

SPONSORSHIP



RUSTIN. LORDE *breakfast*



2024



SouthernUnityMovement

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2024



STATEMENT OF PURPOSE

Welcome to 23 years of celebrating the lives and legacies of Audre Lorde and Bayard Rustin. Two pioneers in the civil and feminist rights movements. With your support, The Southern Unity Movement (SUM) has been able to provide a safe space for social justice leaders and the community to fellowship, share information and resources, and network.

WHO WE SERVE

The work of SUM is to build a more unified Black LGBT community through advocacy, and cultural education that fosters multi gender, intergenerational participation. This work is necessary to promote the agency and well-being of people who are Black and LGBTQ or otherwise gender/sex non- conforming in the South.

If you are interested in being a sponsor for the 2024 Rustin/Lorde Breakfast, your contribution will assist organizers in assuring this dynamic platform for social change remains available. Here are our sponsorship levels:





SouthernUnityMovement

MISSION

The Bayard Rustin / Audre Lorde breakfast was founded in January 2002 to achieve the following goals:

- (1) to provide attendees the opportunity to connect before participating in the Martin Luther King, Jr. March;
- (2) to educate communities about the life and contributions of Bayard Rustin, Audre Lorde and other activists;
- (3) to enhance mutual support and continued learning among participants working for social justice.

2024



RUSTINLORDE *breakfast*



This annual event is held on the national Martin Luther King, Jr. holiday with the support of the MLK, Jr. March organizers, and is a precursor to the Atlanta MLK, Jr. march/parade.

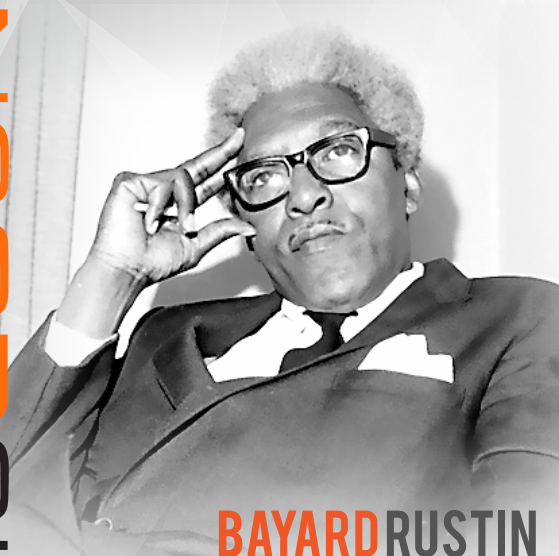
The 2024 Bayard Rustin/Audre Lorde Breakfast will be held Monday, January 15th, 2024 at the Loudermilk Center 40 Courtland St NE. Doors open at 9:00am. Breakfast is served between 10:00 & 11am.

The Theme for the 2024 Rustin/Lorde Breakfast will be determined by its organizers. Please check our Facebook page for regular updates.

ACTIVITIES OF SUM:

- 1) SUM will continue to produce the annual Bayard Rustin/Audre Lorde Breakfast
- 2) In June SUM will host an educational event focused on leadership training and culture in collaboration with community partners.
- 3) SUM will host quarterly podcasts to discuss current events in the Black LGBTQ community and serve as a platform for discussion.
- 4) Leadership Development: SUM provides leadership training in all of its activities through recruiting and training community members in various levels of producing the Rustin/Lorde Breakfast and other educational events.
- 5) Intergenerational Bridge-Building: SUM develops intergenerational programming and activities in a shared space with age-appropriate activities for children.
- 6) Elder Investment: SUM collaborates with LGBT senior advocacy groups to increase support for LGBT elders, with a focus on those of color, through advocacy, research and coalition building.
- 7) Cultural Work: SUM provides cultural activities and support for artistic expression to inspire themes of unity and action to better the community.

*We need, in every
community,
A group of
angelic trouble
makers*
- Bayard Rustin



BAYARD RUSTIN

2024

Bayard Rustin (March 17, 1912 – August 24, 1987) was an American leader in social movements for civil rights, socialism, nonviolence, and gay rights. He was born and raised in Pennsylvania, where his family was involved in civil rights work. He worked with the civil disobedience efforts led by Mahatma Gandhi in India and was an active member of the pacifist group Fellowship of Reconciliation. Rustin worked with A. Phillip Randolph on the 1941 March on Washington Movement and helped organized Freedom Rides in the 1940's.

