

# WHY SPONSOR A DRAG SHOW?

## → WHAT'S IN IT FOR THE SHOW?

Most drag shows, including this one, are **independently produced and funded**, so all of the risk falls on an individual queer artist. Sponsorship takes a bit of the pressure off and allows creators to simply create.

## → WHAT'S IN IT FOR THE COMMUNITY?

Sponsorships help drag producers walk the fine balance of **paying artists what they're worth** and **offering accessible pricing and community tickets** to provide greater access to queer art.

## → WHAT'S IN IT FOR MY BRAND?

According to a [2022 study by GLAAD & The Edelman Trust Institute](#), Americans are **twice as likely to buy or use a brand** if that brand publicly supports and demonstrates a commitment to LGBTQ+ rights.

**Sponsorship packages** ↓

# FEARLESS SPONSORSHIP PACKAGES

## “KARMA” SPONSOR - \$250 OR MORE

- **Verbal thank yous** at the beginning and end of the show
- **On-screen still image ad** during seating (includes basic design)
- **2 tickets** to the show (\$30 value)
- Commemorative **11x17 poster**
- **Deluxe Social Media Package** - Includes Everything in Social Media package, PLUS:
  - Mention in Facebook event page description
  - Mention on ticket sales page

## ACT 1, ACT 2, OR INTERMISSION SPONSOR - \$150 OR MORE

- **Verbal thank yous** during the sponsored act
- **2 tickets** to the show (\$30 value)
- **Social Media Package** included

## SOCIAL MEDIA PACKAGE - \$75 OR MORE

- 1 dedicated social media post (Facebook and Instagram)
- 1 dedicated Instagram story

To purchase a sponsorship package, please email [heygirl@sugarpillpdx.com](mailto:heygirl@sugarpillpdx.com)

Invoices available from Sugarpill LLC

# FEARLESS SHOW DETAILS

**12**

**QUEER  
ARTISTS**

**1**

**HISTORIC  
LOCAL THEATER**

**200**

**EYES ON  
YOUR BRAND**



**January 19, 2024**



**7:30pm** seating / **8:00pm** show



**Clinton Street Theater**



**\$15** with optional upgrades available



**[sugarpillpdx.com/fearless](https://sugarpillpdx.com/fearless)**

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