



**Pines Party**

## 2024 SPONSORSHIP INVITATION

August 9–11, 2024  
Fire Island Pines, New York

# PINES PARTY

## ABOUT PINES PARTY

Pines Party is a three-day celebration of community, music and dance that takes place in the magical setting of Fire Island Pines. It is considered by many to be one of the premier events of its kind in the world.

Not just a party, Pines Party raises critical funds for our long-time beneficiaries: *The Pines Foundation*, *Seashore Defense Fund*, and *Stonewall Community Foundation*. Over the 24-year history of the event, Pines Party has raised over \$4.3 million, and has donated more than \$1.4 million of that amount to Stonewall.

After a brief pandemic-related hiatus in 2020, Pines Party has returned stronger than ever. The 2021, 2022 and 2023 editions were the most successful in our history, with mind-blowing production, spectacular music, record attendance and revenues, and – most importantly – fantastic fundraising results, with over \$1 million going to our beneficiaries over the last three years.

Pines Party participants are drawn primarily from the New York metro area, but also come from across the U.S. and from many countries around the globe. Pines Party is a unique sponsorship opportunity to reach a brand-loyal LGBTQ demographic with high disposable incomes.

This year will be our 25th Anniversary Pines Party. We are incredibly excited about this milestone and hope you will join us for the event of a lifetime.



# THE PINES

## ABOUT FIRE ISLAND PINES

Fire Island Pines (a.k.a. The Pines) is one of 17 residential communities located within the Fire Island National Seashore on Fire Island, a barrier island to the south of Long Island. The Pines includes over 600 houses, 100 cooperative apartments, and a central marina and commercial district. It is reached via ferry service from Sayville, NY.

The demographics of Fire Island Pines are predominantly gay – more than 90% of respondents of a 2018 survey of property owners identify as gay, lesbian or bisexual. And Pines demographics are also decidedly upscale, with more than two-thirds of survey respondents reporting an income of \$250,000 or more, and a quarter reporting income of more than \$500,000. Fifty-nine percent of the respondents reported New York City as their primary residence, and 78% were married or coupled.

Pines Party weekend has become the busiest weekend of the summer in The Pines, with home rentals, guest house accommodations, and spare bedrooms at more than 100% of capacity.

# OUR PHENOMENAL SPONSORS

## PLATINUM SPONSORS

Northwell Health  
Deutsche Bank  
JustFor. Fans  
United Airlines

DOLT

ES Collection/Addicted  
Fire Island Tea  
Fire Island Water Taxi  
Fleur de Mer

Todd Snyder

VERS Gay Bar NYC  
Virgin Voyages  
WagPride

## GOLD SPONSORS

Absolut  
Cuervo Tradicional  
Elouan Oregon Wines  
Gilead Sciences  
High Noon  
PinesFI.com #WeAreFIPines  
PURE for Men  
Saks Fifth Avenue  
SWISS  
ViiV Healthcare  
The Werkroom

La Marca Prosecco  
MISTR

Vinnie Petrarca Fire Island  
Real Estate

## COMMUNITY PARTNERS

Boys of Froot Falls  
Coastline Freight  
Dockers  
Pines Liquor Shop  
Pines Pantry  
Sayville Ferry Service

## BRONZE SPONSORS

Abracadabra NYC  
Body Electric  
Books and Boys Club  
Casa Valentina  
Curious Elixirs  
Founders Brewing Company  
Ginger Armor  
Greenleaf Productions  
Li-Lac Chocolates  
Pines Harbor Realty  
PQP Productions  
Privé Fire Island

## MEDIA PARTNERS

Edge Media Network

## SILVER SPONSORS

AHF Pharmacy  
Atlantis  
DEN-I-ZEN

## PROMOTIONAL PARTNERS

Aspen Gay Ski Week  
Boys of Fire Island  
NYC Pride  
SunnySpot Celebrations  
Winter Party Festival



# IMPACT

## OUR SPONSORS AND OUR BENEFICIARIES

*Pines Party is sponsored by The Pines Foundation, the 501(c)3 affiliate of the Fire Island Pines Property Owners Association (FIPPOA). Net proceeds of our event will benefit the Foundation, Stonewall Community Foundation, and the Fire Island Pines Seashore Defense Fund.*

**THE PINES FOUNDATION** is dedicated to preserving, protecting and enhancing the quality of life in the environmentally sensitive community of Fire Island Pines. Included in its mission is the support of cultural activities through the Whyte Hall Community Center, and the preservation of the community's fragile seashore.

