



**Charlotte Black Pride 2020
Sponsorship Opportunities**
www.charlotteblackpride.org

July 12-19, 2020

ABOUT CHARLOTTE BLACK PRIDE

In 2005 our founders *Damon Blackmon, Jermaine Nakia Lee, Monica Simpson and Korey Handy* organized the first Charlotte Black Pride (CBP) week of events throughout the city. That inaugural festival began with over 7,000 patrons from all over the Carolinas & the Southeast region attending. Today, that legacy continues with an average of **over 25,000 in attendance each year**. The CBP Board of Directors & Volunteers are excited to plan the 15th Pride Week Celebration with the theme **20/20 Vision!**

Our theme embodies our commitment to be fully focused and driven towards our vision of celebrating and empowering all the beauty, strength, uniqueness and likeness that is the Black LGBTQ+ (lesbian, gay, bi-sexual, transgender, questioning and affirming) Community. We aim to make this 15th Pride Week the best ever! But we cannot do it without your help. We are currently welcoming back our faithful CBP Ambassadors & all **NEW SPONSORS** as well.

The LGBTQ+ Community continues to grow in prominence & visibility throughout Mecklenburg County and the state of North Carolina, especially in the African-American community. In 2017, the Black LGBT advocacy organization, CENTER for BLACK EQUITY recognized The Queen City as one of the top 5 cities for Black LGBTQ+ growth & prosperity. That is why our mission is all the more relevant right now; CBP's Mission Statement: ***To promote LGBTQ+ pride primarily for, but not limited to, members of the Black community while building social awareness, embracing spirituality and celebrating the diversity that exists within the community.***

2020 Charlotte Black Pride Week AT-A-GLANCE:

Sunday, July 12th

CBP Ms & Mr Charlotte Black Pride Pageant

Wednesday, July 15th

CBP presents CENTERSTAGE

Celebration of Black LGBTQ+ in Dance:
Hip-Hop, West African, Modern Ballet, Liturgical

Thursday, July 16th

CBP Town Hall Meeting

Friday, July 17th

CBP Meet-n-Greet Reception

Saturday, July 18th

CBP Expo Extravaganza

Over 100 vendors & top-notch entertainment
Our most attended event of the week

Sunday, July 19th

CBP presents The Sunday Jazz Brunch

featuring Charlotte's finest vocalist & musicians

Please see your sponsorship opportunities below. Included are a wide range of opportunities to support our 2020 Pre-Pride Community Activities as well as the 15th annual Pride Week. ***CBP is a 501(c)3 tax exempt charitable organization; our EIN is 26-4735241.***

From the entire Board of Directors & our awesome volunteers, we would like to thank you for taking the time to review our sponsorship packet. Should you have any additional questions concerning our sponsorship levels or wish to inquire about additional advertising opportunities, please do not hesitate to contact us. We look forward to partnering with you.

Pride-fully Yours,

Shann Fulton

Board Chair
Chair@charlotteblackpride.org

Jermaine Nakia Lee

Development Chair
development@charlotteblackpride.org
980-309-1318

Target Audience

Our target audience are lesbian, gay, bisexual, transgender, questioning and affirming people of African descent in communities throughout the Carolinas.

Attendance Profile

More than 25,000 participants attend Charlotte Black Pride each year to experience the beauty and richness of Black Gay Culture.

Male: 61%

Female: 39%

Average youngest attendee: 18

Average oldest attendee: 48

2020 CBP Goals

- Commitment to consistent community engagement. We have adopted a **Pride 365** perspective. Prior to Pride Week, CBP hosts bi-monthly community- based (free OR low cost) events throughout city.
- Integrate more African-American LGBTQ+ Art & Culture themed events.
- Strategically expand our Community Partnerships.
- Diversify our funding sources in order to strengthen the organization's financial standing.

2020 SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$7,500

- **Logo/Website Recognition** on ALL online commercials, social media posts, direct email ads, print advertisements and the CBP Website.
- **Premiere Recognition on Signage** at 2020 Pride Expo Extravaganza.
- **Spread** in CBP 2020 annual Pride Guide.
- **Premium Booth Space** with a complimentary table/two chairs at CENTERSTAGE, Town Hall Meeting, Meet-n-Greet Reception & Pride Expo.
- **Sponsor Naming Opportunity** for CENTERSTAGE, The Sunday Jazz Brunch OR Pride Expo Extravaganza. *For example, US Airways Presents CBP Expo Extravaganza*
- **Speaking Opportunities** at Pride Expo Extravaganza.
- **Eight (8) Complimentary Tickets** to 2020 Sunday Jazz Brunch.
- **Verbal & Print Recognition as Platinum Sponsor** at ALL official CBP Pride Week Events.
- **Eight (8) Complimentary Tickets** to the 2020 CBP Community Honors Event.

