



Sacramento LGBT Community Center 2017 Corporate Partnership Opportunities





Dear Community Supporter:

Originally established as a special assistance program, the Sacramento LGBT Community Center has provided health and wellness support to the most marginalized, advocated for equality and justice, and worked to build a culturally rich LGBTQ community for more than 30 years. We are proud of this legacy and acknowledge that our success would not be possible without the generous support of people like you.

The opportunities detailed here help the Center fund critical programs and projects that fulfill its mission to create a region where LGBTQ people thrive. When you partner with the Center, you are partnering with the largest and oldest LGBTQ nonprofit in the region. The Center receives more than 30,000 service visits annually and over 15,000 people attend our events, offering you a built-in audience for targeted brand visibility.

The Center's signature events Mama's Makin' Bacon Drag Brunch, Q-Prom, Sacramento Pride Parade & Festival, and Red Dress-Dress Red Party are the largest, most recognized, and mission centered events in the LGBTQ community and very popular amongst our allies.

We sincerely hope you will consider becoming an annual partner with the Sacramento LGBT Community Center and renew or become a new sponsor of one or more of our signature events in 2017.

Sincerely,

A handwritten signature in black ink that reads "David Heitstuman".

David Heitstuman  
Executive Director

## VALUE OF PARTNERSHIP

### Market Research

Research indicates that the collective buying power of the LGBT consumer market is approaching \$835 billion<sup>1</sup>. Seventy five percent of LGBT consumers inform brand purchasing decisions based on company support for the LGBT community.<sup>2</sup> Ninety percent of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality<sup>3</sup>. Fifty five percent of online customers would pay more for a product or service offerings when a company is associated with a social impact.<sup>4</sup> Sixty seven percent of employees would rather work for an organization that was socially responsible.<sup>5</sup>

### Benefits & Marketing Reach

All corporate partners will receive recognition in the Center's eNewsletter, website, annual report, and social media. Partners will also receive volunteer opportunities for employee engagement, cultural competency training at your workplace, event photos, and community impact updates.

Earned Media: Every major local television, radio, and print news outlet covers the Sacramento LGBT Community Center events and programs on a regular basis including over a dozen stories on Pride 2016 alone. Publications throughout the Sacramento, Bay Area, and Central Valley markets have also published stories.

Social Media: The Sacramento LGBT Community Center's social media reach is the one of the largest of any nonprofit organization in the region and by far the largest in the Sacramento Metro LGBTQIA market segment and far beyond. Our reach spans the entire Sacramento and San Joaquin Valleys, the Tahoe/Reno area, and all the communities in the Sierras from the Northeast Plateau down the Mountain Counties and into the Great Basin Valleys. Our social media channels have enjoyed unprecedented growth, nearly doubling over the past two years, and achieving high engagement. At peak times during the year our messages reach nearly one million people and one out of ten interact with us.

The Center and Pride's Facebook presence is the one of the largest in the region with over 17,700 followers. We average 25,000 unique viewers per week year-round with 10% engagement. We reached 987,500 people and had over 79,400 engagements during Pride Month 2016 alone.

Our Center and Pride Twitter following is similarly positioned with 3,650 followers. Our Twitter posts earn an average of 1000 impressions per day with 1.3% engagement. We reached 147,111 users in 2016 with 4,187 engagements.

Email: The Sacramento LGBT Community Center's email blasts reach 10,000 people with targeted content and community news with each send.

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<sup>1</sup> Witeck Combs/Harris Interactive, "2010 the GLBT Market"

<sup>2</sup> Witeck Combs/Harris Interactive, "2010 the GLBT Market"

<sup>3</sup> Cone Communications, "2015 Ebiquity Global CSR Study"

<sup>4</sup> Nielsen, "Global Consumers are Willing to Put their Money Where Their Heart is When it Comes to Goods and Services from Companies Committed to Social Responsibility"

<sup>5</sup> Ibid.

Website: [saccenter.org](http://saccenter.org), [sacramentopride.org](http://sacramentopride.org), and [sacramentoaddressparty.org](http://sacramentoaddressparty.org) receive hundreds of thousands of visits annually.