**STONEWALL COMMUNITY FOUNDATION** is one of the leading public foundations focused on the needs of the LGBTQ community. Since 1990, Stonewall has invested more than \$20 million in some 600 organizations through donor-advised funds, annual grants, and leadership-building programs. Stonewall's approach is to inspire meaningful change through strategic initiatives designed to engage the community, empower leaders, and invest in grassroots LGBTQ organizations.

The Fire Island Pines **SEASHORE DEFENSE FUND** is an emergency fund established by FIPPOA that allows for immediate action when catastrophe faces Fire Island Pines' most valuable asset – its incomparable beaches. The fund is used as needed to lend support for preservation and maintenance measures and to augment larger initiatives such as beach reclamation.



# COMMUNITY

## STONEWALL COMMUNITY FOUNDATION

The Pines Foundation has continued its longstanding support of Stonewall Community Foundation, donating more than \$170,000 since the start of the pandemic. Support from The Pines Foundation and other major donors has enabled Stonewall to:

### EFFECT CHANGE GLOBALLY

Expand Stonewall's work beyond New York City, honoring its ethos that all struggles for liberation are linked. Over the past 12 months, Stonewall has moved resources to LGBTQ nonprofits and leaders in 31 states throughout the US and 16 countries across the globe.

### ELEVATE BLACK LEADERSHIP

Jump-start Stonewall's Black Futures Fund, aimed at celebrating and funding Black LGBTQ leaders and movement builders. The Fund's first grant was awarded to artist and historian Tourmaline to support the first-ever major biography of Marsha P. Johnson, a central figure in the early LGBTQ rights movement.

### BROADEN ITS SCHOLARSHIPS

Deepen its direct impact on LGBTQ individuals facing barriers in access to education. Stonewall's newly expanded scholarship and microgrant offerings — alongside broader eligibility criteria — now reach more LGBTQ young people than ever before.

### REACH NEW BROADER AUDIENCES

Increase Stonewall's staff to augment its programmatic capacity and accessibility for Spanish-speaking and immigrant communities.

IN 2022...

**\$2M+**

in funding awarded to nonprofits serving the needs of diverse LGBTQ communities

**84**

Stonewall grantee organizations with BIPOC leadership

**30+**

issue areas funded, from health and housing to advocacy and art

**81**

cities across the US directly impacted by Stonewall's grantmaking

**16**

countries around the world served by its global grantmaking efforts.

**224**

different nonprofits funded by Stonewall, with grants ranging from \$50 to over \$100,000



# STONEWALL

## MAKING A DIFFERENCE WITH STONEWALL

Over its 22-year history, Pines Party has contributed more than \$1.4 million to Stonewall Community Foundation to support its grant initiatives.

Recent Pines Party-funded grantees include:

### DRAG STORY HOUR

DSH is a global and growing network of local organization that brings glamorous, positive, and unabashedly queer storytellers into schools, libraries, and bookstores to help kids engage their imaginations and imagine a world where they can be their authentic selves.

### SAGE

SAGE is America's oldest and largest nonprofit dedicated to improving the lives of LGBTQ elders through advocacy, service provision, and community building.

