

Friends,

The summer of 1967 was known as the Summer of Love and in celebration of this 50th Anniversary, the Gay Alliance is proud to produce **ROC Pride 2017** with the theme “**Summer of Love**”. Pride in Rochester dates back to 1972 with the first unofficial “Gay Picnic”, now 45 years later **ROC Pride** is known as the largest LGBTQ Pride Festival north of New York City, well over 30,000 people attend our Pride events. This is a fantastic opportunity for you to reach this powerful demographic and show your support.

Sponsors like you help make this wonderful celebration possible. Our events are a labor of love to reach out to the wide spectrum that makes up the LGBTQ citizens and their allies and families. Last year had a major venue change, and the new two-day ROC Pride Fest went off with overwhelming support and record setting attendance.

There will be eight days of **ROC Pride** to plan for (July 9th-16th); some of the events you can expect to see at **ROC Pride 2017** are:

- ROC Pride Opening Ceremony
- ROC Pride Parade: *“Summer of Love -Peace, Love, and Harmony!”*
- ROC Pride Fest @ Cobb’s Hill (two days!)
- ROC Pride Games (5K race; Volleyball, and many more to come)

ROC Pride Fest features amazing entertainment on two stages and dozens of exhibitors showcasing a huge variety of food options, shopping opportunities and community resources. Past headliners have included Diana King, Cazwell, DEV, Betty Who, Jess Sutta, Donna Maxxon, Mrs. Kasha Davis, Darienne Lake, and many others.

ROC Pride is proudly produced by the Gay Alliance, a 501(c)(3) organization, that makes life better for LGBTQ people and our allies by providing advocacy, education and the Rochester LGBTQ Resource Center. In the Finger Lakes Region alone, LGBTQ individuals are over 100,000 strong and are many times that when combined with community allies. We are your families, your friends, your neighbors, your employees/employers, and your customers. To reach the LGBTQ and Ally Communities, join us as a sponsor of **ROC Pride 2017**, to spread the word about your products, services and support. We look forward to working with you to bring Pride to life!