



# Partnership Packet

*20<sup>th</sup> Year Anniversary*



## *Our History*

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 -- Welmore 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 midnight 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-nineties, 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 1998's 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 thirty members and serves as the principal body through which organizers find support, raise funds and share best practices.

Nearly 19 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.

## *Our Mission*

The mission of Black Lesbian and Gay Pride Day, Inc. (BLGPD) is to build awareness of and pride in the diversity of the Black lesbian, gay, bisexual and transgender community as well as to support organizations that are addressing HIV/AIDS and other health issues adversely affecting our community.

Proceeds from BLGPD events/activities and DC Black Pride are distributed to HIV/AIDS and other health service organizations serving the African American community in the Washington, DC area.

## *Our Vision*

To envision a world where all people are fully empowered to participate safely, openly, and honestly in society, regardless of race, gender-identity or sexual orientation. We envision a community solidified by respect and love for our brothers and sisters of African descent as well as a reduction in health disparities.

## *Board of Directors*

The Board of Directors of BLGPD is made of dedicated volunteers who have a passion and drive for its mission and vision. Each board 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.

Pat Corbett  
Earl Fowlkes  
Jhahbriel C.E. Moore Sr.  
Jimma Stevens

## *Theme*

***“Twenty Years Later The Legacy Lives”***

## *Event Description*

Host Hotel- Crown Plaza Hotel-The Hamilton  
14<sup>th</sup> & K Street, NW  
Washington, DC 20005

Wednesday, May 26<sup>th</sup>- Town Hall Meeting

Friday, May 28<sup>th</sup>- Reception/Award Ceremony

Saturday, May 29<sup>th</sup>- Workshops, Film Festival, Poetry Slam & Fashion Show

Sunday, May 30<sup>th</sup>- Health & Wellness Festival- Washington DC Convention Center

## *Event Dates*

May 26th – May 31, 2010 (Memorial Day Weekend)

## *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 24 – 46)

**Gender:** Male (51%) Female (49%)

## *Attendance*

Over 50,000 people attend DC Black Pride and experience the great culture & history in the Washington, DC area during the Memorial Day Weekend.



## *Benefactors*

Each year we make a contribution to worthy non-profit community organizations in both the LGBT community and heterosexual community. The money we raise does not see color, race, gender or sexual orientation; instead, it sees the need where support is greatly needed to maintain the special services provided by community organizations.

### **Past Benefactors**

Below is a partial list of benefactors who have received proceeds from DC Black Pride's Weekend events or events throughout the year.

Damien Ministries  
Different Avenues  
H.I.P.S  
Metro Teen Aids  
SMYAL  
T.H.E., Inc.  
Us Helping Us  
Whitman-Walker Clinic  
Women's Collective  
Youth Pride Alliance

## *Sponsorship Opportunities*

### **Liberty Sponsor – \$10,000 & above**

Exclusive category representation (where applicable)  
Recognized as a co-presenting sponsor in all media announcements  
Premium display of sponsor signage at all events  
Premium placement of sponsor logo on all promotional and printed material  
Hospitality Suite area signage at the Host Hotel  
Three promotional items distributed in the DC Black Pride event bags  
Complimentary vending booth at DC Black Pride Festival  
Website banner placement  
Three email blasts with customized promotional messaging  
Full Page Color Advertisement in the DC Black Pride Magazine  
Fifteen VIP sponsor passes to all DC Black Pride and partner events

### **Unity Sponsor –\$5,000**

Prominent placement of sponsor logo on all promotional and printed material  
Recognized as participating sponsor in all media announcements  
Hospitality Suite area signage at the Host Hotel  
Two promotional items distributed in the DC Black Pride event bags  
Prominent display of sponsor signage at all events  
Complimentary vending booth at DC Black Pride Festival  
Three email blasts with customized promotional messaging  
Website banner placement  
Full Page Color Advertisement in the DC Black Pride Magazine  
Ten VIP sponsor passes to all DC Black Pride and partner events

### **Strength Sponsor – \$2,500**

Placement of sponsor logo on all promotional and printed material  
Recognized as participating sponsor in all media announcements  
Display of sponsor signage at all events  
Complimentary vending booth at DC Black Pride Festival  
Two email blasts with customized promotional messaging  
One promotional item distributed in the DC Black Pride event bags  
Half Page Color Advertisement in the DC Black Pride Magazine  
Website banner placement  
Five VIP sponsor passes to all DC Black Pride and partner events