### TRANSLATINX NETWORK

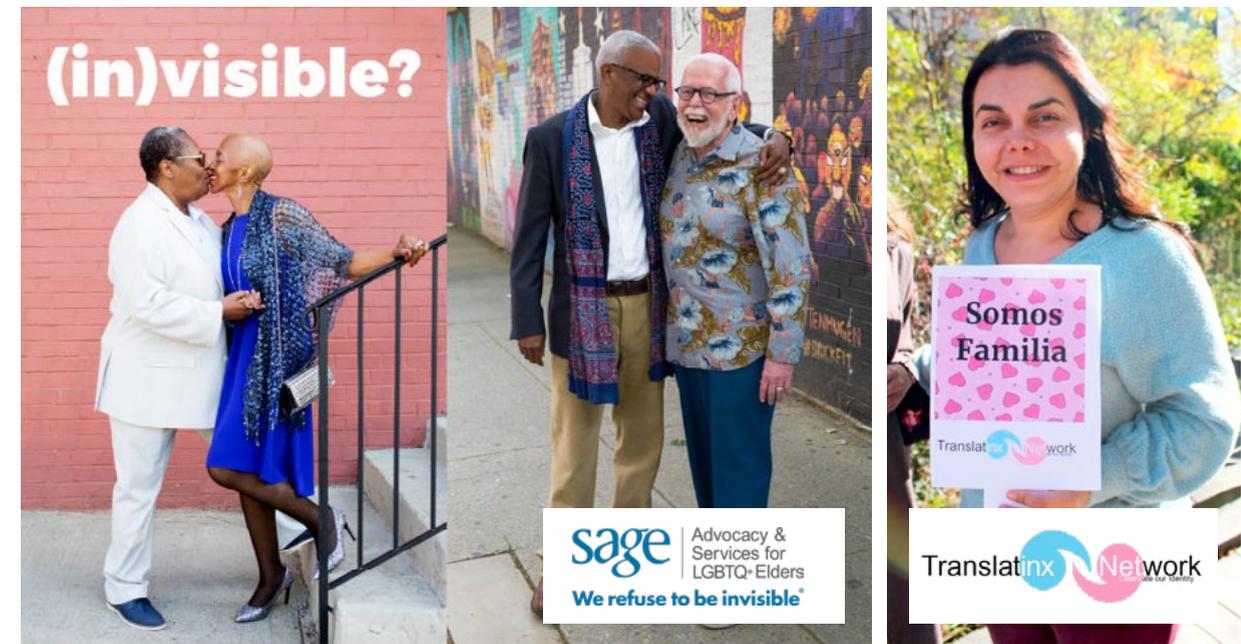
Translatinx Network is a trans-led organization that creates safe and productive environments for TGNC+ community members through the delivery of a wide range of programs, from HIV/AIDS prevention to workforce readiness.

### QUEER DETAINEE EMPOWERMENT PROJECT

QDEP assists folks coming out of detention in securing structural, health/wellness, educational, legal, and emotional support and services in the face of discrimination they encounter related to their immigration status, race, sexuality, and gender expression/identity.

### RAINBOW HEIGHTS CLUB

RHC is a Brooklyn-based nonprofit that brings innovative, affirming, and effective treatment, advocacy, and support services to LGBTQ people living with mental illness.



# TRAILBLAZERS

## MAKING A DIFFERENCE IN THE PINES

A donation from Pines Party helped underwrite the installation of Trailblazers Park, a designated area in the Pines Harbor dedicated in 2022. Trailblazers Park celebrates the achievements of people who, through advocacy, action, example, or personal sacrifice, have brought about positive changes in the rights and recognition of the LGBTQIA+ community.

At the center of the Park is a water fountain covered with a mosaic image of three trailblazers – Marsha P. Johnson, Larry Kramer and Edie Windsor. A canopy over the park contains four rows of flags, and each of the flags is designed by a community artist with the image of a trailblazer selected by FIPPOA's Trailblazers Park Task Force. A new series of honorees will be announced in Spring 2024 with a dedication ceremony.

