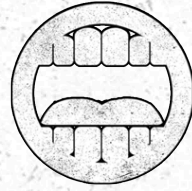


F O L S O M  
S T R E E T  
E A S T

**XXVII SPONSORSHIP OPPORTUNITIES**



Thank you for considering Folsom Street East(FSE) as a beneficiary of your organization. We are a registered 501(c)3 that is committed to supporting and uplifting our LGBTQIA+ community through providing safe spaces where freedom of self-expression is celebrated. This is accomplished in adherence to our mission:

***Folsom Street East, Inc. celebrates and inspires participation and pride in fetish, kink, and LGBTQIA+ communities through the creation of safe spaces for public expression of our sexual identities. Folsom Street East promotes and provides grants to other nonprofit organizations serving these communities.***

We are reaching out to you because your organization/brand is popular in our community. Having you as a supporter would give your organization/brand high visibility amongst a group that you directly cater to.

Through a tax deductible donation, your business or organization can become a sponsor of the longest running fetish and kink event in New York City, which in turn benefits organizations that work for LGBTQIA+ causes.

Following are highlights of who we are, and the various sponsorship levels available. We are also happy to work with you to tailor a sponsorship package that fits both of our needs.

# ABOUT FOLSOM STREET EAST

Folsom Street East (FSE) began in 1997 as a small street festival organized by Leather Hall-of-Famers, the GMSMA (Gay Male S&M Activists). It has since blossomed into a charitable non-profit who's yearly flagship event attracts between 5,000-8,000 visitors every Fathers Day weekend. It is the largest and longest running annual LGBTQIA+ leather and kink festival on the East Coast of the USA.



Every year, FSE hosts exhibitors, including community groups and businesses serving our unique audience. Other activities include a bootblack tent, clothing check, hot food, and a beer garden provided by our alcohol sponsor. The FSE Market showcases vendors with wares relevant to the leather, kink and LGBTQIA+ community as well as the work of non-profit organizations and healthcare initiatives.

FSE is volunteer-run. A core board of organizers works year round to assure the event's success. On the day of the flagship event, a large team of community service minded volunteers arrive year after year to ensure the successful operation of the street fair.



Beyond creating safer spaces for expressing a diverse breadth of sexual identities, FSE's goal is to benefit other non-profits, selected annually, who serve the LGBTQIA+ community overall.

# **FOLSOM STREET EAST AS A CHARITABLE NON-PROFIT**

Folsom Street East began operating as an all-volunteer 501c3 charitable non-profit in 2010. Since the first street fair in 1997, with the support of sponsors and attendees, Folsom Street East has donated more than \$215,000 to local community organizations and LGBTQIA+ projects such as:

The Attic Youth Center

Callen-Lorde

Caribbean Equality Project

G.L.I.T.S. (Gays & Lesbians Living in a Transgender Society)

Housing Works

In Loving Brotherhood

Iris House

Lambda Legal

Lesbian, Gay, Bisexual & Transgender Community Center

The Maso Mutt Legacy Fund

Multiple Myeloma Research Foundation

National Coalition for Sexual Freedom

New Alternatives NYC

New York City Anti-Violence Project

NYC PBA Widows and Childrens Fund

Princess Janae Place

Queens Lesbian & Gay Pride

Queer Detainee Empowerment Project

Rise Up LGBT

Trinity Place Community Shelter

Tyler Clementi Foundation

Visual AIDS

The Wardrobe Philadelphia

William Way LGBT Community Center

FOLSOM  
STREET  
EAST

**SPONSORSHIP OPTIONS**

# DUNGEON MASTER

The Dungeon Master Sponsorship offers premium positioning and exposure before, during and after FSE Weekend. There will be no more than three (3) sponsors at this level to ensure maximum impact. This level guarantees you the same price in 2025 when our prices increase.

