

# WHY SPONSOR A DRAG SHOW?

## → WHAT'S IN IT FOR YOU?

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.

## → 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 us walk the fine balance of **paying artists what they're worth** and **offering accessible pricing and free community tickets** to provide greater access to queer art.

Sponsorship packages 

# SAD GIRL SUMMER SPONSORSHIP PACKAGES

<b>RHINESTONED TISSUES</b> <b>\$300 OR MORE</b>	<b>CRYING IN THE CLUB</b> <b>\$150 OR MORE</b>	<b>SAD GIRL SOLIDARITY</b> <b>\$50 OR MORE</b>
<p style="text-align: center;"><b>Verbal thank yous</b></p> <p style="text-align: center;">At the beginning and end of the show.</p>		
<p style="text-align: center;"><b>On-screen still image ad</b></p> <p style="text-align: center;">At seating and intermission. Includes basic design.</p>		
<p style="text-align: center;"><b>Sponsored segment</b></p> <p>A dedicated moment in the show to speak about your business. You can speak or our host will do it for you.</p>		
<p><b><u>Deluxe Social Media</u></b></p> <p>Inclusion in a post thanking all sponsors, <u>PLUS</u>:</p> <ul style="list-style-type: none"> <li>• Video from Sugarpill talking about your business posted across Instagram, Facebook, and Bluesky</li> <li>• Mention in: <ul style="list-style-type: none"> <li>○ Facebook event page description</li> <li>○ Ticket sales page</li> </ul> </li> </ul>	<p style="text-align: center;"><b>Social Media Shout-Out</b></p> <p style="text-align: center;">Inclusion in a post thanking all sponsors.</p>	
<p><b>2 tickets</b> to the show</p> <p>\$30 value</p>	<p><b>1 ticket</b> to the show</p> <p>\$15 value</p>	

To purchase a sponsorship package, please email [heygirl@sugarpillpdx.com](mailto:heygirl@sugarpillpdx.com)  
 Invoice and receipt available from Sugarpill LLC

# SAD GIRL SUMMER SHOW DETAILS

## ABOUT THE SHOW

Sad Girl Summer is a drag show dedicated to the melancholy that comes with our brightest days. This annual production creates space for queer art that is often left out of traditional drag shows. It's a simple concept filling an unmet need for queer artists and those who support them.

**13**

**QUEER  
ARTISTS**

**1**

**HISTORIC  
LOCAL THEATER**

**200**

**EYES ON  
YOUR BRAND**



**July 11, 2025**



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



**Clinton Street Theater**



**\$12-20** sliding scale



[sugarpillpdx.com/sad](https://sugarpillpdx.com/sad)

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Invoice and receipt available from Sugarpill LLC