Learn more at [fipboa.org/trailblazers-park](https://fipboa.org/trailblazers-park)



# CARRINGTON

## **FRIENDS OF CARRINGTON**

Friends of Carrington is a newly formed non-profit organization whose mission is to steward and advocate for the historic Carrington Estate, while restoring and honoring its history and potential as a welcoming and inclusive center for arts and culture. This mission is supported by the LGBTQ communities of Cherry Grove and Fire Island Pines, and the National Park Service as a project that will not only benefit Fire Island communities, but the United States at large, with the creation of a place where LGBTQ stories, histories and talents are shared and honored.

The Pines Foundation is pleased to have made founding grants totalling \$25,000 to the Friends of Carrington. These grants will allow Friends of Carrington to further the restoration of the cottage interior and to advance future fundraising efforts.



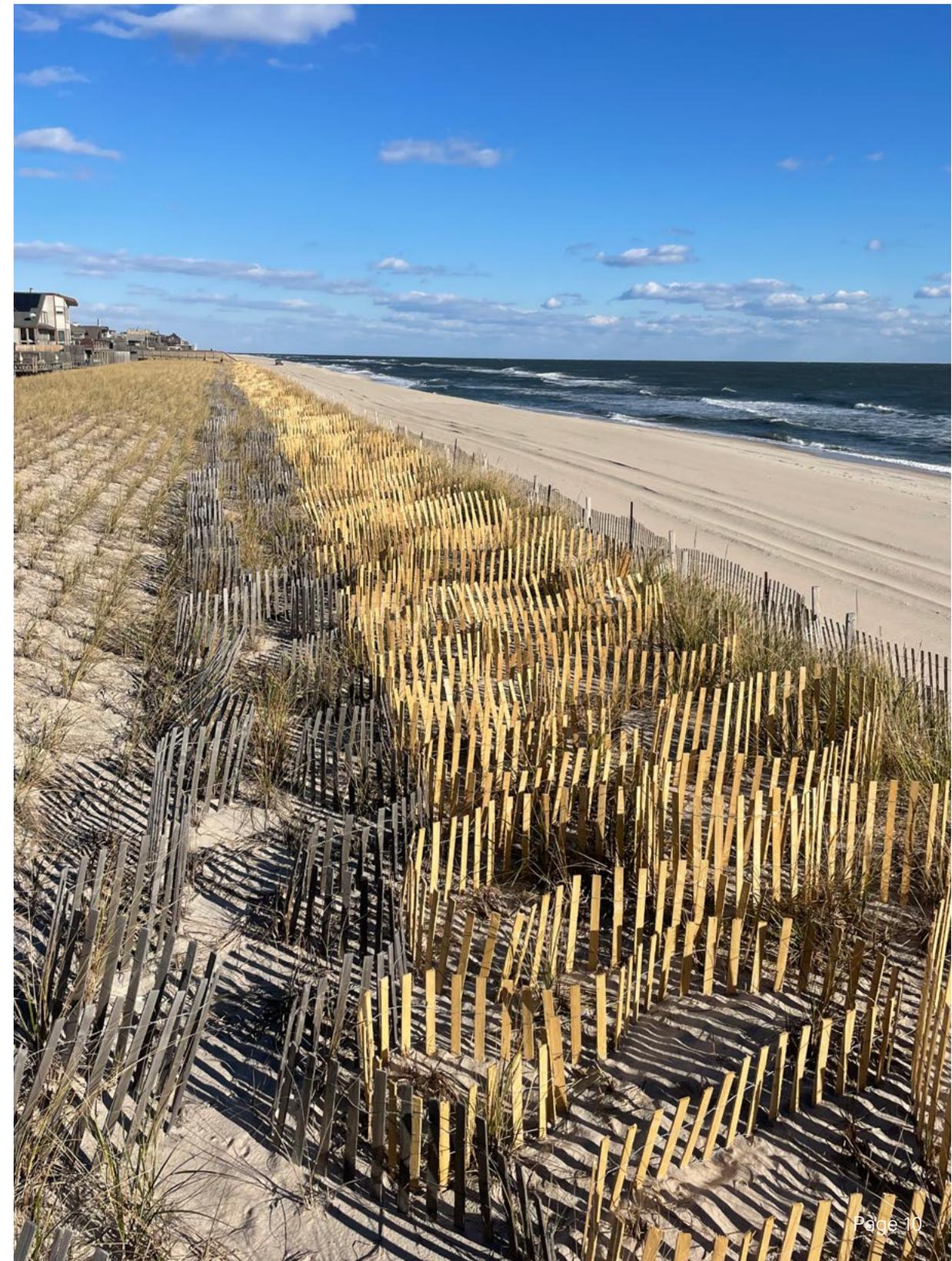
# SEASHORE

## PINES PARTY AND THE ENVIRONMENT

Building on our efforts from previous years, Pines Party 2024 is committed to being at the forefront of eco-conscious festival events. Our recent initiatives include:

1. Completely overhauling our beach party construction methods, including using water-filled K-rails rather than building sand berms, and using counterweights to secure the stage and light rigging instead of burying foundation planks. Our 2023 build eliminated all sand scraping and drastically minimized disruption to the beach and its fragile ecosystem.
2. Collaborating with our local refuse and recycling contractor to significantly increase our diversion and recycling rates from 2023
3. Minimizing plastic waste by providing recyclable cups and refillable water bottles that, themselves, were made of recycled plastic.
4. Returning the beach to its pristine natural condition through an intensive post-event clean-up effort, followed by our traditional beach raking initiative organized by our friends at the Seashore Defense Fund.

In support of the Seashore Defense Fund (SDF) and its stewardship of our beach, Pines Party made another donation of \$10,000 from the proceeds of Pines Party 2023. With this support, the SDF has continued to underwrite the costs of installing protective, serpentine dune fencing – since 2021, two double rows of fencing have been installed along the entire length of The Pines. When Pines Party 2024 is over, we intend to leave our beach cleaner than we found it!

