THE TIME IS NOW!

2020 Sponsorship Package
On behalf of Equality NC, I would like to express my extreme gratitude for your interest in supporting us in this most monumental year, 2020. As the oldest statewide equality organization in the United States and the leading organization for LGBTQ rights in North Carolina we pride ourselves on being an educator, convener, and advocate for equitable rights for all LGBTQ North Carolinians.

Last year marked forty years of Equality NC fighting for lived equality. In 2019 our theme was "See Yourself in this Movement." That message was an invitation to not only see yourself in this movement but to be seen by this movement as we reflected on our humble beginnings in Chapel Hill, NC and celebrated our wins.

This year will be less about reflection and more about action. Every second counts if we are to provide for our youth, protect our most vulnerable communities, and save lives. The Time Is Now for us to come together, mobilize, and execute the next steps of this movement for our lived equality. Those next steps start with you, our partners.

As a 2020 Equality NC Sponsor, you will have the opportunity to sponsor our Annual Gala, support yearly engagement opportunities in various North Carolina regions, or customize a combination of both options. Through your partnership we can continue to educate individuals, organizations, and corporations on how to provide diverse, inclusive, and equitable environments. With your support we can mobilize our communities and partners to advocate and take action against discriminatory practices. This is more than a sponsorship; this is an investment in the future of our community.

We could not have made it this far without the tireless support and energy of a committed group of companies and organizations to bring equity to the full spectrum of diverse human experience within the LGBTQ community. We invite you to join us for this historic year.

Onward!

Kendra R. Johnson
Executive Director
Equality NC
2020 EQUALITY NC SPONSORSHIP PACKAGE

The following are the opportunities available for partners to financially invest in Equality NC during 2020. Partners may choose to select more than one option. The Equality NC Gala Sponsorship can be made in either one lump sum or in an ongoing giving program, in which the sponsor can determine the amount and duration of the amount (must conclude in one calendar year).

☐ Equality NC Gala Sponsorship

☐ Lump Sum Donation, Amount ____________________________

☐ Periodic Donation, Amount ____________________________ Duration ______________

☐ Event Sponsorship/Opportunity*

☐ End of Year Matching Gift (up to $10,000)

☐ Give Out Day Matching Gift ($4,000)

☐ Charlotte Pride ($2,500)

☐ Rural Youth Empowerment (RYE) Fellowship Stipend ($1,000 per Fellow)

☐ Charlotte Black Gay Pride ($1,000)

☐ Friendsgiving ($1,000)

☐ Triangle Pride ($1,000)

☐ Blue Ridge Pride ($1,000)

☐ Trans Pride ($700)

☐ Drag Bingo ($500 per event)

☐ Greensboro Pride ($500)

☐ Winston-Salem Pride ($500)

☐ La Fiesta Del Pueblo ($500)

☐ ENC Connections: Triangle ($250 per event/10 occurrences)

☐ ENC Connections: Triad ($250 per event/10 occurrences)

☐ ENC Connections: Charlotte ($250 per event/10 occurrences)

☐ Other (please specify)

Total Sponsorship Offering

Platinum - $10,000+
Gold - $5,000 – $9,999
Silver - $2,500 – $4,999
Bronze - $1000 – $2,499

Mailing Address
Equality NC | PO Box 28768
Raleigh, NC 27601
sponsorship@equalitync.org
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<thead>
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<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
<td>Tickets to ENC Gala</td>
<td>10</td>
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<td>Allotted time at event to speak or announce special guests or other speakers</td>
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<td>Company representative as Event Co-Chair</td>
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<td>Dinner with ENC Executive Director &amp; Board Chair</td>
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<td>Biannual Equality NC Training on Workplace Diversity &amp; Inclusion Best Practices</td>
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<td>Monthly social media spotlight</td>
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<td>Company logo on event signage, publicity and marketing materials</td>
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<td>Shared literature/paraphernalia at Equality NC events*</td>
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<td>Early bird invitations to major donor events</td>
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<td>Early bird invitations to volunteer opportunities</td>
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<td>Company Listing in ENC Annual Report (40,000 recipients)</td>
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<td>Opportunity to include company paraphernalia in event gift bags</td>
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Join The Movement

Equality North Carolina is the nation’s oldest statewide organization dedicated to LGBTQ rights. Will you join us and be a part of this monumental legacy?
EQUALITY NC EVENTS

Equality NC Gala – September 12, 2020
Each year Equality NC celebrates and honors the legacy of our founders, our community partners and North Carolina leaders who have made it their life’s work to advocate for our LGBTQ communities. Sponsors will have preferred seating, a dedicated ENC representative to assist with logistics, and exclusive marketing opportunities to over 40,000 ENC Members.

