

SACRAMENTO LGBT COMMUNITY CENTER

CORPORATE GIVING

2018 ANNUAL PARTNERSHIP
OPPORTUNITIES

SACRAMENTO
LGBT
COMMUNITY CENTER





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 services 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 provides more than 30,000 service visits annually and more than 18,000 people participate in our events, trainings, and workshops every year, offering you a built-in audience for targeted brand visibility. By partnering with the most prominent LGBTQ cause in the region, not only are you partnering with the LGBTQ community, you are strengthening your partnerships with your existing markets.

We sincerely hope you will consider becoming an annual partner with the Sacramento LGBT Community Center.

Sincerely,

A handwritten signature in black ink that reads "David Heitstuman". The signature is fluid and cursive.

David Heitstuman
Executive Director

VALUE OF PARTNERSHIP

Cause-Marketing Approach

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

Position and Promotional Value

All corporate partners receive recognition in the Center's e-newsletter, social media, website, and impact report. Partners will also receive volunteer opportunities for employee engagement, cultural competency trainings at your workplace, event benefits, 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 Sacramento Pride 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. 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 18,000 followers. We average 25,000 unique viewers per week year-round with 10% engagement. We reached 1 million people and had over 80,400 engagements during Pride Month 2017 alone. Our Center and Pride Twitter following is similarly positioned with nearly 4,000 followers. Our Twitter posts earn an average of 1000 impressions per day with 1.3% engagement. We reached 165,000 users in 2017 with 4,500 engagements.

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

Website: saccenter.org and sacramentopride.org receive hundreds of thousands of visits annually.

Print Advertisements: 2017's print advertisements were published in Comstocks Magazine, Sacramento Business Journal, SacTown Magazine, Outword Magazine, East Bay Express, Bay Area Reporter, and Gloss Magazine.

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.

ANNUAL PARTNERSHIP OPPORTUNITIES

RED \$50,000 & above - Partnership includes recognition on the Center’s e-newsletter *Focal Point* and social media channels monthly, year-round recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, cultural competency training at your company site, and recognition at 12 events, workshops, or trainings hosted by the Center. Partnership also includes below signature event benefits (**customized packages available upon request**).

COMMUNITY BUILDING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride	June 10	15,000	All Ages
Q-Prom	June 30	750	Youth 13-20
Get Centered Luncheon	October TBD	275	All Ages

FUNDRAISING EVENTS	DATE	PARTICIPATION	AUDIENCE
Mama’s Makin’ Bacon Brunch	March 4	350	Adults 18+
Sacramento Pride Awards	June 8	350	Adults 18+

Benefits start at:

- Logo printed on event posters*
- Logo recognition in email advertising campaign
- Logo recognition on Facebook event banner
- Exclusive logo on step & repeat photo backdrop
- Verbal recognition at the event
- Banner placement at entrance/exit or digital display recognition
- Recognition in official press releases
- Recognition in TV/radio marketing (if segments procured)
- Deemed sponsor on all event collateral*
- 30 free tickets (Sacramento Pride & Q-Prom only)
- Opportunity to appear on stage or on-site promotional presence (Sacramento Pride and Q-Prom only)
- Underwriter recognition on specified event elements* (Sacramento Pride and Q-Prom only)
- Logo recognition in promotional items- postcards, posters, goodie bags, volunteer t-shirts, etc. (Sacramento Pride only)
- Complimentary exhibitor booth (Sacramento Pride only)
- Complimentary parade march entry registration (Sacramento Pride only)
- Private meet & greet backstage with entertainer for 10 guests (Sacramento Pride only)

*Benefits determined by applicable deadlines for each item.
 **Title sponsorship benefits also available upon request.



YELLOW \$25,000 - Partnership includes recognition on the Center's main e-newsletter *Focal Point* and social media channels quarterly, year-round recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, cultural competency training at your company site, and recognition at 6 events, workshops, or trainings hosted by the Center. Partnership also includes below signature event benefits (**customized packages available upon request**).

COMMUNITY BUILDING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride	June 10*	15,000	All Ages
Q-Prom	June 30*	750	Youth 13-20

Benefits start at:

- Logo printed on event posters*
- Logo recognition in email advertising campaign
- Logo recognition on Facebook event banner
- Logo on step & repeat photo backdrop
- Verbal recognition at the event
- Banner placement at entrance/exit or digital display recognition
- Recognition in official press releases
- Deemed sponsor on all event collateral*
- 20 free tickets (Sacramento Pride & Q-Prom only)
- Underwriter recognition on specified event elements* (Sacramento Pride and Q-Prom only)
- Logo recognition in promotional items- postcards, posters, goodie bags, volunteer t-shirts, etc. (Sacramento Pride only)
- Complimentary exhibitor booth (Sacramento Pride only)
- Complimentary parade march entry registration (Sacramento Pride only)
- Private meet & greet backstage with entertainer for 6 guests (Sacramento Pride only)

FUNDRAISING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride Awards	June 8*	350	Adults 18+

Benefits start at:

- Logo printed on event posters*
- Logo recognition in email advertising campaign
- Logo recognition on Facebook event banner
- Logo on step & repeat photo backdrop
- Verbal recognition at the event

*Benefits determined by applicable deadlines for each item.
 **Title sponsorship benefits also available upon request.

GREEN \$15,000— Partnership includes recognition on the Center’s main e-newsletter *Focal Point* and social media channels semi-annually, year-round recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, cultural competency training at your company site, and recognition at 3 events, workshops, or trainings hosted by the Center. Partnership also includes below signature event benefits (**customized packages available upon request**).

