



INSPIRING A MOVEMENT,  
THE MISSION CONTINUES.

25<sup>TH</sup> ANNUAL DC BLACK PRIDE  
WASHINGTON, DC • MAY 22-25, 2015

**SPONSORSHIP GUIDE**



DC Black Pride is a program of the Center for Black Equity  
The CBE is a coalition of Black Pride organizers formed to promote a multinational network  
of LGBT (Lesbian, Gay, Bisexual, Transgender) Prides and community-based organizations.

# OUR HISTORY

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The African-American lesbian, gay, bisexual and transgender community of Washington, D.C. has always been full of life, and its history rich.

From 1975 until 1990, the Club House was a premiere community gathering space most notable for its annual Memorial Day weekend celebration, called the Children's Hour. It was, of course, more than an hour—in fact, it usually went all night long. The Children's Hour quickly became an institution that could not be missed—word of mouth about what was happening in D.C. during Memorial Day weekend spread up and down the East Coast and throughout the country. What began as a local highlight soon began pulling in folks from all over.

When the Club House closed its doors in 1990, many feared that the Memorial Day tradition would be lost as well. Three men—Welmor Cook, Theodore Kirkland and Ernest Hopkins—found themselves concerned with not just the lack of a place for the community to gather during the holiday weekend, but also with the growing epidemic of HIV/AIDS and its impact on their community. They envisioned creating an event that would continue the tradition of the Children's Hour as well as raise much-needed funds for the HIV/AIDS organizations that served the African-American community in Washington and the surrounding area.

From that idea came the first Black Gay and Lesbian Pride, which was essentially collaboration among those three organizers, the DC Coalition of Black Lesbians and Gay Men and the Inner City AIDS Network. On May 25, 1991, the first DC Black Pride festival was produced on the grounds of Banneker Field. Hundreds of people from the community came together for a relevant cause.

The following year, Black Pride increased its offerings as it took steps to truly become a weekend-long festival, with an event line-up, including a mid-night cruise on the Potomac River, a Sunday prayer breakfast and the first Washington film screening of Marlon Riggs' groundbreaking film "Tongues Untied."

As DC Black Pride continued to grow in popularity and in programmatic offerings during the mid-nine-

ties, organizers decided to make the event official by creating a board of directors, filing for incorporation and becoming a 501(c) 3 nonprofit organization—Black Lesbian & Gay Pride Day, Inc. (BLGPD) was born. The all-volunteer governing body of this nonprofit would now oversee the planning and execution of DC Black Pride.

DC Black Pride was the catalyst for what is now referred to as the Black Pride Movement. Since the birth of DC Black Pride, thirty other Black Pride celebrations now take place throughout the world, many using DC Black Pride as a model. During the 1998 DC Black Pride Festival, Earl Fowlkes, the President of BLGPD at the time, met with the organizers of Black Prides from New York City, Detroit, Atlanta and several other cities to form the International Federation of Black Prides. That organization now has 30 members and serves as the principal body through which organizers find support, raise funds and share best practices.

Twenty years after the first DC Black Pride drew 800 people to Banneker Field for a day themed "Let's All Come Together," more than 100,000 members of the lesbian, gay, bisexual and transgender community of African descent and their allies have come to celebrate the beauty of a shared community and raise awareness and funding for HIV/AIDS in the name and spirit of Black Pride.

Twenty-five years ago, a group of Welmore Cook, Theodore Kirkland and Ernest Hopkins saw a need to rally the community around the HIV/AIDS in Washington, DC. Little did they know that their clear mission to combat and educate the community about HIV/AIDS would lead to a movement that would impact the lives of millions of Black LGBT men and women around the world. Equal rights have increased in the United States and many places around the globe over the past twenty-five years. Yet many LGBT men and women of African descent continue to feel the need to develop community to stand against HIV/AIDS, homophobia inspired violence and the bigotry that exist.

DC Black Pride continues to inspire a movement, the mission continues.

# ABOUT DC BLACK PRIDE

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## MISSION

The mission of DC Black Pride is to increase awareness of and pride in the diversity of the lesbian, gay, bisexual and transgender in the African American community as well as support organizations that focus on health disparities, education, youth and families.

## DCBP PLANNING COMMITTEE

The DCBP Planning Committee is made of dedicated volunteers who have a passion and drive for its mission and vision. Each committee member brings special skills, experience, and energy to the organization and helps recruit other volunteers to help plan for DC Black Pride and other events.

# ABOUT DC BLACK PRIDE

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## 2015 DATES

Friday, May 22 – Monday, May 25

## PRIMARY AUDIENCE

Our target audience is members of the Black lesbian, gay, bisexual and transgender communities from across the United States as well as participants from Canada, United Kingdom, Germany and the Netherlands (ages 18-46).

Gender: Male (65%) Female (35%)

## ATTENDANCE

More than 25,000 people attend DC Black Pride and experience the great culture and history in the Washington, DC area during the Memorial Day Weekend.