Equality NC Connections – Recurring monthly
Equality NC Connections are held monthly at various locations throughout North Carolina. These events are intended to serve as opportunities for ENC Members and potential new supporters to interact with staff, board members, and other volunteers as well as learn about current campaigns, events, and engagement opportunities. Sponsors will have an opportunity to speak at the event and have marketing materials available.

Rural Youth Empowerment (RYE) Fellowship Stipend – Yearlong
Each Fellow receives a $1,000 stipend that helps them tackle their respective projects during their yearly cohort. Sponsors will be partnered with an ENC RYE Fellow for calendar year 2020 and will have an opportunity to meet their Fellow, learn about their project, and provide mentorship and advice.

Give Out Day Matching Gift – April 23, 2020
Give OUT Day is the ONLY national day of giving for the LGBTQ community – a 24-hour online fundraising event that unites donors and nonprofit organizations from across the community to raise critically needed funds. Sponsor will be publicized nationally as the ENC Give OUT Day Matching Gift Donor and have the opportunity to shoot a video detailing why they support the LGBTQ community. All ENC proceeds raised on that day will go toward the Equality NC Rural Youth Empowerment Fellowship.
Pride Parades - June 2020-October 2020
Each year Equality NC participates in various Pride parades throughout North Carolina to celebrate our culture. This is a fun way for community partners to show their support of the LGBTQ community to thousands of NC citizens. Sponsors will have top billing at their Pride Parade of choice, be invited to join ENC staff and volunteers at our booth, and include marketing materials.

Drag Bingo – Fall 2020
A night of music, singing, jokes, and of course BINGO! This event is open to all ENC members and supporters to have fun, network, and play bingo for some innovative and slightly risqué prizes from LGBTQ owned and equality friendly businesses. Sponsors will have the opportunity to call out the numbers and include marketing materials.

Friendsgiving – November 2020
Each year ENC is proud to host a Friendsgiving to celebrate the holiday season among chosen family and friends and connect with other members of the LGBTQ and Latinx communities living in the Triangle, Triad, and Charlotte regions. Sponsors will have an opportunity to provide a traditional Thanksgiving meal for those who cannot go home or whose chosen home is safer and more welcoming.

End of Year Matching Gift – November-December 2020
Equality NC raises one-third of our revenue in the month of December. Our end of year appeal begins in November and concludes in December. All funds raised during this period go toward the necessary general operating responsibilities that allow Equality NC to serve the over 300,000 LGBTQ families in North Carolina. Sponsors will be publicized as the ENC Matching Gift Donor on all end of year materials to over 40,000 ENC Members.

“The Time Is Now for us to come together, mobilize, and execute the next steps of this movement for our lived equality. Those next steps start with you, our partners.”

– Kendra R. Johnson
As the oldest statewide equality organization in the country, Equality NC benefits from a membership that represents a true cross section of North Carolina’s diversity. Our donors and supporters are one of the most rapidly growing groups within North Carolina because they come from all walks of life. We are members of the LGBTQ+ community, people of color, millennials to baby boomers, parents, and students. As of 2019, LGBTQ+ consumer buying power was $3.7 trillion globally. Companies that work to capture LGBTQ+ culture will win our dollars and support. When our partners normalize our communities and help tell our stories we notice and our brand loyalty is real.

Equality NC Sponsors are an extraordinary group of caring, generous, and talented individuals, businesses, and organizations. We want to ensure you have multiple chances to socialize, network, and deepen your engagement with our community, while also gaining an insider’s view of the work you make possible. Equality NC events draw in thousands of the community’s top civic, business, and political leaders, which allow our partners to reach thousands of our members throughout the region through multiple invitations and mediums.

