

SACRAMENTO LGBT COMMUNITY CENTER

CORPORATE GIVING

2019 ANNUAL SPONSORSHIP
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, serving more LGBTQ people than any other agency in Northern California.

The Center provides more than 30,000 service visits annually and more than 20,000 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 equality and social service agency 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 partnering with the Sacramento LGBT Community Center.

Sincerely,

A handwritten signature in black ink, appearing to read "Lanz Nalagan". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lanz Nalagan
Development Manager

VALUE OF SPONSORSHIP

Cause-Marketing Approach

Research indicates that the collective buying power of the LGBTQ consumer market is approaching \$1 trillion.¹ Seventy five percent of LGBTQ consumers inform brand purchasing decisions based on company support for the LGBTQ 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 sponsors receive recognition in the Center's e-newsletter, social media, website, and impact report. Sponsors will also receive volunteer opportunities for employee engagement, cultural humility trainings at your workplace, and community impact updates. Sponsors may also be recognized at our signature events.

Earned Media and Print Advertisements: Every major local television, radio, and print news outlet covers the Sacramento LGBT Community Center events and programs. Such include Sacramento 365, Yelp Sacramento, Gay Travel, ABC 10, Fox 40 Live, CBS Good Day, KCRA, and Entercom's 106.5 The End, Star V101.1, JACK-FM, B92.5, KFBK, and KSTE. We have been published in Sacramento News & Review, Comstock's, Outword, Rainbow Pages, Sacramento Magazine, Sacramento Convention & Visitors Bureau, The Fight Magazine, Gloss Magazine, Bay Area Reporter, Bay Area News Group, and East Bay Express, with a combined readership of roughly **6,101,422 subscribers**.

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 LGBTQ market segment. 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 **20,000 followers**. We average 25,000 unique viewers per week year-round with 10% engagement. 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. Our new Center and Pride Instagram accounts also have **nearly 4,000 followers**. More impressively, we reached more than **4,090,503 people** across all channels for Sacramento Pride 2018 alone.

Email: The Sacramento LGBT Community Center's email blasts reach **18,000** people with targeted content and community news with each send, averaging an open rate of **17%** for Sacramento Pride 2018.

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

¹ Jeff Green/Bloomberg, "LGBT Purchasing Power"

² Witeck Combs/Harris Interactive, "The GLBT Market"

³ Cone Communications, "Equity 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.

MAMA'S MAKIN' BACON DRAG BRUNCH ■ MARCH 3 ■ 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 9th Annual Mama's Makin' 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 1 ■ CALIFORNIA MUSEUM

Thirty-four 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. Also celebrate and support our new Lip Sync class as they battle it out to raise funds for our critical services.



SACRAMENTO PRIDE ■ June 9 ■ CAPITOL MALL

Now in its 36th year, Sacramento's Pride is the preeminent LGBTQ community Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community event in the region. The 18,000-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. More at SacramentoPride.org



Q-PROM FOR YOUTH AGES 13-20 ■ MAY TBD ■ SAC STATE UNIVERSITY

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 13-24. 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. We also offer emergency and transitional housing for LGBTQ homeless youth victims of crime as well as counseling, legal services, case management, and a pathway toward self-reliance.

*Event dates may be subject to change.

ANNUAL SPONSORSHIP OPPORTUNITIES

RED \$100,000 (1 available) – Sponsorship includes *all* benefits for events and opportunity for Sacramento Pride Title Sponsorship.

YELLOW \$50,000 (2 available) - Sponsorship includes benefits (pick 10 from Tier 1-5) for events and opportunity for Sacramento Pride Awards Title Sponsorship.

GREEN \$25,000 (4 available)– Sponsorship includes benefits (pick 5 from Tier 1-5) for events and opportunity for Q-Prom Title Sponsorship.

BLUE \$10,000 (10 available)– Sponsorship includes benefits (pick 3 from Tier 2-5) for events and opportunity for Mama’s Makin’ Bacon Title Sponsorship.

VIOLET \$5,000 (10 available) - Sponsorship includes benefits (pick 1 from Tier 2-5) for events and opportunity for Vision of Equality Title Sponsorship.

Business Sponsor \$2,500- Sponsorship includes benefits (pick 1 from Tier 3-5) for events.

All sponsors also receive recognition on the Center’s main e-newsletter *Focal Point* and social media, recognition on the website homepage, recognition on our impact report, volunteer opportunities for employees, and a cultural humility training at your company site.

*Title Sponsorship benefits are first come first serve.

*Custom Sponsorship requests available by request.





TIER 1 BENEFITS

- 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)
- Private meet & greet backstage with headliners for 10 guests (Sacramento Pride only)

TIER 2 BENEFITS

- Verbal recognition at the event
- Banner placement at entrance/exit and/or sponsor reel*
- Recognition in official press releases
- Recognition in TV/radio/print marketing (inquire for more detailed list)
- Deemed sponsor on all event collateral
- Opportunity to distribute company keepsake

TIER 3 BENEFITS

- Logo recognition on Facebook event banner
- Logo recognition in event email advertising campaign
- Exclusive logo on step & repeat photo backdrop

TIER 4 BENEFITS

- Logo printed on event posters
- "Thank you" post on Facebook, Twitter, and Instagram

TIER 5 BENEFITS

- Complimentary 10x10 exhibitor booth (Sacramento Pride only)
- Complimentary passport exhibitor activity (Sacramento Pride only)
- Complimentary parade march entry registration (Sacramento Pride only)
- Complimentary table (Mama's Makin' Bacon or Sacramento Pride Awards only)
- Company plaque (Q-Spot youth drop-in center, Transitional Living House, Lambda Room, or Lambda Lounge)

*Donor provided banner/logo.

**Advertising requests available by request.

***Benefits determined by applicable deadlines for each item.

MANY THANKS TO OUR 2018 SPONSORS



THINKNIELLO



UBER

BADLANDS

JPMORGAN CHASE & Co.



blue of california



REDFIN



LASHER'S ELK GROVE SUBARU

