



RUSTIN. LORDE.

breakfast



2024

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.



2024



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.

WHO WE SERVE

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.

RUSTIN LORDE EVENT

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.



2024



CORPORATE SPONSORSHIP

RUSTIN/LORDE PRESENTING/NAME SPONSOR LEVEL: \$25,000.00

Listed as the Platinum/Presenting Sponsor featured and listed on all printed materials

Listed as a Platinum/Presenting Sponsor on Rustin Lorde's social media platforms

VIP Signage and reserved seating for .

Display on a step and repeat banner during the event and future events for one year

Featured on the Southern Unity Movement website

10 minutes to speak during the Breakfast or video presentation

Podium/Program recognition

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

with a choice of inside or back cover VIP Signage

Presence in Video/Slideshow for main event presentation

Inclusion in Pre/Post event publicity

Podium/Program recognition

Logo included in individual event/session information

1 Vendor Table or Vendor Experience Area

RUSTIN LORDE EQUALITY SPONSOR LEVEL: \$24,999 –\$15,000

Featured on the Southern Unity Movement website

5 minutes to speak or video presentation during the event

Display on a step and repeat banner during the event and future events for one year.

1 full-page ad in the Program Souvenir booklet (Printed and virtual) with a choice of inside or back cover

VIP Signage and reserved seating for 8

Digital display on a banner during the event

Listed as a sponsor on Rustin Lorde's social media platforms.

1 vendor table

Listed as an **R/L Equality Sponsor** on Facebook Page event

Pre/Post event recognition on website and social media



SouthernUnityMovement



CORPORATE SPONSORSHIP

Podium/Program recognition

Logo included in individual event/session information

Presence in Video/Slideshow for main event presentation

FREEDOM TO BE SPONSOR LEVEL: \$14,999- \$8,000

VIP Signage and reserved seating for 8

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

Company LOGO displayed on all marketing materials

1 vendor table

Presence in Video/Slideshow for main event presentation

Pre/Post event recognition on website and social media

Podium/Program recognition

Logo included in individual event/session information

Listed as a sponsor on Rustin Lorde's social media platforms

Inclusion in Pre/Post event publicity

Featured on the Southern Unity Movement website

Digital display on a R/L banner during the event

3 minutes to speak during the event

FREEDOM ORGANIZER SPONSOR LEVEL: \$7,999 – \$5,000

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

Inclusion in Pre/Post event publicity

Listed as a sponsor on Rustin Lorde's social media platforms.

Digital display on a R/L banner during the event

VIP reserved seating for 4 with signage

Podium/Program recognition

Featured on the Southern Unity Movement website

2-3 minutes to speak or video presentation during the event



2024



ADVERTISE WITH US

1 vendor table

Listing on all promotional items

Listed in Souvenir Booklet

Display on a banner during the event

Presence in Video/Slideshow for main event presentation

GOLD SPONSOR LEVEL: \$4,999 - \$2,500

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

2 minutes to speak during the event

Podium/Program recognition

VIP reserved seating for 3 with signage

Listed as a sponsor on Rustin Lorde's social media platforms

Inclusion in Pre/Post event publicity

Presence in Video/Slideshow for main event presentation

BRONZE SPONSOR LEVEL: \$2,499 - \$1,500

Listed in Souvenir Booklet, ¼ page Ad

Listed as a sponsor on Rustin Lorde's social media platforms

Inclusion in Pre/Post event publicity

Podium/Program recognition

Logo included in individual event/session information

1 vendor table

Presence in Video/Slideshow for main event presentation



SPONSORSHIP

2024

ADVERTISE WITH US

PATRON LEVEL SUPPORTER: \$1,499 - \$500

Listed in Souvenir Booklet

Listed as a sponsor on Rustin Lorde's social media platforms

Podium/Program recognition

Inclusion in Pre/Post event publicity

Presence in Video/Slideshow for main event presentation

COMMUNITY LEVEL SUPPORTER: \$499 - \$100

Social media post mention

Listed in Souvenir Booklet

Podium/Program recognition



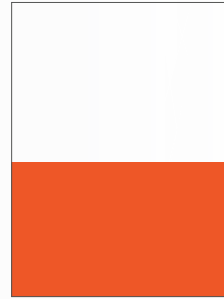
2024



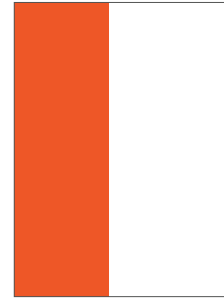
ADVERTISEMENT LAYOUT SPECS



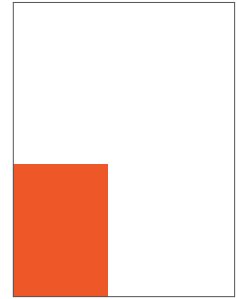
Full Page
5.5 w x 8.5 h



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)

email all ads to: mcook@emdesignsgroup.com

Prices for Advertisement only

Full page Ad = \$750.00

½ page = \$450.00

¼ page = \$325.00

Breakfast supporter = \$175.00



Southern Unity Movement

2024



ADVERTISEMENT

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 115579

Atlanta, GA 30310

OR

848 Oglethorpe Ave. SW # 115579

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.





SouthernUnityMovement

RUSTINLORDE *breakfast*



2024

ACTIVITIES OF SUM

- 1) SUM will continue to produce the annual Bayard Rustin/Audre Lorde Breakfast
- 2) SUM will host quarterly podcasts to discuss current events in the Black LGBTQ community and serve as a platform for discussion.
- 3) Intergenerational Bridge-Building: SUM develops intergenerational programming and activities in a shared space with age-appropriate activities for children.
- 4) 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.

For more information visit our website www.southernunity.org



*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.





WAYS TO PAY

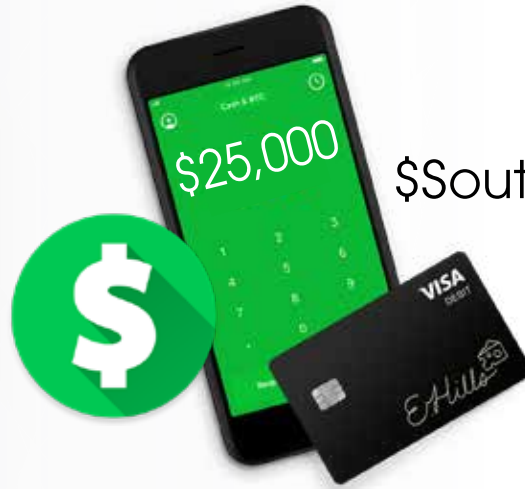
SPONSORFORM

FREEDOM

*the power to determine action
without restraint.*

SPONSORSHIP

2024



\$SouthernUnity2020

Please make check payable to:

Southern Unity Movement, Inc.

P.O. Box 115579

Atlanta, GA 30310

Memo line: Rustin/Lorde Breakfast 2024

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

Thank You