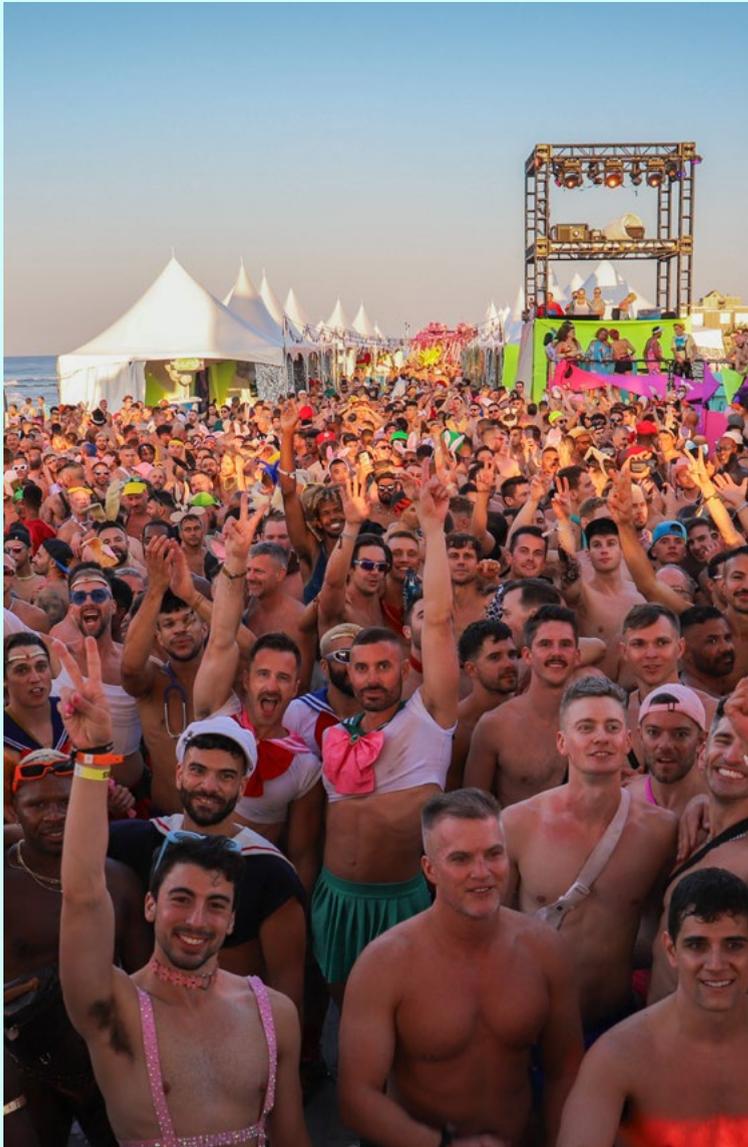


# PINES PARTY 2024 – AT A GLANCE

**WHERE** Fire Island Pines, NY

**WHEN** August 9 – 11, 2024

**THEME** TBD – 25th Anniversary



## **VIP LOUNGE**

*Friday and Saturday afternoons*

With libations and chill beats provided by local DJs, this is a great daytime retreat for our VIPs and friends on the most fabulous deck overlooking the Pines harbor.

## **VIP RECEPTION**

*Friday evening*

A VIP cocktail reception at a magnificent bayfront home for our major sponsors and supporters

## **POOL PARTY**

*Saturday daytime*

Boys in Speedos; sick beats; heated pool — need we say more? One of the showcase events of the weekend, we will return to 236 Beach Hill Walk (formerly The Pines Club), one of the largest and most glamorous venues in the Pines.

## **BEACH PARTY**

*Saturday night til Sunday dawn*

This world-famous event takes place on the beach of the Fire Island National Seashore. With custom staging, state-of-the-art lighting, internationally renowned DJs and our own choreographed talent, this event will be one for the record books.

## **MORNING PARTY**

*Sunday morning*

Join the most serious dance-floor revelers at The Pavilion, as some of our favorite DJs lay down deep and house grooves from sunrise until noon.

## **CLOSING PARTY**

*Sunday afternoon*

The Sunday Closing Party is a magnificent event in the spirit of the classic Fire Island house parties of old. Also held at 236 Beach Hill Walk, the warmth, camaraderie and vibe of this event are unmatched and not to be missed.

## **FUNDRAISING GOAL**

\$350,000 to be shared among our beneficiaries.

