



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, appearing to read "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 billion¹. Seventy five percent of LGBT consumers inform brand purchasing decisions based on company support for the LGBT community.² Ninety percent of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality³. Fifty five percent of online customers would pay more for a product or service offerings when a company is associated with a social impact.⁴ Sixty seven percent of employees would rather work for an organization that was socially responsible.⁵

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.

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

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

³ Cone Communications, "2015 Ebiquity Global CSR Study"

⁴ 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"

⁵ Ibid.

Website: saccenter.org, sacramentopride.org, and 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 15*	200**	Adults 18+

*All dates are subject to change

**First time event expected attendance

RED DRESS-DRESS RED PARTY ■ OCTOBER 7 ■ BADLANDS

Our 6th 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
MARKETING						
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	✓	✓				
AT EVENT						
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	✓	✓	✓	✓	✓	
ADDITIONAL BENEFITS						
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	✓	✓				

CORPORATE PARTNERSHIP AGREEMENT

DONOR INFORMATION

Last Name		First Name	
Business/Organization Name		Email Address	
Mailing Address	City	State	Zipcode
Mobile Phone	Office Phone	Office Fax	

SPONSORSHIP INFORMATION

Annual Sponsorship: ☐ \$50,000 ☐ \$30,000 ☐ \$25,000 ☐ \$20,000

MMB DRAG BRUNCH	Q-PROM	PRIDE	PRIDE AWARDS	RED DRESS PARTY
<input type="checkbox"/> \$10,000 Presenting <input type="checkbox"/> \$5,000 Performer <input type="checkbox"/> \$2500 Champagne <input type="checkbox"/> \$1000 Centerpiece <input type="checkbox"/> \$500 Gingham	<input type="checkbox"/> \$10,000 Presenting <input type="checkbox"/> \$5,000 Performer <input type="checkbox"/> \$2500 Champagne <input type="checkbox"/> \$1250 Centerpiece <input type="checkbox"/> \$500 Gingham	<input type="checkbox"/> \$25,000 Title <input type="checkbox"/> \$15,000 Presenting <input type="checkbox"/> \$10,000 Guardian <input type="checkbox"/> \$5,000 Mentor <input type="checkbox"/> \$3,000 Advisor <input type="checkbox"/> \$1500 Advocate <input type="checkbox"/> \$1000 Rainbow	<input type="checkbox"/> \$25,000 Presenting <input type="checkbox"/> \$10,000 Diamond <input type="checkbox"/> \$5,000 Gold <input type="checkbox"/> \$2500 Silver <input type="checkbox"/> \$1500 Bronze <input type="checkbox"/> \$1250 Table** **\$1500 after 8/1/17	<input type="checkbox"/> \$25,000 Presenting <input type="checkbox"/> \$10,000 Diamond <input type="checkbox"/> \$5,000 Gold <input type="checkbox"/> \$2500 Silver <input type="checkbox"/> \$1000 Ruby <input type="checkbox"/> \$500 Red

- ☐ I wish to remain anonymous
☐ I am unable to sponsor, but wish to donate \$_____ to the Sacramento LGBT Community Center

List sponsor exactly as it should appear in print: _____

PAYMENT INFORMATION & TERMS:

My payment is: ☐ Included ☐ Will be paid by: _____ (date)
Payment in full (by check or credit card) is requested with your signed Corporate Partnership Agreement.

CREDIT CARD INFORMATION: <input type="checkbox"/> <input type="checkbox"/> Visa <input type="checkbox"/> <input type="checkbox"/> Master Card <input type="checkbox"/> <input type="checkbox"/> AMEX Card Number _____ Exp. _____ Name as it appears on card _____ Billing Address, City, State, Zip _____ Amount of Charge _____ Signature _____	MAIL OR FAX AGREEMENT TO: Sacramento LGBT Community Center Attn: David Heitstuman 1927 L Street Sacramento, CA 95811 Office: (916) 442-0185 Fax: (916) 325-1840 Email: david.heitstuman@saccenter.org Make checks payable to the Sacramento LGBT Community Center, a 501(c)3 nonprofit corporation, tax ID 94-2502229.
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I agree to the amount indicated to be charged to my account. Refunds cannot be made after a sponsorship has been accepted, please check all information carefully.

Thank you! The Sacramento LGBT Community Center is grateful for your generous support.

Authorized Sponsor Signature	Date
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MANY THANKS TO OUR 2016 CENTER SPONSORS

