





Dear Community Partner,

Holyoke Pride events are being scheduled for June 2023, and we need your support to ensure a safe and successful celebration month. Please consider a tax deductible donation to our fiscal sponsor at the Massachusetts International Festival of the Arts (MiFA/Victory Theatre). For several years MiFA has made many art and cultural events in Holyoke possible, and we appreciate their support of the LGBTQ+ community. We'd also like to thank the Holyoke Local Cultural Council for their continued support, awarding Holyoke Pride \$5500 in local cultural grants this year. Your matching support will help promote and produce the 2023 Holyoke Pride events listed below:

- → Thursday, June 1st Pride Flag Raising at City Hall at 5pm
- → Saturday, June 17th Pride Festival at Veterans Park from 12pm-6pm





№ This year performances include renowned artists: Mary Lambert, singer/songwriter, featured in Macklemore's Same Love and more to be announced!

Holyoke's 2022 Pride Festival saw a large crowd estimated at between 800-1000 attendees! Despite some heavy wind, there were long lines for food and some art/craft vendors reported selling out of products. With word of last year's good times, and a star-studded line-up on a bigger stage, we are planning for an event more than twice that size in 2023!

To be included in this year's programs, banners, and other printed signage please submit your donation by May 31st!

Thank you so much for your consideration. Holyoke Pride is the annual month-long series of events that commemorate the contributions of the LGBTQ+ community in the City of Holyoke organized by a dedicated group of volunteer residents.

Please conatct jose@holyokepride.org with any questions and vlsit at www.holyokepride.org for the latest information about Holyoke Pride Month events.

NAME		PHONE		
COMPANY / ORG		EMAIL		
Other \$ Patron \$200	Queen \$1,000 Marshal \$2,500	PLEASE REVIEW SPONSORSHIP LEVEL DETAILS ON REVERSE SIDE		—
King \$500	Grand Marshal \$5,000			•
I have enclosed a check (Your donation is tax deductible)	MADE PAYABLE TO: Massachusetts International Fest	ival of the Arts	OR DONATE	
Credit/Debit (all data is destroyed after use)			ONLINE	
EXP	BILLING ZIP	CVV	holyokepride.org/donate	

2023 HOLYOKE PRIDE - SPONSORSHIP LEVELS

Pride Patron - \$200

Name/company logo will appear in Flag Raising Program
Name/company logo will appear on Festival Banner
Name/company logo will appear on holyokepride.org Sponsor's page
Holyoke Pride Gift Bag

Pride King - \$500

Name/company logo will appear on Flag Raising Program
Name/company logo will appear on Festival Banner
Name/company logo will appear on holyokepride.org Sponsor's page
Acknowledgement on stage at the Pride Festival as a King level supporter
Acknowledgement on social on Holyoke Pride social media a King level supporter
Holyoke Pride Gift Bag

Pride Queen - \$1000

Name/company logo will appear on Flag Raising Program
Name/company logo will appear on Festival Banner
Name/company logo will appear individually on signs placed around Pride Festival
Name/company logo will appear on holyokepride.org Sponsor's page
Name/company logo will be featured on marketing: Flyers, Posters, and Press Releases
Acknowledgement on social on Holyoke Pride Social Media as a Queen level supporter
Acknowledgement on stage at the Pride Festival as a Queen level supporter
Holyoke Pride Gift Bag

Pride Marshal - \$2500

Name/company logo will be featured on Flag Raising Program
Name/company logo will be featured on Festival Banner
Name/company logo will appear individually on signs at Pride Festival
Name/company logo will be featured on holyokepride.org Sponsor's page
Name/company logo will be featured on marketing: Flyers, Posters, and Press Releases
Acknowledgement on social on Holyoke Pride Social Media as a Marshal level supporter
Acknowledgement on stage at the Pride Festival as a Marshal level supporter
Holyoke Pride Gift Bag

THE Grand Marshal - \$5000 (one only)

Name/company logo will be prominently featured on Flag Raising Program
Name/company logo will be prominently featured on Festival Banner
Name/company logo will appear individually on signs at Pride Festival
Name/company logo will be featured on holyokepride.org Home page and Sponsor's Page
Name/company logo will be featured on marketing: Flyers, Posters, and Press Releases
Acknowledgement on social on Holyoke Pride Social Media as the Grand Marshal Acknowledgement on stage at the Pride Festival as the Grand Marshal
Optional: opportunity to appear on stage at Pride Festival
Optional: opportunity to have a booth/table at Pride Festival



Holyoke Pride Gift Bag









Mary Lambert is not your typical multi-platinum artist. While studying Music Composition at Cornish College of the Arts, she found a home in the spoken word community of Seattle and began experimenting with infusing poetry into her music, performing frequently as a cellist, singer-songwriter, and poet. Lambert had never released music and was juggling multiple food service jobs when she received a call from Macklemore and Ryan Lewis to collaborate on their marriage equality anthem, "Same Love". Writing and singing the hook to "Same Love" led to an MTV VMA win and two Grammy nominations: Song of The Year and Album of The Year, and culminated in the iconic 2014 Grammys performance, which featured a mass wedding officiated by Queen Latifah and Lambert's unforgettable duet with Madonna. After the viral success of releasing a standalone version of the song, "She Keeps Me Warm" Lambert shortly signed to Capitol Records. She released Welcome to the Age of My Body, an EP with a re-release of the Top 20 hit "She Keeps Me Warm" and "Body Love", a spoken-word piece about body image. Later that year, she debuted her first pop song: a tongue-in-cheek single, "Secrets," that went RIAA Gold and shot to No. 1 on the Billboard Dance charts, which was followed by her debut full-length album, Heart on My Sleeve. Lambert received the Human Rights Campaign's Visibility Award, The SAMHSA Special Recognition Award from the U.S. Department of Health and Human Services for her work on destignatizing mental illness, and was invited to speak at the UN. She has performed on the Colbert Show, Ellen, The Today Show, Good Morning America, The Tonight Show, and the American Music Awards.

Lambert was successful in the eyes of the public; but below the surface, she was struggling with frequent panic attacks and suicidal thoughts. In 2015, she parted ways with formal management and Capitol Records. The desire was to reclaim her independence and to focus her attention on other aspects of her career: poetry, acting, composing, writing, and production. Lambert self-released the joyful indie-pop EP *Bold* and a self-recorded holiday EP, *Happy Holigays* under her own label, Tender Heart Records. In 2018, Lambert signed a book deal with Macmillian to release a poetry collection centered around trauma and mental illness called *Shame is an Ocean I Swim Across*, and she released her sophomore album, *Grief Creature*, as a complementary work shortly thereafter. Written, produced, and arranged almost entirely by Lambert, the "breaking up with shame" album contains heart-rending adult-pop songs, intense spoken-word tracks, and slick collaborations with musician-friends Macklemore, Julien Baker, Maiah Manser, and Hollis.

Lambert is currently working on a new book and album about body image; co-starring in the Netflix animated musical and series, $I \triangleleft Arlo$ and Arlo the Alligator Boy; hosting The Manic Episodes, a queer and mental health podcast with her spouse, Dr. Wyatt Paige Hermansen; and facilitates a virtual workshop on fat liberation and body image called Everybody is a Babe. Lambert is also the film composer for 1946: The Mistransalation That Shifted Culture, a documentary about the weaponization of the word "homosexual" in the bible, which is currently shopping for distribution after a successful film festival run. 1946 won the Audience Award at Doc NYC and broke records for the most viewed film in Doc NYC history. She lives between Seattle and Western Massachusetts with her spouse and her two dogs, Turnip and Georgie.