



OUR TRUTHS IN HARMONY

== DC BLACK PRIDE 2019 ==

Sponsorship Opportunities



Center for Black Equity



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 — DC Black Pride™. Equal rights have increased in the United States and many places around the globe over the last few decades. Yet many LGBTQA 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™ was the catalyst for what is now referred to as the Black Pride Movement. Since the birth of DC Black Pride™, more than thirty other Black Pride celebrations now take place throughout the world.

To this day, DC Black Pride™ continues to inspire a movement, and original the mission continues.

Support DC Black Pride, keep the movement alive!



DC Black Pride is a program of the Center for Black Equity. CBE-Pride (dba Center for Black Equity) is recognized as a 501(c)(3) non-profit organization by the Internal Revenue Service, and is a non-profit organization incorporated in the District of Columbia. Sponsorships are tax deductible to the extent allowed by law. Tax ID# 20-5933471.



Support Us

Sponsors to make DC Black Pride™ (DCBP) possible. We invite all business, community organizations, members of the community, and friends to become 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 dcbp@centerforblackequity.org or 202.641.8527 for more information.

Other Opportunities

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

Party Promotion

Add your social event to the official DCBP event schedule. Visit dcblackpride.org/2019/party-promotion.html for details.

Pride Guide Ad

Place a print ad in the official DCBP Pride Guide. Visit dcblackpride.org/2019/guide-ad.html for details.

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 2019

Friday, May 24
through
Monday, May 27

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
55,000

Ages: 18-46

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



N OF DESPAIR,
HOPE

Martin Luther King Jr. Memorial

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—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 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, 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.

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
- Signage in Pride Hospitality Area at the host hotel
- Three (3) promotional items distributed in the DC Black Pride event bags
- Complimentary booth at the host hotel
- 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
- Signage in Pride Hospitality Area at the host hotel
- Two (2) promotional items distributed in the DC Black Pride event bags
- Complimentary booth at the host hotel
- 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
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) half-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 host hotel
- 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

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

Exclusive Sponsorship Opportunities

Opening Reception

\$15,000

- Name/logo prominently featured as the exclusive sponsor of the Welcome Reception in select advertisements and DC Black Pride Guide
- Prominent banner placement in Pride Hospitality Area
- Product sampling in Pride Hospitality Area (if applicable)
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at host hotel
- Special listing as Opening Reception sponsor in DC Black Pride Guide
- Five-minute speaking opportunity during event program
- On-stage recognition during the Cultural Arts & Wellness Festival
- 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

Awards Reception

\$10,000

- Name/logo prominently featured as the exclusive sponsor of the Awards Reception in advertisements and official DC Black Pride Guide
- Product sampling throughout the event (if applicable)
- Speaking opportunity during event program
- Three (3) email messages with customized promotional messaging
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at host hotel
- Special listing as Awards Reception sponsor in DC Black Pride Guide
- On-stage recognition during the Cultural Arts & Wellness Festival
- 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

Cultural Arts & Wellness Festival

\$10,000

- Name/logo prominently featured as the exclusive sponsor of the Cultural Arts & Wellness Festival in advertisements and official DC Black Pride Guide
- Product sampling throughout the event (if applicable)
- Speaking opportunity during event program
- Three (3) email messages with customized promotional messaging
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at host hotel
- Special listing as Cultural Arts & Wellness Festival 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
- Eight (8) VIP Sponsor passes to all DC Black Pride and partner events

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Pride Hospitality Area

\$2,500

- Prominent banner placement in Pride Hospitality Area
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at host hotel
- Special listing as Pride Hospitality Area sponsor in DC Black Pride Guide
- On-stage recognition during the Cultural Arts & Wellness Festival
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement* in the official DC Black Pride Guide
- Three (3) 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 host hotel
- On-stage recognition during the Cultural Arts & Wellness Festival

* Advertisement 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. 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 Earl Fowlkes or 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"/> Opening Reception | \$15,000 |
| <input type="checkbox"/> Awards Reception | \$10,000 |
| <input type="checkbox"/> Cultural Arts & Wellness Festival | \$10,000 |
| <input type="checkbox"/> Pride Hospitality 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: dcbp@centerforblackequity.org

U.S. Mail: Center for Black Equity, Attn: DCBP Sponsorship, Post Office Box 77313, Washington, DC 20013

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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.



1920 Martin Luther King Jr Ave, SE
Washington, DC 20020
202.641.8527
centerforblackequity.org

DC Black Pride is a registered trademark of CBE.