## HOW YOU CAN SUPPORT DC BLACK PRIDE

Non-profits, businesses and other interested community friends are offered 5 categories from which to choose to support DC Black Pride financially:

1. Sponsorship
2. Web ads (*at dcblackpride.org*)
3. Print ads (in official *DC Black Pride Guide*)
4. Party Promotion
5. Partnership

# SPONSORSHIP OPPORTUNITIES

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Below are **standard** sponsorship opportunities. If you do not feel that any of these levels suit your needs, please contact us at [sponsorship@dcblackpride.org](mailto:sponsorship@dcblackpride.org) to see if we can create a customized package that does meet your needs.

## **LIBERTY LEVEL** **\$10,000**

- Exclusive category representation (where applicable)
- Recognized as a co-presenting sponsor in all media announcements
- Premium display of signage at all events
- Premium logo placement on all promotional and printed material
- Hospitality Suite area signage at the host hotel
- Three (3) promotional items distributed in the DC Black Pride event bags
- Complimentary vending booth at the host hotel and Cultural Arts and Wellness Festival
- Website (Leaderboard) ad on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org))
- One (1) full page-color advertisement\* in the official *DC Black Pride Guide*

## **UNITY LEVEL** **\$5,000**

- Recognized as participating sponsor in all media announcements
- Prominent display of signage at all events
- Prominent logo placement on all promotional and printed material
- Hospitality Suite area signage at the host hotel
- Two (2) promotional items distributed in the DC Black Pride event bags
- Complimentary vending booth at the host hotel and Cultural Arts and Wellness Festival
- Website (Leaderboard) ad on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org))
- One (1) half-page color advertisement\* in the official *DC Black Pride Guide*

## **STRENGTH LEVEL** **\$2,500**

- Recognized as participating sponsor in all media announcements
- Display of signage at all events
- Logo on all promotional and printed material
- One (1) promotional item distributed in the DC Black Pride event bags
- Complimentary vending booth at the host hotel and Cultural Arts and Wellness Festival
- Name listed as Pride sponsor
- One (1) fourth-page color advertisement\* in the official *DC Black Pride Guide*

## **COMMUNITY LEVEL** **\$1,500**

- Recognized as participating sponsor in all media announcements
- Logo on all promotional and printed material
- Complimentary vending booth at the Cultural Arts and Wellness Festival
- Name listed as Pride sponsor on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org)) and in the official *DC Black Pride Guide*

## **FRIENDS & FAMILY LEVEL** **\$100**

- Name listed as Pride sponsor on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org)) and in the official *DC Black Pride Guide*

\* Advertising technical specifications and deadlines will be upon receipt of sponsorship agreement and payment.

# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

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## CULTURAL ARTS AND WELLNESS FESTIVAL EXPO \$10,000

- Sponsor's name/logo prominently featured as the exclusive sponsor of the Health and Wellness Expo in advertisements and official DC Black Pride Guide
- Product sampling throughout the event (if applicable)
- Speaking opportunity during event program
- Three (3) e-mail blasts with customized promotional messaging
- Inclusion of products/services in event bags (if applicable)
- Complimentary vending booth at Host Hotel and DC Black Pride Health and Wellness Expo
- Website (Leaderboard) ad on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the official *DC Black Pride Guide*

## WELCOME RECEPTION

**\$5,000**

- Sponsor's name/logo prominently featured as the exclusive sponsor of the Welcome Reception in select advertisements and *DC Black Pride Guide*
- Prominent banner placement in Welcome Reception area
- Product sampling in Welcome Reception area (if applicable)
- Inclusion of products/services in event bags (if applicable)
- Complimentary vending booth at the host hotel and Cultural Arts and Wellness Festival
- Website (Leaderboard) ad on DC Black Pride website (dcblackpride.org)
- Special listing as Welcome Reception sponsor in *DC Black Pride Guide*
- Five-minute speaking opportunity during event program
- One (1) full-page color advertisement\* in the official *DC Black Pride Guide*
- Twelve (12) VIP Sponsor passes to all DC Black Pride and partner events

## HOSPITALITY SUITE AND INFORMATION AREA \$2,500

- Prominent banner placement in hospitality suite/information areas
- Inclusion of products/services in event bags (if applicable)
- Complimentary vending booth at the host hotel and Cultural Arts and Wellness Festival
- Website (Medium Rectangle) ad on DC Black Pride website (dcblackpride.org)
- Special listing as Hospitality Suite and Information Area Sponsorship in *DC Black Pride Guide*
- Special on-stage recognition during the Cultural Arts and Wellness Festival
- One (1) full-page color advertisement\* in the official *DC Black Pride Guide*
- Eight (8) VIP Sponsor passes to all DC Black Pride and partner events

## EVENT BAGS

**\$1,500**

- Sponsor's name/logo printed on event bags
- Sponsor's name/logo listed in the official *DC Black Pride Guide*
- Inclusion of products/services in event bags (if applicable)
- Complimentary vending booth at the Cultural Arts and Wellness Festival
- Website (Leaderboard) ad on DC Black Pride website (dcblackpride.org)
- Special recognition during the Cultural Arts and Wellness Festival

\* Advertising technical specifications and deadlines will be upon receipt of sponsorship agreement and payment.

