcgranachan@familyequality.org



"I know the sponsors are committed to families like mine. Not all businesses are, and it can sometimes be hard to know how we'll be treated. Knowing a business sponsored Family Week makes me want to support them." — Family Week 2017 Parent

More information at: www.ptownfamilyweek.com

ABOUT LGBTQ CONSUMERS

Your sponsorship of Family Week makes a direct connection between your brand or company and the fast-growing market of LGBTQ consumers and allies.

\$1 TRILLION

Estimated buying power of gay and lesbian individuals in the U.S. in 2017.

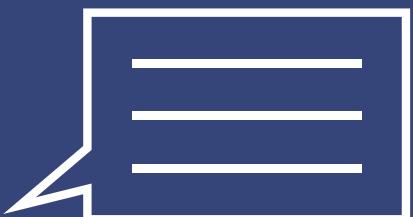
71% of LGBTQ people and **82% of allies** say they are *more likely* to purchase from a company that supports LGBTQ equality.

54%

of all consumers under age 34 say they would choose an equality-focused brand over a competitor

45%

of all consumers under age 34 say they are more likely to do repeat business with an LGBTQ-friendly company.



"Our kids look forward to this week all year and they have a blast! We make sure we show them the sponsor list and talk to them about the importance of knowing where your money goes and what it supports."

— Family Week 2017 Parent