



SUNDAY APRIL 28TH 2024
11:30AM-2:30PM

HEROES



433 CHESTNUT ST, PHILADELPHIA, PA 19106

CELEBRATE OUR COMMUNITY'S DEDICATION TO PROGRESS.

SPONSORSHIP OPPORTUNITIES

DVLF • WWW.DVLF.ORG



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HEROES



HEROES was started in 2003 to spotlight and honor the unwavering dedication of community leaders and organizations to advance the rights and wellbeing of the greater Philadelphia region's LGBTQ+ community.

Through the nomination process, **HEROES** identifies youth, adults, nonprofits, straight allies, and businesses who have bold ideas, act with selfless intention, are admired for their integrity, and are regarded as courageous in advancing LGBTQ+ equality in the Greater Philadelphia area and beyond. DVLf honors these **HEROES** annually to celebrate their character and to encourage others to act heroically. As we enter our 29th year, we are looking to partner with businesses, individuals and organizations that share our values and who are interested in deepening their connections with our dynamic donor base, our stakeholders, and our region's LGBTQ+ community, including its thought leaders.

PAST HEROES RECIPIENTS

DR. RACHEL LEVINE · CONGRESSWOMAN MARY GAY SCANLON
JOHNNY WEIR · GLORIA CASAREZ · COMCAST UNIVERSAL
PNC BANK · REP. MALCOLM KENYATTA



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SPONSORSHIP LEVELS & INFORMATION

As a HEROES 2024 sponsor, you will join a dedicated group of supporters that includes community partners, government agencies, corporate and individual donors. Sponsorship will provide you or your business with marketing and networking opportunities, along with a connection to our annual celebration of the most dedicated, generous and impactful people and organizations who work tirelessly for our community. Your dollars will directly benefit the emerging needs of the LGBTQ+ community in the Delaware Valley and surrounding area.

FOR MORE INFORMATION OR TO DISCUSS CUSTOM SPONSORSHIP, PLEASE CONTACT US
AT INFO@DVLF.ORG

SPONSORSHIP BENEFITS	SPONSORSHIP LEVELS				
	PLATINUM SPONSOR [\$10,000]	GOLD SPONSOR [\$5,000]	SILVER SPONSOR [\$2,500]	HOST SPONSOR [\$1,000]	FRIEND SPONSOR [\$500]
# OF TICKETS TO HEROES 2024	8	6	5	2	1
RECOGNITION IN AUDIOVISUAL PROGRAM AT TOY	✓	✓	✓	✓	✓
AD IN OFFICIAL HEROES 2024 PROGRAM	FULL PAGE	1/2 PAGE	1/4 PAGE	-	-
RECOGNITION LISTING IN TOY 2023 PROGRAM	FULL COLOR LOGO	FULL COLOR LOGO	FULL COLOR LOGO	TEXT LISTING	TEXT LISTING
RECOGNITION ON DVLF WEB SITE	FULL COLOR LOGO	FULL COLOR LOGO	FULL COLOR LOGO	TEXT LISTING	TEXT LISTING
RECOGNITION IN INVITATION MAILED TO OVER 1000 HOUSEHOLDS (SPONSORS SIGNED ON BY MARCH 15TH)	✓	✓	✓	✓	-
RECOGNITION IN ADVERTISEMENT - PHILADELPHIA GAY NEWS (50,000 CIRCULATION)	✓	✓	-	-	-
CO-MARKETING OPPORTUNITY VIA DVLF NETWORK - WEB SITE PLACEMENT AND DEDICATED EMAIL BLAST	✓	-	-	-	-
DEDICATED SOCIAL POSTS ON FACEBOOK AND INSTAGRAM FROM DVLF	✓	-	-	-	-

MARKETING & EVENT REACH

HEROES INVITATION CIRCULATION: 500+
PROGRAM BOOK CIRCULATION: 200+
HEROES ATTENDANCE: 200+
EMAIL NEWSLETTER CIRCULATION: 6,000+
PHILADELPHIA GAY NEWS READERSHIP: 50,000+



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**TO RESERVE YOUR HEROES 2024 SPONSORSHIP
[PLEASE CONTACT INFO@DVLF.ORG](mailto:INFO@DVLF.ORG)**

**TO BE INCLUDED IN MAILED INVITATIONS
PLEASE RESERVE YOUR SPONSORSHIP BY MARCH 20, 2024**

**TO BE INCLUDED IN PROGRAM GUIDE
PLEASE RESERVE YOUR SPONSORSHIP BY APRIL 1ST, 2024**

PROGRAM GUIDE AD SPECIFICATIONS

PLEASE SUBMIT YOUR AD TO INFO@DVLF.ORG APRIL

UNIVERSAL / FULL PAGE: 4.75"W X 7.5"H

GALACTIC / HALF PAGE: 4.75"W X 3.625"H

GLOBAL / QUARTER PAGE: 2.25"W X 3.625"H

PREFERRED AD FORMAT: 300DPI, PDF, TIF, OR JPEG.

PLEASE EMAIL TO KARLMICH215@GMAIL.COM