

Sponsor & Partner Opportunities

# NORMAL

## Pride Season 2026 & Beyond

**NORMAL**, is a year round campaign.

We do not sell ads. We license association with a proven idea.

## The Opportunity

**NORMAL** makes U=U cultural common sense. One locked wordmark. Stark black & white. Zero bureaucracy.

## What You Get

- License to use the NORMAL wordmark on your materials (within Rules of Normal)
- Optional "Sponsor" / "Partner" line beneath
- Equal listing on [normalcampaign.com/partners](http://normalcampaign.com/partners)
- Physical assets: temporary tattoos, stickers, banners (produced & shipped)
- No editorial control. No exclusivity.

## Tiers (USD, 12 months)

- Supporter – \$2,500–\$5,000 (local)
- Partner – \$5,000–\$15,000 (regional)
- Champion – \$15,000+ (global, renewable)

## Next Step

See The Rules of Normal attached - this governs everything.

Reply or email [ImNORMAL@OQMInc.com](mailto:ImNORMAL@OQMInc.com) with your mockup.

48-hour turnaround.