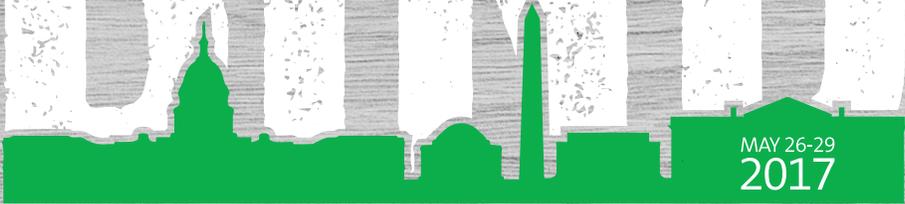


THE
TIES
THAT
BIND



MAY 26-29
2017

TWENTY SEVEN YEARS OF DC BLACK PRIDE



SPONSORSHIP GUIDE





More than twenty-five years ago, a group of men, 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.

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.

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

Support DC Black Pride, keep the movement alive!





Support DC Black Pride

We are looking for sponsors to make DC Black Pride (DCBP) possible.

Each year, Washington, DC welcomes more than 30,000 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. We invite all business, community organizations, members of the community, and friends to become event sponsors.

Sponsorships are a great way to strengthen your brand and support DCBP. We offer several sponsorship levels, as outlined in the enclosed materials. Each level can be customized to your meet your needs; contact us at sponsorship@dcblackpride.org or 202.641.8527 for more information.

Other Opportunities

In addition to sponsorships, there are several other ways to support DCBP:

Event Promotion

Add your event to the official DC Black Pride event schedule.
Email info@dcblackpride.org with "Event Promotion" in the subject line.

Pride Guide Ad

Place a print ad in the official DC Black Pride Guide.
Email prideguide@dcblackpride.org.

MISSION

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.

DATES

Memorial Day Weekend 2016

Friday, May 26
through
Monday, May 29

PRIMARY AUDIENCE

Black lesbian, gay, bisexual and transgender individuals from across the United States as well as Canada, United Kingdom, Germany and the Netherlands

ATTENDANCE

More than
25,000

Ages: 18-46.

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

DC Black Pride 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 a 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 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 (IFBP). IFBP later became the Center for Black Equity (CBE). Today, CBE now has more than 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 300,000 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.

More than twenty-five years ago, a group of men, Welmor 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.

Sponsorship Opportunities

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 booth at the host hotel and Cultural Arts & Wellness Festival (Epic Live)
- Logo with link on DC Black Pride website (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 booth at the host hotel and Cultural Arts & Wellness Festival (Epic Live)
- Logo with link on DC Black Pride website (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 booth at the host hotel and Cultural Arts & Wellness Festival (Epic Live)
- Logo with link on DC Black Pride website (dcblackpride.org)
- 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 booth at the Cultural Arts & Wellness Festival (Epic Live)
- Logo with link on DC Black Pride website (dcblackpride.org)
- Logo as Pride sponsor in the official DC Black Pride Guide

Friends & Family Level \$100

- Name listed as Pride sponsor on DC Black Pride website (dcblackpride.org) and in the official DC Black Pride Guide

** Advertising technical specifications and submission deadlines will be provided upon receipt of sponsorship form and payment.*

Exclusive Sponsorship Opportunities

Cultural Arts & Wellness Festival (Epic Live)

\$10,000

- Name/logo prominently featured as the exclusive sponsor of the Cultural Arts & Wellness Festival (Epic Live) in advertisements and official DC Black Pride Guide
- Product sampling throughout the event (if applicable)
- Speaking opportunity during event program
- Three (3) email blasts with customized promotional messaging
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at host hotel and Cultural Arts & Wellness Festival (Epic Live)
- Special listing as Cultural Arts & Wellness Festival (Epic Live) sponsor in DC Black Pride Guide
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement* in the official DC Black Pride Guide

Welcome Reception

\$5,000

- 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 booth at the host hotel and Cultural Arts & Wellness Festival (Epic Live)
- Special listing as Welcome Reception sponsor in DC Black Pride Guide
- Five-minute speaking opportunity during event program
- Logo with link on DC Black Pride website (dcblackpride.org)
- 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 booth at the host hotel and Cultural Arts & Wellness Festival (Epic Live)
- Special listing as Hospitality Suite and Information Area Sponsorship in DC Black Pride Guide
- Special on-stage recognition during the Cultural Arts & Wellness Festival (Epic Live)
- Logo with link on DC Black Pride website (dcblackpride.org)
- 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

- Name/logo printed on event bags
- Name/logo listed in the official DC Black Pride Guide
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at the Cultural Arts & Wellness Festival (Epic Live)
- Special recognition during the Cultural Arts & Wellness Festival (Epic Live)

** Advertising technical specifications and submission deadlines will be provided upon receipt of sponsorship form and payment.*

Sponsorship Form

Submission Instructions

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

Questions? Contact Kenya Hutton at 202.641.8527.

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 & Wellness Festival (Epic Live) | \$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 email: sponsorship@dcblackpride.org

U.S. mail: Center for Black Equity, Attn: Kenya Hutton, Post Office Box 77313, Washington, DC 20013

DC BLACK PRIDE

DC Black Pride is a program of the Center for Black Equity (CBE).
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.



Post Office Box 77313
Washington, DC 20013
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