R.L. BREAKFAST

RUSTIN. LORDE.

SPONSORSHIP



breakfast 2027



Welcome to **26 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.

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PURPOSE

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

(1) Provide attendees the opportunity to connect before participating in the Martin Luther King, Jr. March.

(2) Educate communities about the life and contributions of Bayard Rustin, Audre Lorde and other activists.

(3) 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 southeastern US.

If you are interested in being a sponsor for the 2027 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 2027 Bayard Rustin/Audre Lorde Breakfast **Celebrating 26 Years,** will be held Monday, January 18th, 2027 at the Loudermilk Center 40 Courtland St NE. Doors open at 9:00am. Breakfast is served between 10:00 & 11am.

SouthernUnityMovement

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Rustin/Lorde Platinum Sponsor Level: $25,000.00

Featured and listed on all printed materials and social media platforms.
Featured on the Southern Unity Movement website.
VIP signage and reserved seating for 8.
Display on a step-and-repeat banner during the event and future events for one year.
Ten minutes to speak during the Breakfast or video presentation.
Podium/Program recognition.
2 full-page ads in the souvenir booklet (printed and virtual) both inside and back cover.
Digital display on a banner during the event Listed as a sponsor on Rustin Lorde's social media platforms.
VIP signage presence in Video/Slideshow for main event presentation.
Inclusion in Pre/Post event publicity.
Logo visibility
1 vendor Table

Equality Sponsor Level: $15,000

VIP signage and reserved seating for 6.
1 full-page ad in the souvenir booklet (printed and virtual).
Digital display on a banner during the event.
Featured and listed on all printed matrrials and social media platforms.
1 vendor table./Podium/Program recognition.
Inclusion in Pre/Post event publicity.

Freedom to Be Sponsor Level: $8,000

Featured and listed on all printed materials and social media platforms.
1 full-page ad in the souvenir booklet (printed and virtual).
1 vendor table.
Presence in Video/Slideshow for main event presentation.
Pre/Post event recognition on website and social media platforms.

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Podium/Program recognition.
Inclusion in Pre/Post event publicity.
Featured on the Southern Unity Movement website.

FREEDOM ORGANIZER SPONSOR LEVEL: $5,000

Featured and listed on all printed materials and social media platforms.
VIP Signage and reserved seating for 3.
1/2 page ad in the souvenir booklet (printed and virtual).
Inclusion in Pre/Post event publicity.
Digital display on Rustin/Lorde banner during the event.
Listing on all promotional items

GOOD TROUBLE SPONSOR LEVEL: $3,000

Featured and listed on all printed materials and social media platforms.
VIP Signage and reserved seating for 2.
1/4 page ad in the souvenir booklet (printed and virtual)
Podium/Program recognition.
Inclusion in Pre/Post event publicity

ANGELIC TROUBLEMAKERS SPONSOR LEVEL - $1,500

Featured and listed on all printed materials and social media platforms.
1/4 page ad.
VIP signage and seating for 3.
Pre/Post event publicity.
Podium/Program recognition.

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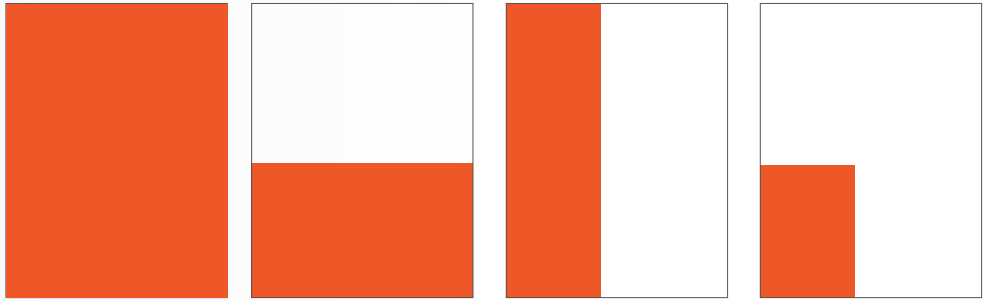








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Half Page (Vert.)
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Quarter Page
2.75 w x 4.25 h

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

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Advertisement only:
Full page Ad $750.00 • 1/2page $450.00 • Quarter page $325.00

Purchase a Table:
1 table = 8 chairs with VIP signage, $700.00
½ table = 4 Chairs with VIP signage. $350.00

Breakfast Supporter $700.00 - $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 payments and ads are due by **Friday, December 11, 2026.**
All information will be displayed on the website and in our virtual Souvenir Program booklet.

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RUSTINLORDE breakfast



2027

ACTIVITIESOFSUM

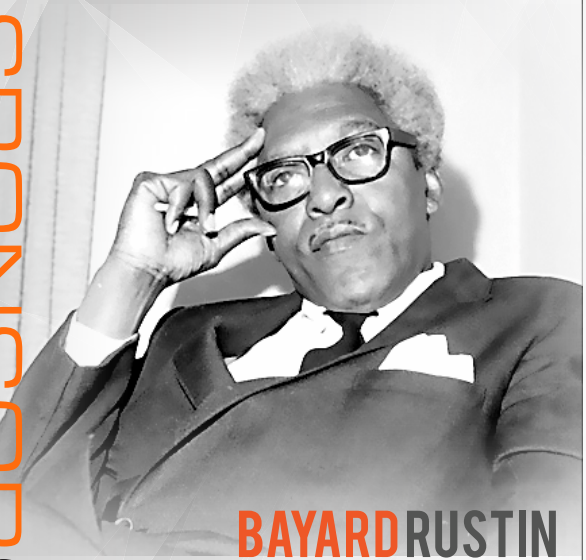
1) SUM will continue to produce the annual Bayard Rustin/Audre Lorde Breakfast

2) Intergenerational Bridge-Building: SUM develops intergenerational programming and activities in a shared space with age-appropriate activities for youth

3) 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

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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.

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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

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.

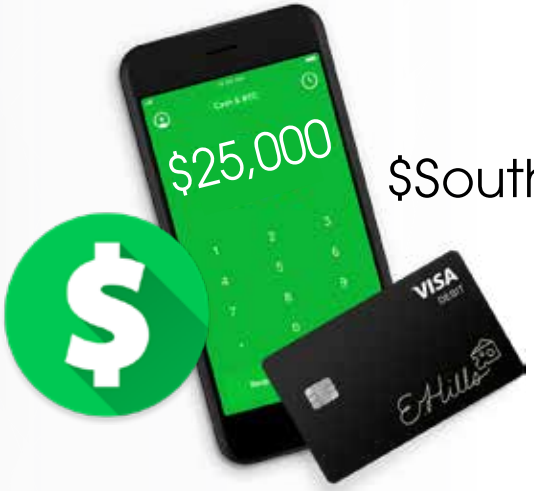
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WAYS TO PAY



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Please make check payable to:
Southern Unity Movement, Inc.
P.O. Box 115579
Atlanta, GA 30310

Memo line: Rustin/Lorde Breakfast 2027
All checks and ads are due by Friday, December 11, 2026

Thank You