



18TH ANNUAL COMMONWEALTH DINNER

APRIL 22, 2021

SPONSORSHIP OPPORTUNITIES



Equality Virginia is the leading statewide advocacy organization for lesbian, gay, bisexual, transgender, and queer (LGBTQ) Virginians. Equality Virginia's vision is a truly inclusive Commonwealth where everyone is valued, regardless of their sexual orientation or gender identity.

The Commonwealth Dinner is Equality Virginia's signature fundraiser, which will be **100% virtual** this year, and will bring together guests from across the Commonwealth, including Virginia's political, business, and non-profit leaders and influencers. Equality Virginia will promote the event through radio, electronic, and print media, which reaches the over 250,000 LGBTQ adults that live in Virginia.

While much progress was made in 2020, we know that LGBTQ Virginians, particularly those living at the intersection of multiple marginalized identities, still suffer discrimination when accessing healthcare, education, social services, and many other aspects of daily life. Your sponsorship will help to ignite passion for the work ahead and will help Equality Virginia make change in 2021.

We hope you will join us by sponsoring a night of celebration, inspiration, and generosity. Together, we can amplify the voices of the LGBTQ community and continue to build a more inclusive Commonwealth for all Virginians and their families. With your support, we can reach our goal to fund our important work to engage, educate, and mobilize our community in support of LGBTQ equality.

For questions or more detailed information on virtual sponsorship opportunities, please contact Mario Guevara at (803)582-9216 or mguevara@equalityvirginia.org.

Equality Virginia's commitment to anti-racism is inseparable from the work we do. If 2020 has shown us anything, it is that inequity persists in the everyday experiences of Black people, Indigenous people, and other people of color in our country. The pandemic and the uprisings for Black Lives have done even more to highlight these disparities.

We commit to become the anti-racist and equity-focused organization that the LGBTQ community in Virginia needs and deserves. To reflect that commitment, and to ensure anyone who wants to join in this celebration is able to, we will offer digital tickets at no cost to all guests. The increased accessibility of this year's Dinner opens the door for even more people across the state to enjoy this wonderful night of celebration.

Main Event Virtual Sponsorship Opportunities

Presenting Sponsor (only 1 available)

\$25,000

- Listed on all event communications and marketing materials as the Presenting Sponsor
- Social media recognition as Presenting Sponsor three (3) times prior to event
- 60-second digital ad highlighting your philanthropic story emailed to Equality Virginia membership
- Your logo included on a 1,000-piece "Save the Date" mailing
- An exclusive "sneak peek" of the live-streaming site a week prior
- 30-second digital ad shared on live-streaming site a week prior and during the pre-show program
- Premiere 15-second speaking role to welcome guests during main program
- Verbal recognition from the host during the main program
- Your logo featured on the digital step and repeat during the main program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet

Platinum Event Sponsor

\$10,000

- Social media recognition with Platinum Sponsors announcement
- Recognition in one promotional email to Equality Virginia membership
- Your logo included on a 1,000-piece "Save the Date" mailing
- An exclusive "sneak peek" of the live-streaming site a week prior
- 20-second digital ad available on live-streaming site a week prior
- Verbal recognition from the host during the main program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Main Event Virtual Sponsorship Opportunities

Gold Event Sponsor

\$5,000

- Social media recognition with Gold Sponsors announcement
- Your logo included on a 1,000-piece "Save the Date" mailing
- 15-second digital ad available on live-streaming site a week prior
- Verbal recognition from the host during the main program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet

Silver Event Sponsor

\$3,000

- Social media recognition with Silver Sponsors announcement
- Your logo included on a 1,000-piece "Save the Date" mailing
- 10-second digital ad available on live-streaming site a week prior
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Virtual Signature Sponsorship Opportunities

(only 1 of each Signature Sponsorship will be available)

OUTstanding Virginians Sponsor

\$3,000

One of the highlights of the program at every Commonwealth Dinner is a professionally-produced video celebrating the accomplishments of the OUTstanding Virginia honorees — LGBTQ Virginians and allies who have made an impact in their communities and around the Commonwealth.

- Special recognition in OUTstanding Virginians announcement press release and membership email
- Your logo featured in the OUTstanding Virginians video, premiering during the main program. The video is shared with Equality Virginia membership via email and social media, and is displayed on the Equality Virginia website.
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet

Pre-Show Sponsor

\$3,000

As everyone gets settled and ready, we have a fun and interactive pre-show program planned that will get our guests energized and engaged before the main event. Kick the night off by showing your commitment to equality!

- 10-second digital ad played during the pre-show program
- Verbal recognition from host during the pre-show program
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Virtual Signature Sponsorship Opportunities

(only 1 of each Signature Sponsorship will be available)

After-Party Social Sponsor

\$3,000

Something we all look forward to every year is the after-party, which gives us another chance to toast our community before the evening ends. Be the life of the party and help us close the Commonwealth Dinner with a bang.

- 10-second digital ad played during the after-party social
- Verbal recognition from host during the after-party social
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet

Save the Date Sponsor

\$2,000

It is Equality Virginia's most anticipated mailing of the year, sent to over 1,000 households across the Commonwealth. Show your support and spark excitement for this event through this beautiful reminder card.

- Your logo prominently featured on both the front and back of a 1,000-piece "Save the Date" mailing
- Logo displayed during pre-show, main program, and after-party social
- Your logo, with hyperlink, on the Equality Virginia website through December 31, 2021
- Recognition in post-event communications and in the 2022 Commonwealth Dinner Sponsor Packet



Equality Virginia Sponsorship Agreement

Name: _____ Phone: _____

Email: _____

Organization: _____ Title: _____

Address: _____

My company would like to participate as a virtual sponsor at the following level:

Main Event Virtual Sponsorship

- ☐ Presenting Sponsor \$25,000
- ☐ Platinum Sponsor \$10,000
- ☐ Gold Sponsor \$5,000
- ☐ Silver Sponsor \$3,000

Virtual Signature Sponsorship

- ☐ OUTstanding Virginians Sponsor \$3,000
- ☐ Pre-Show Sponsor \$3,000
- ☐ After-Party Social Sponsor \$3,000
- ☐ Save the Date Sponsor \$2,000

Payment:

- ☐ I have enclosed a check made payable to Equality Virginia
- ☐ We will pay at a later date (payment is due by March 22, 2021)
- ☐ Credit Card (see below)

Credit Card Information:

Card Type: ☐ VISA ☐ MasterCard ☐ American Express

Name: _____ Card#: _____

Exp: _____ CCV#: _____ Signature: _____

Return completed form to Equality Virginia
 530 E Main Street, Suite 600 • Richmond, VA 23219
 Email: mguevara@equalityvirginia.org • Fax: (804) 643-1554
 To pay by phone, please contact Mario Guevara at (803)582-9216