Print Advertisements: 2016's print advertisements were published in SacTown Magazine, Outword Magazine, Bay Area Reporter, Gloss Magazine, East Bay Express, and Comstock's Magazine.

## ANNUAL PARTNERSHIP OPPORTUNITIES

**\$50,000** - Presenting sponsorship recognition and the highest level of benefits for all Sacramento LGBT Community Center events in 2017. Sponsorship includes year-round recognition on the Center's main website, volunteer opportunities for employees, and cultural competency training at your company site.

**\$30,000** - Presenting sponsorship recognition and the highest level of benefits for Sacramento Pride Parade & Festival and the second highest level of benefits for all Sacramento LGBT Community Center in 2017. Sponsorship includes year-round recognition on the Center's main website, volunteer opportunities for employees, and cultural competency training at your company site.

**\$25,000** – Presenting sponsorship recognition and the highest level of benefits at one non-signature event, Q-Prom, and the Get-Centered Luncheon. Sponsorship includes year-round recognition on the Center's main website, volunteer opportunities for employees, and cultural competency training at your company site.

**\$20,000** – Underwrite part or all the cost of a breakfast/lunch and video production for our first Get Centered impact event. Sponsorship includes year-round recognition on the Center's main website, volunteer opportunities for employees, and cultural competency training at your company site.

EVENT	DATE	PARTICIPATION	AUDIENCE
Mama's Makin' Bacon Brunch	March 19*	300	Adults 18+
Q-Prom	May 20*	600	Youth 13-20
Sacramento Pride Parade & Festival	June 3*	13,000	All Ages
Sacramento Pride Awards	August 30*	350	Adults 18+
Red Dress-Dress Red Party	October 7*	400	Adults 21+
Get Centered Luncheon	November*	250**	Adults 18+

\*All dates are subject to change

\*\*First time event expected attendance

## MAMA'S MAKIN' BACON DRAG BRUNCH ■ MARCH 19 ■ GRAND BALLROOM

Drag queens have been fighting as activists on the front line since the dawn of the modern LGBT rights movement, challenging gender norms and raising money to support the most marginalized in local LGBTQ communities. The Center's 5<sup>th</sup> Annual Mama's Making Bacon Drag Brunch celebrates the drag culture that is unique to the LGBTQ community and promises to be a Sunday morning experience that will move you to laughter and tears.



MAMA'S MAKING BACON DRAG BRUNCH SPONSORSHIP LEVELS & BENEFITS*	PRESENTING \$10,000	PERFORMER \$5000	CHAMPAGNE \$2500	CENTERPIECE \$1000	GINGHAM \$500
<b>MARKETING</b>					
Logo recognition on event invitation*	✓	✓	✓		
Recognition in official press releases	✓	✓	✓	✓	
Opportunity to appear with LGBT Center staff on TV promo appearances	✓				
Logo recognition in event print advertising campaign*	✓	✓	✓	✓	
Logo recognition in email advertising campaign	✓	✓	✓		
Hyperlinked logo on event web page	✓	✓	✓	✓	
Sponsor "thank you" post on Center & event Facebook page	✓	✓	✓	✓	
Sponsor "thank you" tweet upon commitment	✓	✓	✓	✓	
Deemed presenting sponsor on all event collateral*	✓				
Name (not logo) recognition in event invitation*				✓	✓
Name (not logo) recognition in event advertising campaign*					✓
Name (not logo) on event web page				✓	✓
<b>AT EVENT</b>					
Event Tickets	20 VIP	10 VIP	6 VIP	2 VIP	2 GA
Opportunity for customized ad in event digital presentation	✓				
Opportunity to appear on stage	✓				
Logo in event digital and/or print recognition presentation	✓	✓	½ screen	¼ screen	
Name (not logo) in event digital and/or print recognition presentation					✓
Logo placement on step & repeat photo backdrop	✓	✓	✓		
Verbal recognition at the event	✓	✓	✓	✓	✓
<b>ADDITIONAL BENEFITS</b>					
Opportunity to place company promotional items on tables (company provided)	✓	✓	✓		
Recognition with hyperlinked logo on the Center's main website	1 year	1 year	6 mo.		
Thank you recognition in Center eNewsletter	✓	✓	✓	✓	✓

\*Benefits determined by applicable deadlines for each item.