While each year Equality NC engagement is unique, as a Sponsor you will be part of a series of must-attend events and convenings, affording you the opportunity to showcase your commitment to equality in front of an influential and highly loyal audience. Throughout the year, we hold several stylish, invitation-only gatherings, cocktail receptions and salons in each community for our supporters and Sponsors. At each engagement our guest speakers share with you the latest information on breaking news, recent successes, and upcoming strategies to gain equality for all LGBTQ+ North Carolinians. We also hold monthly Equality Connections throughout North Carolina to bring together community partners, volunteers, and board members.

Our commitment to you is that our gatherings are interesting and fun and they offer you opportunities to increase your brand awareness and cultivate relationships with our donors, members, and volunteers in intimate yet engaging environments. You are a vital part of Equality NC and the communities we serve - we want to ensure you benefit as much as we do from our partnership.

Use the QR code to fill in your information and complete your sponsor payment or complete pages 7-8 and send to sponsorship@equalitync.org.
Shape The Future

We have the opportunity to make life better for LGBTQ people across the state of North Carolina. Your sponsorship will play an integral part in building this collective future.
2019 EQUALITY NC FINANCIAL SPONSORS

Avita Pharmacy
Bank of America
Biogen
Charlotte Hornets
Duke School
EY
Food Lion
Google
HRC
Lyft
McGuireWoods
Replacements, Ltd.
Parker Poe
Planned Parenthood South Atlantic
WakeMed
Williams Mullen

2019 EQUALITY NC IN-KIND SPONSORS

Actor’s Theatre of Charlotte
Amanda Cheney
Amazon
Arrow Studio
Burial Beer Co.
Charlotte Hornets
Chris Boone
Elizabeth Hatch
Emily Ballard
Emily Lackey
Fresh Market
Jessamyn Stanley
Joe Van Gogh Coffee
Nordstrom
Quaintance Weaver
Replacements, Ltd.
Rustic Attitude
Ryan Chadwick
Sweet Potatoes
Tallon Wisdom
The 360 Approach Wellness Studio
The Wine Feed
Vann Fine Arts Portrait
EQUALITY NC SPONSORSHIP FORM

Company Information

Company Name ____________________________
(exactly as you wish it to appear on all promotional materials)

Address ____________________________ City ______ State ______ Zip ______

Main Contact/Title ____________________________

E-mail ____________________________

Phone ____________________________ Fax ____________________________

Consent and Agreement

• Equality NC reserves the right to determine the appearance such as size and location of company names/logos on merchandise.

• Equality NC reserves the right to select merchandise for giveaway items such as attendee gifts, attendee bags, etc.

• Equality NC reserves the right to review and edit and/or reject content of company descriptions, advertisements, company promotional materials, and verbal remarks for speaker introductions, etc.

__________________________ (Company name) agrees to abide by the regulations governing sponsorships and advertising set forth in this agreement and to all conditions by Equality NC.

Authorized signature ____________________________

Name (print) ____________________________

Title ____________________________ Date ____________________________
PAYMENT INFORMATION

Payment for sponsorship shall be submitted with this document in order to secure sponsorship benefits. These payments can be made by credit card or by check made payable to: Equality NC. These should be sent to the following address:

Equality NC | PO Box 28768 | Raleigh, NC 27610

☐ Check Enclosed   ☐ Visa   ☐ Discover   ☐ Master Card   ☐ American Express

Credit Card Number ________________________________________________________________

Expiration Date
Month ___________________________ Year ______________________________________________

Cardholder’s Name ________________________________________________________________

Cardholder’s Signature ____________________________________________________________

Checklist

☐ Completed Equality NC Corporate Sponsorship Form
  • Mailed to the aforementioned address, or
  • Scanned and emailed to sponsorship@equalitync.org

☐ Submitted sponsorship payment

Please note that once sponsorship has been submitted, your level will be determined. Based on level, we will contact you for further information, as we will need more information (i.e. logo, ad, multimedia, etc.) to fulfill your sponsorship incentive.

On behalf of the entire Equality NC family, we thank you for your support of our communities! If you have any questions or concerns, please contact us at sponsorship@equalitync.org.