

21

21 YEARS & LEGAL

DC BLACK PRIDE 2011

SPONSORSHIP GUIDE



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—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-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 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.

We mark our 21st year with continued efforts to not only celebrate the traditional Memorial Day Black Pride, but to raise funding for programs throughout the year.

ABOUT BLGPD

MISSION

The mission of Black Lesbian and Gay Pride Day, Inc. (BLGPD) 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.

BOARD OF DIRECTORS

The Board of Directors of Black Lesbian and Gay Pride Day, Inc. (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.

George Birdsong
Jimma Elliott-Stevens
Earl Fowlkes
Danielle King

ABOUT DC BLACK PRIDE

2011 THEME

21 Years and Legal

2011 DATES

Wednesday, May 26 – Sunday, May 29, 2011

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 they can choose to support DC Black Pride financially:

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

SPONSORSHIP OPPORTUNITIES

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 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 DC Black Pride Health and Wellness Expo
- Website (one Wide Skyscraper; one Leaderboard) ad on DC Black Pride website (www.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 DC Black Pride Health and Wellness Expo
- Website (Leaderboard) ad on DC Black Pride website (www.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 DC Black Pride Health and Wellness Expo
- 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 DC Black Pride Health and Wellness Expo
- Name listed as Pride sponsor

FRIENDS & FAMILY LEVEL **\$100**

- Name listed as Pride contributor

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

HEALTH AND WELLNESS 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 DC Black Pride Health and Wellness Expo
- Website (Wide Skyscraper) ad on DC Black Pride website (www.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 DC Black Pride Health and Wellness Expo
- Website (Leaderboard) ad on DC Black Pride website (www.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 DC Black Pride Health and Wellness Expo
- Website (Medium Rectangle) ad on DC Black Pride website (www.dcblackpride.org)
- Special listing as Hospitality Suite and Information Area Sponsorship in DC Black Pride Guide
- Special on-stage recognition during DC Black Pride Health and Wellness Expo
- 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 DC Black Pride Health and Wellness Expo
- Website (Medium Rectangle) ad on DC Black Pride website (www.dcblackpride.org)
- Special recognition during DC Black Pride Health and Wellness Expo

PAST SPONSORS & PARTNERS

Absolute
Adams National Bank
Bachelor's Mill
BET
Blair Underwood Clinic
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
Delta Elite
Ebony Pyramid Entertainment
Freedom to Marry
Gill Foundation
Glacéau Vitamin Water
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

WEBSITE ADS

If you are interested in purchasing website ad on DC Black Pride website (www.dcblackpride.org) only, please contact us directly at info@dcblackpride.org with "Website Ad" in the subject line.

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 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 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 with "Partnership" in the subject line.

SPONSORSHIPFORM

Sponsorship Instructions

1. Complete this form.
2. Return this form via mail or e-mail. *Instructions below.*
3. Once forms are received, we will contact you.

Questions? Contact Sterling Washington at (202) 347-0555.

CONTACT INFORMATION

Contact Name _____

Title _____

Organization/Company Name _____

E-mail 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"/> 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 |

Sponsorship Total: \$ _____

Return this form:

Via e-mail: sponsorship@dcblackpride.org

Via U.S. Mail: BLGPD, Inc., Attn: Sterling Washington, 1806 Vernon Street, NW Suite 200, Washington, DC 20009

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