## Q-PROM FOR YOUTH AGES 13-20 ■ MAY 20 ■ CSUS UNIVERSITY BALLROOM

The Q-Prom is a self-esteem building program that provides an opportunity for 500+ young people from throughout the region. Many queer identifying and ally youth do not attend their own school social events due to bullying, harassment, and, in some unfortunate cases, unreceptive or even hostile faculty and administrations. The Center is committed to hosting a safe, alcohol and drug-free, social space for young adults to experience the enjoyment of a traditional prom in a welcoming, affirming environment.



Q-Prom is just one of the many youth programs we offer at the Center. The Q-Spot youth drop-in center is open 7-days per week providing a safe and affirming place for respite, food, showers, laundry, mentorship, and social interaction with other homeless and at-risk LGBTQ and allied youth ages 13-23. Five youth groups cultivate positive mental health techniques that enable self-help, social networking, healthy activities, and positive messages about gender, sexual orientation, self-worth and personal dignity.

Q-PROM SPONSORSHIP LEVELS & BENEFITS*	PRESENTING \$10,000	BALL GOWN \$5,000	TUXEDO \$2500	CORSAGE \$1250	PUNCH BOWL \$500
<b>MARKETING</b>					
Logo recognition on printed event posters*	✓	✓	✓	✓	
Recognition in official press releases	✓	✓	✓	✓	✓
Logo recognition in email advertising campaign*	✓	✓	✓		
Logo recognition on Facebook event banner	✓	✓	✓		
Hyperlinked logo on event web page	✓	✓	✓	✓	
Sponsor "thank you" post on Center & event Facebook page	✓	✓	✓	✓	✓
Sponsor "thank you" tweet upon commitment	✓	✓	✓	✓	✓
Deemed presenting sponsor on all event collateral*	✓				
Underwriter recognition for one of the following event elements: Dance Floor, DJ, Lighting, Chaperone, Photo Booth				✓	
Name (not logo) recognition in event advertising campaign*					
Name (not logo) on event web page					✓
<b>AT EVENT</b>					
Free tickets available to youth	100	50	25		
Opportunity for customized ad in event digital presentation			✓	½ screen	¼ screen
Opportunity to appear on stage or on-site promotional presence	✓	✓			
Exclusive logo on step & repeat	✓	✓	✓		
Verbal recognition at the event	✓	✓	✓	✓	
Name (not logo) recognition in event digital presentation				✓	✓
<b>ADDITIONAL BENEFITS</b>					
Recognition with hyperlinked logo on the Center's main website	1 year	1 year	6 mo.		
Thank you recognition in Center eNewsletter	x3	x2	x1	x1	x1

\*Benefits determined by applicable deadlines for each item.

## SACRAMENTO PRIDE PARADE & FESTIVAL ■ JUNE 3 ■ CAPITOL MALL

Now in its 33<sup>rd</sup> year, the Sacramento's Pride Parade and Festival is the preeminent LGBTQ community Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community event in the region. The 13,000-person festival produced by the Sacramento LGBT Community Center takes place the first Saturday in June each year as our largest community engagement program of the year. It is designed as a safe, welcoming, and affirming experience that celebrates diversity and commemorates the Stonewall riots that ignited the modern LGBTQ rights movement. SacramentoPride.org