## **ATTENDANCE**

Ranging from 400 at the VIP Reception to 3,000+ at the Beach Party

# EVENTS

## VIP RECEPTION 2023 — TICKLED PINK



## POOL PARTY 2023 — ACME



## BEACH PARTY



## MORNING PARTY



## CLOSING PARTY



# OPPORTUNITIES

## 2024 SPONSORSHIP OPPORTUNITIES

Building on the success of our Pines Party 2023 roster with a record 37 Medallion-level sponsors, Pines Party 2024 will continue to offer flexible Bronze-, Silver-, Gold- and Platinum-Level sponsorship opportunities.

Single-event sponsorships and co-branding opportunities for official Pines Party 2024 merchandise are also available.

The different sponsorship types and levels are explained in greater detail on the following page.



# PINES PARTY 2024 SPONSORSHIP LEVELS

	COMMUNITY	BRONZE	SILVER	GOLD	PLATINUM	
Donation amount	\$1,000	\$2,500	\$5,000	\$10,000	\$25,000	
Logo on print and digital media		X	X	X	X	
Logo on Beach Party video screen		X	X	X	X	
Logo on website	X	X	X	X	X	
Logo on step and repeat	X	X	X	X	X	
Logo on auction and/or ticketing platforms					X	
Complimentary Pines Party Community Journal ad space <sup>1</sup>	Full page	Full page	Full page	Full page premium placement	Two full pages premium placement	
VIP weekend passes <sup>2</sup>		2	4	6	10	15
Private Beach Party cabana <sup>3</sup>				10' x 10'	10' x 20'	10' x 10'
Harbor activation opportunity <sup>4</sup>			\$2,500 <sup>4</sup>	X	X	
Event sponsorship / branding				X	X	
Category exclusivity				X	X	
Dedicated e-blast				1	2	
Dedicated social media posts				2	4	
Inclusion in VIP gift bags		X	X	X	X	
Official merchandise branding opportunity <sup>5</sup>			X	X	X	