### **Community Sponsor – \$1,500**

Placement of sponsor logo on all promotional and printed material  
Recognized as participating sponsor in all media announcements  
One email blasts with customized promotional messaging  
Complimentary vending booth at DC Black Pride Festival  
Quarter Page Black & White Advertisement in Pride Magazine  
Web site acknowledgement  
Two Sponsor Passes to all DC Black Pride and partner events

## ***Exclusive Sponsorship Opportunities***



### **Health and Wellness Expo - \$10,000**

Sponsor name/logo prominently featured as the exclusive sponsor of the Health and Wellness Expo in advertisements and DC Black Pride Magazine  
Product sampling throughout the event (if applicable)  
Complimentary vending booth at DC Black Pride Festival  
Three email blasts with customized promotional messaging  
Inclusion of products/services in event bags (if applicable)  
Website banner placement  
Five minute speaking opportunity during event program  
One full-page color ad in the official Pride Magazine  
Sixteen VIP sponsor passes to all DC Black Pride and partner events



### **Welcome Reception - \$5,000**

Sponsor name/logo prominently featured as VIP reception sponsor in select advertisements and DC Black Pride Magazine  
Prominent banner placement in VIP reception area  
Complimentary vending booth at DC Black Pride Festival  
Product sampling in VIP area (if applicable)  
Inclusion of products/services in event bags (if applicable)  
Website banner placement  
Special listing as VIP Reception sponsor in Pride Magazine  
Five minute speaking opportunity during event program  
One full-page color ad in the official DC Black Pride Magazine  
Twelve 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)  
Website banner placement  
Complimentary vending booth at DC Black Pride Festival  
Special listing as hospitality/registration area sponsor in DC Black Pride Magazine  
Special on-stage recognition during event program  
One full-page color ad in the official Pride Magazine  
Eight VIP sponsor passes to all DC Black Pride and partner events

### **Event Bags- \$1,500**

Exclusive sponsor name logo printed on event bags  
Sponsor name/logo listed in the DC Black Pride Magazine  
Inclusion of products/services in event bags (if applicable)  
Website banner placement  
Complimentary vending booth at DC Black Pride Festival  
Special recognition during event(s) program

## *Past Sponsors*

Absolute  
Adams National Bank  
BET  
Clik Magazine  
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  
Ebony Pyramid Entertainment  
Freedom to Marry  
Gill Foundation  
Glacéau Vitaminwater  
Halo  
HBO  
Human Rights Campaign (HRC)  
I Gorman Jewelers  
International Federation of Black Prides

Kaiser Permanente Health Plan Mid-Atlantic States  
KPMG  
LOGO  
Metro Weekly  
NAESM  
National Black Justice Coalition  
National Center for Lesbian Rights  
National Gay and Lesbian Task Force  
One In Ten/Reel Affirmations  
Red Bull  
The Center – Home for GLBT Metro DC  
Tylenol PM  
Us Helping Us  
W. Millar & Company  
Washington Blade  
Washington City Paper  
Wet International  
Whitman Walker Clinic  
Whole Foods P Street  
Women In the Life

# Sponsorship Form

## CONTACT INFORMATION

Contact Name & Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

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

## SPONSORSHIP REQUEST

(Check all that apply)

Level	Cost
<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"/> Health and Wellness Expo	\$10,000
<input type="checkbox"/> Welcome Reception	\$5,000
<input type="checkbox"/> Hospitality Suite and Information	\$2,500
<input type="checkbox"/> Event Bags	\$1,500
<input type="checkbox"/> Other _____	

**TOTAL COSTS:** \$ \_\_\_\_\_

I have enclosed a check for

\$ \_\_\_\_\_

**Make checks payable to:**

BLGPD, Inc.

(TIN# 52-2021396)

**Mail to:**

Attn: Earl Fowlkes

BLGPD, Inc.

P.O. Box 77071

Washington, DC 20013

### Waiver of Liability:

I, \_\_\_\_\_, as an Officer or Agent of \_\_\_\_\_ accept full responsibility and assume all liability for claims or suits based upon contents or subject matter of all advertisements.

Vendor Signature: \_\_\_\_\_ Date: \_\_\_\_\_