DIAMOND SPONSOR \$5,000

- **Logo/Website Recognition** on ALL online commercials, social media posts, direct email ads, print advertisements and the CBP Website.
- **Premiere Recognition on Signage** at 2020 Pride Expo Extravaganza.
- **Full Page Ad** in CBP 2020 annual Pride Guide.
- **Premium Booth Space** with a complimentary table/two chairs at Meet-n-Greet Reception & Pride Expo.
- **Speaking Opportunities** at Pride Expo Extravaganza.
- **Four (4) Complimentary Tickets** to 2020 Sunday Jazz Brunch.
- **Verbal & Print Recognition as Diamond Sponsor** at ALL official CBP Pride Week Events.

EMERALD SPONSOR \$4,000

- **Logo/Website Recognition** on ALL online commercials, social media posts, direct email ads, print advertisements and the CBP Website.
- **Premiere Recognition on Signage** at 2020 Pride Expo Extravaganza.
- **Half Page Ad** in CBP 2020 annual Pride Guide.
- **Complimentary Booth Space** with a table & two chairs at Pride Expo.
- **Two (2) Complimentary Tickets** to 2020 Sunday Jazz Brunch.
- **Verbal & Print Recognition as Emerald Sponsor** at ALL official CBP Pride Week Events.

GOLD SPONSOR \$2,000

- **Logo/Website Recognition** on ALL online commercials, social media posts, direct email ads, print advertisements and the CBP Website.
- **Recognition on Select Signage** at 2020 Pride Expo Extravaganza.
- **Quarter Page Ad** in CBP 2020 annual Pride Guide.
- **Verbal & Print Recognition as Emerald Sponsor** at ALL official CBP Pride Week Events.

SILVER SPONSOR \$1000

- **Logo/Website Recognition** on ALL online commercials, social media posts, direct email ads, print advertisements and the CBP Website.
- **Recognition on Select Signage** at 2020 Pride Expo Extravaganza.
- **Business Card-Sized Ad** in CBP 2020 annual Pride Guide.
- **Verbal & Print Recognition as Silver Sponsor** at ALL official CBP Pride Week Events.

BRONZE SPONSOR \$500.00

- **Logo/Website Recognition** on ALL online commercials, social media posts, direct email ads, print advertisements and the CBP Website.
- **Recognition on Select Signage** at 2020 Pride Expo Extravaganza.
- **Two (2) Complimentary Tickets** to 2020 CBP Thank You Reception.
- **Name Recognition** in CBP 2020 annual Pride Guide.

CBP Ambassadors \$100.00

- **Name Recognition** in CBP 2020 annual Pride Guide.
- **One (1) Complimentary Ticket** to 2020 CBP Thank You Reception.

CBP Giving Circle \$99.00 or below

- **Name Recognition** on all CBP Social Media platforms.

Other Opportunities To Support CBP

Exclusive Event Sponsorship

For information regarding sponsoring one OR more of our stellar CBP Pride Week events [in part or its entirety], **please contact our Development Director, Jermaine Nakia Lee** via email, development@charlotteblackpride.org OR phone, 980-309-1318.

CBP Event Guide

To be distributed to participants at all CBP Pride Week Events. The 2020 Pride Guide will also be distributed to Charlotte-area LGBTQ+ & friendly businesses as well as our partner organizations.

Digital ad copy must be submitted by June 18, 2020.

All art work must be submitted in jpeg OR vector file format.

Email all ad requests to:

communications@charlotteblackpride.org

- Full Page Ad **\$150.00**
- Half Page Ad **\$75.00**
- Third Page Ad **\$50.00**

Booth Space Rental Fees at Any CBP Pride Week Event

- For Profit Company/Organization: **\$200.00**
- Not-for-Profit/Information **\$150.00**
- Non-Profit with 501(c) 3 status (Must provide proof of status) **\$125.00**

All exhibit spaces are 6x6 with 6ft rectangle table and two chairs;
you are required to provide your own table cloths and clamps.