Rustin is most widely recognized for his role as the chief organizer of the 1963 March on Washington for Jobs and Freedom. He was one of Martin Luther King Jr's most trusted advisers, having taught King about the principles of nonviolence. A self-acknowledged gay man, Rustin was arrested for public homosexual activity a decade before the March. Many fellow movement workers resented him for the notoriety drawn by the incident which was used by segregationists and other opponents as well as younger Black power leaders, to disparage him as a "pervert" and "immoral influence". Despite his inclusion in the iconic 1963 Life Magazine cover photo of movement leaders, Rustin's name was gradually pushed to the margins of movement history by the intersecting forces of racism and homophobia.

Following the victories of civil rights legislation, Rustin focused upon economic justice issues in Black communities and international humanitarian work. In the last decade of his life, Rustin incorporated gay and lesbian rights in his public advocacy. We lift his name as one of the world's most influential actors in the continued struggle for freedom and justice. He continues to serve as an inspiration for Black LGBT people and our allies whose everyday lives are acts of resistance.

*If I didn't
define myself for myself,
I would be crunched into
other people's fantasies
for me and eaten alive.*
- Audre Lorde



AUDRE LORDE

2024

Audre Lorde (born Audrey Geraldine Lorde), was an African American writer, feminist, lesbian, organizer, mother and civil rights activist. Her poems and prose addressed human rights, Black feminist/queer perspectives, erotic and spiritual essence, women of color identities and intersectional liberation work. She articulated the interlocking nature of oppression systems, and their impact upon marginalized peoples like no one before her.

She was born February 18, 1934 in New York City. Beginning in the 60's, her work was published in Black literary magazines and anthologies such as Langston Hughes' 1962 *New Negro Poets, USA*. She published several volumes of poems including *The First Cities*, *Cables To Rage* and *From A Land Where Other People Live*, which was nominated for a National Book Award for poetry. Her 1976 work *Coal* garnered heightened attention within the Black Arts Movement distinguished for its intersectional framing of women's identity. Among her most influential works was *The Black Unicorn* volume (1978) which explored holding multiple identities "I who am bound by my mirror / as well as my bed / see causes in color/ as well as sex". *The Cancer Journals* (1980) explored insights drawn from her experiences living with breast cancer using passages from her diary. Her widely acclaimed *Sister Outsider: Essays and Speeches* (1984) included one of her most well-known essays "The Master's Tools Will Never Dismantle the Master's House".

In 1991, she became the poet laureate of the State of New York. Her last collection of poems, *The Marvelous Arithmetics of Distance-Poems 1987-1992* was published in 1993. Shortly before her death, Audre Lorde took on the African name Gambda Adisa, which means "she who makes her meaning known". She died November 17, 1992 in St. Croix, where she was living with Gloria T. Joseph. We celebrate the magnificent life and contributions of this genius as a model for our liberation work today.



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CORPORATE SPONSORSHIP

RUSTIN/LORDE PLATINUM PRESENTING LEVEL - \$25,000.00

Feature on the Rustin Lorde Website. 2 Commercials to be viewed on 5 social media Platforms to include Facebook, Instagram, LinkedIn etc., for a viewing audience of 500- 800K viewers. Digital platform to include 2 reels / shorts on Tick Tock, Instagram and Twitter
VIP Signage and reserved seating for 8.
Company LOGO displayed on all marketing materials
Full Page Ad front inside cover
Logo on event page.
Logo on event banner
Program recognition.
Pre and post recognition.
5-10 minute to speak during the breakfast

RUSTIN LORDE GOLD LEVEL - \$24,999.00 - \$15,000.00

Feature on the Rustin Lorde Website. 1 Commercials to be viewed on 3 social media platforms to include Facebook, Instagram, LinkedIn etc., for a viewing audience of 500- 800K viewers. Digital platform to include 1 reels / shorts on Tick Tock, Instagram and Twitter
1 full page ad in Program Souvenir booklet (Printed and virtual)
Full Page Ad front inside cover
VIP Signage and reserved seating for 8.
Company LOGO displayed on all marketing materials
Logo on event page.
Logo on event banner
Program recognition.
Pre and post recognition.
5 minutes to speak during the Breakfast
1 vendor table



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CORPORATE SPONSORSHIP

FREEDOM TO BE LEVEL - \$14,999.00 - \$6,000.00

Feature on the Rustin Lorde Website. Digital platform to include:

1 reel / shorts on Tick Tock, Instagram and Twitter

VIP Signage and reserved seating for 8

1 full page ad in Program Souvenir booklet (Printed and virtual)

Company LOGO displayed on all marketing materials.

