

Friends,

The Gay Alliance of Genesee Valley is celebrating its 42<sup>nd</sup> anniversary and the 27<sup>th</sup> anniversary of Rochester Pride. The beginnings of Pride in Rochester date back to 1972 with the first unofficial "Gay Picnic". Forty-four years later, our communities have grown and evolved to a strong network with growing economic, political and social power. We are excited to once again produce **ROC Pride 2016** and the **ROC Pride Games**. These events bring fantastic opportunities for corporate sponsors to reach out to the community.

Sponsors like you make this celebration possible. Our events are a labor of love by volunteers in our community and strive to reach out to the wide spectrum that makes up the LGBTQ citizens and their allies. This year we are faced with many challenges: new location, new routes, and new leadership. These challenges also represent opportunities: opportunities to produce new programming, to create more spaces in the city for its residents to celebrate, and the opportunity for businesses and organizations to display their assets to the tens of thousands of spectators and participants that come to ROC Pride.

There will be eight days of pride to plan for (July 10<sup>th</sup>-17<sup>th</sup>); some of the events you can expect to see at ROC Pride this year are:

- ROC Pride Flag Raising
- ROC Pride Art and History exhibits
- Movie Night in the Park
- ROC Pride Parade: "Let's make Magic!"
- ROC Pride Fest @ Cobbs Hill (two days! )
- ROC Pride Games ( 5K race; Volleyball, tennis, and bowling tournaments, and many more to come)

ROC Pride is proudly produced by the Gay Alliance of the Genesee Valley, a 501(c)(3) organization, that makes life better for LGBT people and our allies by providing advocacy, education and community.

In the Finger Lakes Region alone, LGBTQ individuals are over 100,000 strong and are many times that when combined our straight allies. We are your families, your friends, your neighbors, your employees/employers, and your customers. To target market the LGBTQ and Ally Community, join us as a sponsor of ROC Pride.

For the 27<sup>th</sup> year, ROC Pride has increased awareness and visibility of the LGBTQ and Ally community and is the state's largest Pride celebration north of New York City. Well over 30,000 people attend our Pride Events.

ROC Pride has the numbers to spread the word about your products and services. We look forward to working with you, our sponsors, to *bring the magic of Pride* to life!



Sam Brett,

Co-Chair of ROC Pride 2016 and ROC Pride Games