## Dungeon Master Sponsors signed by May 1st receive:

- Name and logo listed as a sponsor on the back of all Folsom Street East 2024 volunteer t-shirts
- 10'x10' Exhibitor space
- 10 Weekend passes good for the Saturday and Sunday events
- 10 Folsom Street East t-shirts
- On-stage recognition at Folsom Street East
- Logo placement on event banner and step & repeat
- Recognition as a Dungeon Master Sponsor on event flier posts
- Logo placement with a hyperlink on [www.folsomstreeteast.com](http://www.folsomstreeteast.com) through at least June 1st, 2025, with specialized positioning and identification
- Dungeon Master Recognition in no less than 3 posts per online platform including [Facebook](#), [Instagram](#), [X](#) and email

Cost: \$6,000

# DADDY

Daddy Sponsorships offer optimal positioning and exposure before, during and after FSE Weekend. There will be no more than four (4) sponsors at this level to ensure appropriate recognition. This level guarantees you the same price in 2025 when our prices increase.

## DADDY Sponsors signed by May 1st receive:

- Name and logo listed as a sponsor on the back of all Folsom Street East 2024 volunteer t-shirts
- 10'x10' Exhibitor Space
- 6 Weekend passes good for the Saturday and Sunday events
- 6 Folsom Street East 2024 T-shirts
- On-stage recognition on the Folsom Street East stage
- Logo placement on event banner
- Recognition as a Daddy Sponsor in a social media video post
- Recognition as a Daddy Sponsor on event flier posts
- Logo placement with hyperlink on [www.folsomstreeteast.com](http://www.folsomstreeteast.com) through June 1st, 2025, with specialized positioning and identification
- Daddy Recognition in no less than in no less than 2 post per online platform including [Facebook](#), [Instagram](#), [X](#) and email

Cost: \$5,000



# VOYEUR

The Voyeur Sponsorship offers preferred positioning and exposure before, during and after FSE Weekend. There will be no more than six (6) sponsors at this level to ensure appropriate recognition. This level guarantees you the same price in 2025 when our prices will increase.

## VOYEUR Sponsors receive:

- Name and logo listed as a sponsor on the back of all Folsom Street East 2024 volunteer t-shirts
- 4 Weekend passes good for the Saturday and Sunday events
- 4 Folsom Street East 2024 t-shirts
- On-stage recognition at Folsom Street East
- Logo placement on event banner
- Logo placement on [www.folsomstreeteast.com](http://www.folsomstreeteast.com) through June 1st, 2025, with specialized positioning and identification.
- Voyeur recognition in no less than in no less than 1 posts per online platform including [Facebook](#), [Instagram](#), [X](#) and email

Cost: \$3,000

# FLOGGER

The Flogger Sponsorship offers positioning and exposure before, during and after FSE Weekend. This level guarantees you the same price in 2025 when our prices will increase.

## FLOGGER Sponsors receive:

- 3 Weekend passes good for all Saturday and Sunday events
- 3 Folsom Street East 2024 t-shirts
- On-stage recognition at Folsom Street East
- Logo placement (with hyperlink) on [www.folsomstreeteast.com](http://www.folsomstreeteast.com) through at least June 1st, 2025
- Recognition in no less than 1 posts per online platform including [Facebook](#), [Instagram](#), [X](#) and email

Cost: \$1,000

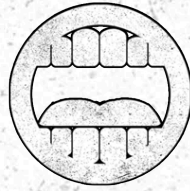
# CHAIN-LINK

Chain-link sponsorships are an affordable way for small businesses, community-based organizations and individuals to support Folsom Street East.

## CHAIN-LINK Sponsors receive:

- On-stage recognition as a sponsor
- 2 Weekend passes good for all Saturday and Sunday events
- Logo placement (with hyperlink) on [www.folsomstreteast.com](http://www.folsomstreteast.com) through at least June 1st, 2025
- Recognition in no less than one social media post

Cost: \$500



**We look forward to welcoming you to our roster of sponsors as we celebrate the 27th year of Folsom Street East! You will join the list of many other FSE supporters over the years, which includes:**

Adam & Eve Stores  
The Black Party  
Boy Butter  
The Eagle NYC  
Ethos Leather  
Eve's Toys  
HotHouse  
ID Lube  
Jer Design  
Jocks by RJ  
LeatherDaddy Skin Co  
The Leatherman NYC  
MaMa Leather  
Manhunt  
Mr. S Leather  
My Lady's Toys  
NEXT Magazine  
The Pleasure Chest NYC  
RECON  
Rubio Leather  
The I.C.N.Y  
VACAYA  
World Pride NYC

**For questions, proposals, or general information, please contact:**

**[info@folsomstreeteast.com](mailto:info@folsomstreeteast.com)**