SACRAMENTO PRIDE PARADE & FESTIVAL SPONSORSHIP LEVELS & BENEFITS*	TITLE \$25,000	PRESENTING \$15,000	GUARDIAN \$10,000	MENTOR \$5000	ADVISOR \$3000	ADVOCATE \$1500	RAINBOW \$1000
<b>MARKETING</b>							
Exclusive "Title Sponsor" naming opportunity (1 available)**	✓						
Deemed "Presenting Sponsor" on event collateral (3 available)		✓					
Deemed festival area sponsor (First Aid Station, Dance Stage, Kid Zone, All-Gender Restrooms)					✓		
Deemed festival area sponsor (Pet Pavilion, Shade Structure, Chill Zone, Marketplace, Art Zone, Bicycle Valet)						✓	
Recognition in official press releases	✓	✓	✓	✓			
Opportunity to appear with LGBT Center staff on TV promotional appearances	✓	✓	✓				
Logo recognition in event print advertising campaign*	✓	✓	✓				
Recognition in TV/radio marketing campaign (as provided by sponsors)	✓	✓	✓				
Logo recognition on promotional items (postcards, posters, goodie bags, volunteer t-shirts, etc.)	✓	✓	✓				
Name (not logo) recognition in print event advertising campaign*				✓	✓	✓	✓
Hyperlinked logo on Pride event website	✓	✓	✓	✓	✓		
Name (not logo) on event website						✓	✓
"thank you" post on Center Facebook page	✓	✓	✓	✓	✓		
"thank you" post on Pride Facebook page	✓	✓	✓	✓	✓	✓	✓
"thank you" tweets upon commitment to Center & Pride feeds	✓	✓	✓	✓	✓	✓	✓
<b>AT EVENT</b>							
Pride Festival tickets	250	150	100	50	30	15	10
Complimentary Pride Parade entry registration	✓	✓	✓	✓	✓		
Pride Festival exhibitor booth, premium location placement	✓	✓					
Pride Festival exhibitor booth, standard placement			✓	✓	✓	✓	✓
Opportunity to appear on the main stage at Pride Festival	✓	✓					
Banner placement at festival entrance/exit (company provided)	✓	✓	✓				
Banner placement inside festival grounds (company provided)				✓	✓	✓	✓
Exclusive logo on step & repeat	✓	✓	✓	✓			
Verbal recognition at the event on stage	✓	✓	✓	✓	✓		
Private meet & greet backstage with entertainer for 10 guests	✓	✓					
<b>ADDITIONAL BENEFITS</b>							
Recognition with hyperlinked logo on the Center's main website	1 year	1 year	1 year	1 year			
Article and photo recognizing partnership in Center eNewsletter	✓	✓					
Thank you recognition listing in Center eNewsletter	Logo	Logo	Logo	Name	Name	Name	Name

\*Benefits determined by applicable deadlines for each item.

\*\*Industry exclusivity options may be available at an additional premium rate.

## PRIDE AWARDS ■ AUGUST 30 ■ TBD

Thirty-one years ago, bold visionaries created a haven where LGBT people could build community, find safety, affirmation, and lead healthy lives. The Sacramento LGBT Community Center has continued to play a central role in creating a region where LGBTQ people thrive. The Pride Awards annually recognize individuals and organizations whose compassion, innovation, generosity and community service create a safer, welcoming, collaborative, just community. Award recipients demonstrate their pride through both their work and in the way they live their lives every day.



\*Benefits determined by applicable deadlines for each item.

PRIDE AWARDS SPONSORSHIP LEVELS & BENEFITS	PRESENTING \$25,000	DIAMOND \$10,000	GOLD \$5000	SILVER \$2500	BRONZE \$1500	TABLE \$1250
<b>MARKETING</b>						
Logo recognition on event invitation*	✓	✓	✓			
Recognition in official press releases	✓	✓	✓	✓	✓	
Opportunity to appear with LGBT Center staff on TV promo appearances	✓					
Logo recognition in event print advertising campaign*	✓	✓	✓	✓		
Logo recognition in email advertising campaign	✓	✓	✓	✓		
Hyperlinked logo on event website	✓	✓	✓	✓	✓	
Sponsor "thank you" post on Center & event Facebook page	X6	X4	X2	X1	X1	
Sponsor "thank you" tweet upon commitment	✓	✓	✓	✓	✓	
Exclusive "thank you" email sent to the Center's database	✓					
Deemed presenting sponsor on all event collateral*	✓					
Name (not logo) recognition in event invitation*					✓	
Name (not logo) recognition in event advertising campaign*					✓	
Name (not logo) on event website					✓	
Logo in "thank you" advertisement after the event	✓	✓	✓			
<b>AT EVENT</b>						
Pride Awards event and VIP reception tickets	8 tickets	8 tickets	8 tickets	4 tickets	2 tickets	8 tickets
Opportunity for customized ad in event digital presentation	✓	✓				
Opportunity to appear on stage at VIP pre-party and main event	✓	✓				
Logo in event digital event presentation			✓	½ screen	¼ screen	
Name (not logo) recognition in event digital presentation				✓	✓	✓
Advertisement in printed event program	2 full pages	1 full page	½ page	¼ page	listing	
Exclusive logo on step & repeat	✓	✓	✓			
Verbal recognition at the event	X3	X2	X2	X1	X1	
Opportunity to place company promotional items on tables	✓	✓	✓			
Name plaque on table						✓
<b>ADDITIONAL BENEFITS</b>						
Tickets to Sacramento Pride Parade & Festival including VIP meet and greet with entertainers	10 Tickets	6 Tickets	4 Tickets			
Recognition with hyperlinked logo on the Center's main website	1 year	1 year	1 year	6 mo.		
Thank you recognition in Center eNewsletter	X6	X4	X2	X2	X1	
Opportunity for LGBTQ cultural competency training at your work site for up to 100 people	✓	✓				