<sup>1</sup>Ad values – \$800 full page / \$1400 premium page    <sup>2</sup>VIP Weekend Pass value – \$750/pass    <sup>3</sup>Cabanas include themed decor, open bar and private bartender

<sup>4</sup>available to silver sponsors with additional \$2500 donation    <sup>5</sup>Add or integrate your logo on official Pines Party merch, like t-shirts, tank tops, hats and fans!

# AUCTION

## ONLINE AUCTION

Now in its eighth year – and a favorite of the Pines Party community – our online auction will go live in late July and run through August 17. Last year’s auction included more than 100 curated items targeted to the Pines Party and Pines community demographic, and raised more than \$70,000 – another Pines Party record. Auction items include travel, theater, dining and shopping certificates, as well as fitness and beauty items, professional services, and tickets to LGBTQ events.

We expect our 2024 auction to be even bigger and more successful than ever, and it is an excellent way to promote your brand. The online auction will be extensively promoted through our digital and social media channels, our promotional and media partners, and through activations over the course of Pines Party weekend.

Auction donations with a value of \$500 or more will qualify for complimentary advertising space in the Pines Party Community Journal as follows: quarter-page ad for \$500 to \$749 donations; half-page ad for \$750 to \$1,249 donations; and full-page advertisements for donations over \$1,250.

There is a minimum auction donation value of \$100.



# PINES PARTY COMMUNITY JOURNAL

With over 100 weekend-themed advertisements from our sponsors and supporters, the Pines Party Community Journal is a highlight of the event and a great opportunity to promote your brand. As in past years, our 2024 journal will include exciting editorial and pictorial features, including a celebration of the 25th anniversary edition of Pines Party.

In 2024, the Pines Party Community Journal will be made available in both print and digital formats. The digital format will allow advertisers to feature hyperlinks, shopping buttons, video and audio content, and links to social media. The digital version will be sent to our 10,000+ e-mail list, promoted through social media and featured on our newly redesigned website, [pinesparty.com](http://pinesparty.com).

The printed 2024 Journal will be distributed to sponsors, supporters, and VIP ticket holders, as well as to the more than 700 homes in the Pines and 300 homes in Cherry Grove.

Advertisements are complimentary for all major sponsors and may also be purchased separately. Ad rates for 2024 range from \$375 for quarter-page ads to \$1,400 for full-page, premium-placement ads.

Also returning in the 2024 journal is the ever-popular "Pets of the Pines", where community members are able to showcase their furry friends in support of our cause.



# MERCH

## OTHER SPONSORSHIP OPPORTUNITIES

### VIP GIFT BAGS

A very special, curated selection of high-end products, our VIP Gift Bags are one of the highlights of the Pines Party VIP experience. Distributed to all sponsors and weekend VIP pass holders, the VIP Gift Bag is a great way to promote your brand to the high-end segment of our audience. We expect our 2024 VIP Gift Bag count to be approximately 300.

### CO-BRANDED MERCHANDISE

Put your brand front and center with our Pines Party logo on official Pines Party 2024 t-shirts, hats or fans. Own the category for prices ranging from \$1,000 to \$5,000.