Logo on event page | Logo on event banner | Program recognition | Pre and post recognition

1 vendor table

FREEDOM ORGANIZER - \$5,999.00 - \$3,000.00

1/2 page ad Freedom Organizer Listing on all promotional items | Display on banner during the event | 1 table (2 chairs) with signage

FREEDOM MARCHER - \$899.00 - \$500.00

1/4 page ad Freedom Marcher listing on all promotional items, Display of banner during the event

FREEDOM SUSTAINER - \$499.00 - \$250.00

Listing in program booklet



SPONSORSHIP 2024



SPONSORSHIP LEVELS

Advertisement only:

Full page Ad \$1000.00 • 1/2page \$500.00 • Quarter page \$300.00

Purchase a Table:

1 table = 8 chairs with VIP signage, \$700.00

½ table = 4 Chairs with VIP signage. \$350.00

Breakfast supporter \$300.00 - \$100.00

Please make check payable to:

Southern Unity Movement (SUM)

P.O. Box 10892

Atlanta, GA 30310

OR

848 Oglethorpe Ave. SW Unit 10892

Atlanta Ga. 30310

All Checks and Ads are due by **December 8, 2024**. Failure to submit ads on time will result in missing critical printing dates.

All information will be displayed on the website and in our virtual Souvenir Program booklet.



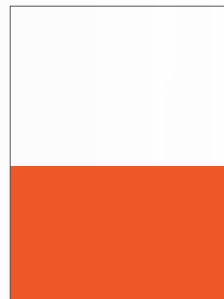
2024



ADVERTISEMENT LAYOUT SPECS



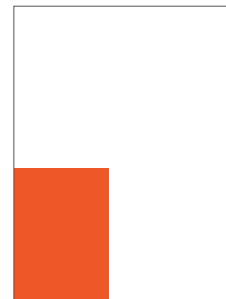
Full Page
5.5 w x 8.5 h



Half Page (Hor.)
5.5 w x 4.25 h



Half Page (Vert.)
2.75 w x 8.5 h



Quarter Page
2.75 w x 4.25 h

Ads should be saved in either of the following formats:

PDF (high resolution)

JPEG (high resolution – 300DPI Max 200DPI minimum)

TIFF (high resolution)

Prices for Advertisement only

Full page Ad = \$750.00

½ page = \$450.00

¼ page = \$325.00

Breakfast supporter = \$175.00



SouthernUnityMovement



SPONSORFORM

FREEDOM

*the power to determine action
without restraint.*

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2024

PURCHASE OF TABLE

Tables for the Rustin/Lorde Breakfast are as follows:

- 1 table \$750.00, VIP signage, with 8 chairs
- ½ table \$375.00, VIP signage, with 4 chairs

Please make check payable to:

Southern Unity Movement, Inc.

P.O. Box 10892

Atlanta, GA 30310

Memo line: Rustin/Lorde Breakfast 2023

All checks and ads are due by Wednesday, December 8, 2024

Memo line: Rustin/Lorde Breakfast 2024

Yes, I would like to be a sponsor.

☐ Rustin/Lorde \$2500.00 & above

☐ Freedom Organizer \$1499.00 - \$900.00

☐ Freedom Sustainers \$499.00 - \$250.00

☐ Freedom Fighter \$2499.00 - \$1500.00

☐ Freedom Marcher \$899.00 - \$500.00

☐ No, I am not able to provide sponsorship, but please accept my donation of \$ _____

☐ No, I am not able to provide sponsorship this year but check back with me for next year

Name: _____

Sponsoring Agency: _____

Address: _____

Phone contact: _____

Email: _____

Social Media Link: _____

Website: _____