# PAST SPONSORS & PARTNERS

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Absolute  
Adams National Bank  
Bachelor's Mill  
BET  
Blair Underwood Clinic  
Barefoot Wine & Bubbly  
*Clik Magazine*  
cencational designs  
Coca Cola Mid-Atlantic Region  
Cox Communications  
DC Coalition  
DC Government

- HIV/Viral Hepatitis/STD/TB Administration
- Department of Health
- Department of Tourism

DC Lottery  
Democratic National Committee  
Delta Elite  
Ebony Pyramid Entertainment  
Freedom to Marry  
Gill Foundation  
Glacéau Vitamin Water  
Grey Goose  
Halo  
HBO  
Human Rights Campaign (HRC)  
I Gorman Jewelers  
International Federation of Black Prides  
KPMG  
Kaiser Permanente  
LOGO  
Metro Weekly  
NAESM  
National Black Justice Coalition  
National Center for Lesbian Rights  
National Gay and Lesbian Task Force  
One In Ten/Reel Affirmations  
Pepco  
Red Bull  
The Center – Home for GLBT Metro DC  
Tylenol PM  
Verizon Company  
Us Helping Us  
W. Millar & Company  
Washington Blade  
Washington City Paper  
Washington Gas  
Wet International  
Whitman Walker Clinic  
Whole Foods P Street  
Women In the Life



# OTHER OPPORTUNITIES

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## WEBSITE ADS

If you are interested in purchasing website ad on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org)) only, visit [dcblackpride.org/webads](http://dcblackpride.org/webads).

## *OFFICIAL DC BLACK PRIDE GUIDE* PRINT ADS

If you are interested in placing a print ad in the official *DC Black Pride Guide* only, please contact us directly at [info@dcblackpride.org](mailto:info@dcblackpride.org) with "Print Ad" in the subject line.

## PARTY PROMOTIONS

If you are interested in partnering with DC Black Pride to have your party promoted, please contact us directly at [info@dcblackpride.org](mailto:info@dcblackpride.org) with "Party Promotion" in the subject line.

## PARTNERSHIPS

If you are interested in partnering with DC Black Pride, please contact us directly at [info@dcblackpride.org](mailto:info@dcblackpride.org) with "Partnership" in the subject line.

# SPONSORSHIP FORM

## Submission Instructions

- **Go Green! Save a Stamp! Pay by credit card. Skip this form and submit your form and payment securely at [dcblackpride.org/sponsorship](http://dcblackpride.org/sponsorship).**
- Print and complete this form.
- Return this form via fax, email or mail. *Instructions below.*
- Once forms are received, we will contact you.

**Questions? Contact Kenya Hutton at (202) 347-0555.**

## CONTACT INFORMATION

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Organization/Company Name \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

## SPONSORSHIP INFORMATION

(Check all that apply)

### Sponsorship Levels

- |   |          |
|---|----------|
| <input type="checkbox"/> Liberty          | \$10,000 |
| <input type="checkbox"/> Unity            | \$5,000  |
| <input type="checkbox"/> Strength         | \$2,500  |
| <input type="checkbox"/> Community        | \$1,500  |
| <input type="checkbox"/> Friends & Family | \$100    |

### Exclusive Sponsorship Levels

- |   |          |
|---|----------|
| <input type="checkbox"/> Cultural Arts and Wellness Festival    | \$10,000 |
| <input type="checkbox"/> Welcome Reception                      | \$5,000  |
| <input type="checkbox"/> Hospitality Suite and Information Area | \$2,500  |
| <input type="checkbox"/> Event Bags                             | \$1,500  |

**Sponsorship Total:** \$ \_\_\_\_\_

## PAYMENT INFORMATION

- Please invoice me.
- Check/Money Order. *I have enclosed a check/money order (made payable to Center for Black Equity)*
- Credit Card. *My signature authorizes CBE to charge my sponsorship total to the credit card information provided below.*

Discover     Master Card     Visa

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Card Verification Numbers \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

Return this form:

**Via secure fax:** (202) 347-5666. Attn: Kenya Hutton (DC Black Pride)

**Via email:** [sponsorship@dcblackpride.org](mailto:sponsorship@dcblackpride.org)

**U.S. mail:** Center for Black Equity, Attn: Kenya Hutton, 1806 Vernon Street, NW Suite 200, Washington, DC 20009

# DC BLACK PRIDE

The logo consists of the words "DC BLACK PRIDE" in a bold, sans-serif font. A horizontal bar with a rainbow gradient (red, orange, yellow, green, blue, purple) is positioned across the middle of the text, overlapping the letters.

1806 Vernon St., NW Suite 200  
Washington, DC 20009