### Additional program advertising opportunities:

- \$750 full page advertisement (inside front or back cover +\$150, back cover +\$250)
- \$500 half page advertisement
- \$250 quarter page advertisement



## RED DRESS-DRESS RED PARTY ■ OCTOBER 7 ■ BADLANDS

Our 6<sup>th</sup> annual Red Dress-Dress Red Party fundraiser welcomes our entire community to challenge gender stereotypes by wearing a red dress or dressing in all red, whichever is comfortable for them, to symbolize solidarity with those living with HIV/AIDS and raise awareness of the vast health disparities experienced by LGBTQ people. Guests will enjoy amazing DJs, live entertainment, and endless dancing. SacramentoRedDressParty.org



\*Benefits determined by applicable deadlines for each item.

RED DRESS-DRESS RED PARTY SPONSORSHIP LEVELS & BENEFITS*	PRESENTING \$25,000	DIAMOND \$10,000	GOLD \$5000	SILVER \$2500	BRONZE \$1000	RED \$500
<b>MARKETING</b>						
Recognition in official press releases	✓	✓	✓	✓	✓	
Opportunity to appear with LGBT Center staff on TV promo appearances	✓					
Logo recognition in event print advertising campaign*	✓	✓	✓	✓		
Logo recognition in email advertising campaign	✓	✓	✓	✓	✓	
Hyperlinked logo on event website	✓	✓	✓	✓	✓	
Sponsor "thank you" post on Center & event Facebook page	✓	✓	✓	✓	✓	
Sponsor "thank you" tweet upon commitment	✓	✓	✓	✓	✓	
Exclusive "thank you" email sent to Center database	✓					
Deemed presenting sponsor on all event collateral*	✓					
Name (not logo) recognition in event invitation*					✓	
Name (not logo) recognition in event advertising campaign*					✓	
Name (not logo) on event website					✓	✓
Logo in "thank you" advertisement after the event	✓	✓				
<b>AT EVENT</b>						
RDP event & VIP pre-party tickets	20 VIP	15 VIP	10 VIP	6 VIP	4 VIP	2 VIP
Opportunity for customized ad on 12 event digital presentation screens	✓	✓				
Opportunity to appear on stage at VIP pre-party	✓	✓				
Logo in event digital presentation on 12 screens			full screen	1/2 screen	1/4 screen	1/4 screen
Opportunity for activation	✓	✓	✓			
Name (not logo) recognition in event digital presentation				✓	✓	✓
Exclusive logo on step & repeat	✓	✓	✓			
Verbal recognition at the event	✓	✓	✓	✓		
Opportunity to place company promotional item in gift bags	✓	✓	✓	✓	✓	
<b>ADDITIONAL BENEFITS</b>						
Recognition with hyperlinked logo on the Center's main website	1 year	1 year	1 year	6 mo.		
Thank you recognition in Center eNewsletter	X6	X4	X2	X2	X1	
Opportunity for LGBTQ cultural competency training at your work site for up to 100 people	✓	✓				



MANY THANKS TO OUR 2016 SPONSORS

