

SACRAMENTO LGBT COMMUNITY CENTER

CORPORATE GIVING

2020 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 35,000 service visits annually and more than 25,000 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".

Lanz Nalagan
Annual and Corporate Giving Director

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, Gay Travel, Sacramento News & Review, Outword Magazine, LGBT Guide, Bustle, Paste Magazine, Instinct Magazine, Dailymail.co.uk, Gay Star News, Press Democrat, Sacramento Bee, Sacramento Press, Capitol Public Radio, National Public Radio, NBC Bay Area, NBA News, Yahoo News, SF Chronicle, The Hill, Bay Area Reporter, Bay Area News Group, East Bay Express, Comcast Spotlight, ABC 10, Fox 40, CBS Good Day, KCRA, and Entercom's 106.5, 102.5, 96.9, 1320, 98, Channel Q, and 94.7 with a combined following of roughly **100,248,090 audience members**, not including broadcast.

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 **2,474,273** 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 **23,000 followers**. We average 28,000 unique viewers per week year-round with 12% engagement. Our Center and Pride Twitter following is similarly positioned with nearly **4,500 followers**. Our Twitter posts earn an average of 1200 impressions per day with 1.9% engagement. Our new Center and Pride Instagram accounts also have **nearly 6,100 followers**. More impressively, we reached more than **5,270,403 people** across all channels for Sacramento Pride 2019 alone.

Email: The Sacramento LGBT Community Center's email blasts reach **23,093** people with targeted content and community news with each send, averaging an open rate of **19%** 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 ▪ MARCH 8 ▪ GRAND BALLROOM

All aboard the U.S.S. Mamas at The Center's 10th Annual Mama's Makin' Bacon Drag Brunch. At this event, we highlight the drag culture that is unique to Sacramento by bringing in local kings and queens. Drag performers have been fighting as activists on the front line since the dawn of the modern LGBTQ rights movement, challenging gender norms and raising money to support the most marginalized in local LGBTQ communities. We celebrate these folks with a show, some brunch and one of the most anticipated drag shows of the year!



PRIDE AWARDS ▪ June 6 ▪ CALIFORNIA MUSEUM

Thirty-five years ago bold visionaries created a haven where LGBTQ people could build community, find safety, affirmation, and lead healthy lives. The Sacramento LGBT Community Center has continued to play a pivotal role in creating a region where LGBTQ people thrive. The Pride Awards recognizes individuals and organizations whose compassion, innovation, generosity and community service create a safer, welcoming, collaborative community. Award recipients demonstrate their pride through both their work and in the way they live their lives every day. Come join us for a special night full of amazing LGBTQ+ advocates celebrating one another.



SACRAMENTO PRIDE ▪ June 13-14 ▪ CAPITOL MALL

Now in its 37th year, Sacramento's Pride is the preeminent LGBTQ community Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) community event in the region. The 22,000-person festival produced by the Sacramento LGBT Community Center takes place the second weekend of June as our largest community engagement program of the year. We have over 175 vendors, more than 45 entertainers and an uncountable impact on the Sacramento LGBTQ+ community. We have had amazing entertainers such as Lizzo, Belinda Carlisle, Wilson Phillips and so many more! More at SacramentoPride.org



Q-PROM FOR YOUTH AGES 13-20 ▪ April 25 ▪ SAC STATE UNIVERSITY

The Q-Prom is a self-esteem building program that provides an opportunity for 800+ young people from throughout the region to be completely and unapologetically themselves. 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. *Event dates may be subject to change.



ANNUAL SPONSORSHIP OPPORTUNITIES

RED \$125,000 or up (1 available) – Sponsorship includes *all* benefits for events and opportunity for Sacramento Pride Title Sponsorship.

YELLOW \$75,000 - \$124,999 (3 available) – Sponsorship includes 10-19 benefits from Tier 1-5 for events and opportunity for Sacramento Pride Awards Title Sponsorship.

GREEN \$25,000 - \$74,999 (6 available) – Sponsorship includes 5-9 benefits from Tier 1-5 for events and opportunity for Q-Prom Title Sponsorship.

BLUE \$12,500 - \$24,999 (10 available) – Sponsorship includes 3-5 benefits from Tier 2-5 for events and opportunity for Mama's Makin' Bacon Title Sponsorship.

VIOLET \$7,500 - \$12,499 (10 available) – Sponsorship includes 1-3 benefits from Tier 2-5 for events and opportunity for Vision of Equality Title Sponsorship.

Business Sponsor \$2,500 - \$7,499 – Sponsorship includes 1 benefit 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
- Underwriter recognition on specified event elements
- Logo recognition in promotional items- postcards, posters, goodie bags, volunteer t-shirts, etc.
- Private meet & greet backstage with headliners for 10 guests (Sacramento Pride only)
- VIP passes for 15 guests (Sacramento Pride only)
- Facebook/Instagram Live or Story

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)
- Opportunity to distribute company keepsake

TIER 3 BENEFITS

- Logo recognition on Facebook event banner
- Logo recognition on event website and 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 booth space and passport activity (Sacramento Pride only)
- Complimentary 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.

CORPORATE ANNUAL SPONSORSHIP AGREEMENT

DONOR INFORMATION

Last Name		First Name	
Business/Organization Name		Email Address	
Mailing Address	City	State	Zip code
Mobile Phone	Office Phone	Office Fax	
Accounts Payable Contact			

SPONSORSHIP INFORMATION

Annual Sponsorship: RED _____ YELLOW _____ GREEN _____
 BLUE _____ VIOLET _____ BUSINESS _____

- I will cover the 2.5% processing fee so that 100% of my contribution goes back to the organization.
 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:

All payments are due by April 30, 2019. All payments not received by then will result in reduced benefit placement.
My payment is: Included Will be paid by April 30, 2020

CREDIT CARD INFORMATION: <input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> AMEX Card Number _____ Exp. _____ CVV _____ 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: Lanz Nalagan, Annual & Corporate Giving Director 2012 K Street Sacramento, CA 95811 Office: (916) 442-0185 Fax: (916) 325-1840 Email: lanz.nalagan@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 _____

Once we receive the signed agreement, our accounting department will issue you an invoice for your sponsorship.



MANY THANKS TO OUR 2019 SPONSORS