# IMPRESSION

## BROADCAST YOUR MESSAGE

As a Pines Party sponsor, you'll have the opportunity to reach thousands of a targeted LGBTQ demographic through:

- inclusion of logos on Pines Party main stage video scroll
- logos and/or messaging included in our marketing and media campaigns
  - e-mail list (reach of 10,000+)
  - promotional and media partners (reach of 100,000+)
- online and social media presence:
  - **Pines Party website** – 75,000 page views from 25,000 unique visitors from 100 countries in 2023.
  - **Facebook** – reach of 71,000 users, 4,400 likes; 20% engagement during the event
  - **Instagram** – 6,000 followers with up to 40% engagement during the weeks before and after the event
- Pines Party Community Journal (both print and digital distribution)
- branded merchandise in VIP gift bags
- co-branding of t-shirts, hats and other event merchandise
- Pines Party Online Auction





# OPPORTUNITY

## YOUR TARGET MARKET

### LGBTQ Consumers and Pines Party<sup>1</sup>

- In the U.S., about 7% of adults identify as LGBTQ, accounting for nearly \$1 trillion in consumer spending power.
- 90% of LGBTQ people reported purchasing decisions influenced by sponsorship of LGBTQ events and organizations.
- 75% of LGBTQ adults have switched products or services because a competing brand was supportive of their community.
- Even if a brand is costlier or less convenient, 71% of LGBTQ consumers will remain loyal to that brand if it is supportive of their community.
- Fire Island Pines residents and Pines Party attendees represent a high-income, brand-loyal cross section of the broader LGBTQ community.

<sup>1</sup> Source: *Witeck Communications*

## FIRE ISLAND PINES RESIDENTS<sup>2</sup>

Age	
31 – 40	5.5%
41 – 50	16.2%
51 – 60	35.9%
61 – 65	14.8%
65 – 70	13.8%
Over 70	13.8%

Ethnicity	
Asian / Pacific Islander	2.1%
Black / African-American	16.2%
Caucasian	92.0%
Hispanic / Latino	1.4%
Bi / Multi-racial	0.3%
Other	3.0%

Orientation	
Gay	90.0%
Lesbian	0.7%
Bisexual / other	1.0%
Heterosexual	8.3%

Annual household income	
Under \$50K	0.9%
\$50K – \$100K	4.1%
\$100K – \$250K	20.7%
\$250K – \$500K	26.2%
Over \$500K	26.7%
Prefer not to answer	21.4%

Primary residence	
New York City	71.2%
Tri-state area / Long Island	17.4%
Rest of U.S.	11.1%
International	0.3%

<sup>2</sup> Data from FIPPOA's most recent quadrennial survey of members, except income data from a 2021 survey of FIPPOA members.  
Note that FIPPOA members are overwhelmingly homeowners, so these figures do not accurately reflect renters who make up over 50% of the summer population and skew significantly younger.

## PINES PARTY ATTENDEES<sup>3</sup>

Age	
21 – 24	1.5%
25 – 34	35.3%
35 – 44	35.5%
45 – 54	15.0%
55+	12.7%

Ethnicity	
Asian / Pacific Islander	7.8%
Black / African-American	5.5%
Caucasian	65.3%
Hispanic / Latino	15.0%
Bi / Multi-racial	4.1%
Other	2.2%

Orientation	
Gay	96.9%
Lesbian	0.4%
Bisexual / other	2.0%
Heterosexual	0.7%

Annual household income	
Under \$35K	1.1%
\$35K – \$50K	2.6%
\$51K – \$70K	4.9%
\$71K – \$100K	9.7%
\$101K – \$250K	40.9%
\$251K – \$500K	24.9%
\$500K +	16.0%

Primary residence	
New York City	57.4%
Tri-state area / Long Island	15.3%
Rest of U.S.	26.2%
International	1.1%

<sup>3</sup> Based on aggregate responses from ticket-buyers for Pines Party 2022

# CONNECT

## LET'S CONNECT

To learn more about Pines Party 2024 sponsorship opportunities, please contact our Sponsorship Coordinators:

**Patrick Forrett**

pforrett@pinesparty.com  
(917) 755-5908

– or –

**Jeff Stadt**

jeff@pinesparty.com  
(917) 309-9119

[pinesparty.com](https://pinesparty.com)