COMMUNITY BUILDING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride	June 10*	15,000	All Ages

Benefits start at:

- Logo printed on event posters*
- Logo recognition in email advertising campaign
- Logo recognition on Facebook event banner
- Logo on step & repeat photo backdrop
- Verbal recognition at the event
- Banner placement at entrance/exit or digital display recognition
- Recognition in official press releases
- Deemed presenting sponsor on all event collateral*
- 15 free tickets (Sacramento Pride & Q-Prom only)
- Underwriter recognition on specified event elements* (Sacramento Pride and Q-Prom only)
- Logo recognition in promotional items- postcards, posters, goodie bags, volunteer t-shirts, etc. (Sacramento Pride only)
- Complimentary exhibitor booth (Sacramento Pride only)
- Complimentary parade entry registration (Sacramento Pride only)
- Private meet & greet backstage with entertainer for 4 guests (Sacramento Pride only)

FUNDRAISING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride Awards	June 8*	350	Adults 18+

Benefits start at:

- Logo printed on event posters*
- Logo recognition in email advertising campaign
- Logo recognition on Facebook event banner
- Logo on step & repeat photo backdrop
- Verbal recognition at the event

*Benefits determined by applicable deadlines for each item.

**Title sponsorship benefits also available upon request.



BLUE \$10,000– Partnership includes recognition on the Center’s main e-newsletter *Focal Point* and social media channels annually, year-round recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, cultural competency training at your company site, and recognition at 3 events, workshops, or trainings hosted by the Center. Partnership also includes below signature event benefits (**customized packages available upon request**).

COMMUNITY BUILDING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride	June 10*	15,000	All Ages

Benefits start at:

- Logo printed on event posters*
- Logo recognition in email advertising campaign
- Logo recognition on Facebook event banner
- Exclusive logo on step & repeat photo backdrop
- Verbal recognition at the event

FUNDRAISING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride Awards	June 8*	350	Adults 18+

Benefits start at:

- Name printed on event posters*
- Name in email advertising campaign
- Name recognition on Facebook event banner

*Benefits determined by applicable deadlines for each item.

**Title sponsorship benefits also available upon request.



INDIGO \$5,000-9,999 - Partnership includes recognition on the Center’s main e-newsletter *Focal Point* and social media annually, year-round recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, cultural competency training at your company site, and recognition at 1 event, workshop, or training hosted by the Center. Partnership also includes below signature event benefits (**customized packages available upon request**).

COMMUNITY BUILDING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride	June 10	15,000	All Ages

FUNDRAISING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride Awards	June 8	350	Adults 18+

Benefits start at:

- Name printed on event posters*
- Name in email advertising campaign
- Name recognition on Facebook event banner

VIOLET \$2,500-4,999 - Partnership includes recognition on the Center’s main e-newsletter *Focal Point* and social media annually, year-round recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, cultural competency training at your company site, and recognition at 1 event, workshop, or training hosted by the Center. Partnership also includes below signature event benefits (**customized packages available upon request**).

COMMUNITY BUILDING EVENTS	DATE	PARTICIPATION	AUDIENCE
Sacramento Pride	June 10	15,000	All Ages

Benefits start at:

- Name printed on event posters*
- Name in email advertising campaign
- Name recognition on Facebook event banner

*Benefits determined by applicable deadlines for each item.
 **Title sponsorship benefits also available upon request.

MAMA'S MAKIN' BACON DRAG BRUNCH ▪ March 4 ▪ 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 7th 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.



PRIDE AWARDS ▪ June 8 ▪ TBD

Thirty-two 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.



SACRAMENTO PRIDE ▪ June 10 ▪ CAPITOL MALL

Now in its 35th year, Sacramento's Pride is the preeminent LGBTQ community Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community event in the region. The 15,000-person festival produced by the Sacramento LGBT Community Center takes place a Sunday 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



Q-PROM FOR YOUTH AGES 13-20 ▪ June 30 ▪ CSUS UNIVERSITY BALLROOM

The Q-Prom is a self-esteem building program that provides an opportunity for 700+ 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.



*Event dates may be subject to change.

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: RED _____ ORANGE _____ YELLO _____
 GREEN _____ BLUE _____ INDIGO _____ VIOLET _____

- I wish to remain anonymous
- I am unable to sponsor, but wish to donate \$ _____ to the Sacramento LGBT Community Center
- I will cover the 2.5% processing fee so that 100% of my contribution goes back to the organization

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.

<h3>CREDIT CARD INFORMATION:</h3> <p><input type="checkbox"/><input type="checkbox"/> Visa <input type="checkbox"/><input type="checkbox"/> Master Card <input type="checkbox"/><input type="checkbox"/> AMEX</p> <p>_____ Card Number Exp.</p> <p>_____ Name as it appears on card</p> <p>_____ Billing Address, City, State, Zip</p> <p>_____ Amount of Charge</p> <p>_____ Signature</p>	<h3>MAIL OR FAX AGREEMENT TO:</h3> <p>Sacramento LGBT Community Center Attn: Lanz Nalagan, Development Manager 1927 L Street Sacramento, CA 95811 Office: (916) 442-0185 Fax: (916) 325-1840 Email: lanz.nalagan@saccenter.org</p> <p>Make checks payable to the Sacramento LGBT Community Center, a 501(c)3 nonprofit corporation, tax ID 94-2502229.</p>
---	---

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
------------------------------	------



MANY THANKS TO OUR 2017 PARTNERS

