

EQUALITY VIRGINIA PRESENTS THE 19TH ANNUAL COMMONWEALTH DINNER

MARCH 26, 2022 • 5:30-10:30

GREATER RICHMOND CONVENTION CENTER

SPONSORSHIP OPPORTUNITIES



IT IS TIME TO BE TOGETHER AGAIN!

THE COMMONWEALTH DINNER is Equality Virginia's signature event and Virginia's largest black-tie gala for the LGBTQ community and its supporters. The Commonwealth Dinner attracts over 1,000 guests each year 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 300,000 LGBTQ adults that live in Virginia.

Each year, the Commonwealth Dinner raises one third of Equality Virginia's operating expenses and allows EV to grow our outreach and programming efforts. Your investment in the Commonwealth Dinner will show LGBTQ people all over Virginia that you are a business that they can trust, dedicated to empowering this ever-growing vibrant community.

Over the past 30 years, our supporters have made it possible for Equality Virginia to provide a variety of trainings and educational resources to respond to the needs of our community, particularly those experiencing multiple forms of oppression. Equality looks different for each and every person, but by fostering a supportive and welcoming environment we have been able to build trust in our mission and accomplish more than we could have ever imagined.

RACIAL JUSTICE is at the forefront of our organizational priorities. Through deliberate efforts with our Board of Directors, programs, advocacy, and outreach we have worked to ensure LGBTQ Black, Indigenous, Latinx, Middle Eastern and North African, Asian, and Pacific Islander people have the opportunity to lead the conversation and guide the direction of the work we do.

Ranging from the Planning & Equity Committee for the annual TIES conference to our work with True North EDI, a racial equity consultant, we have been building the groundwork for long-lasting, cultural change within our organization. As this commitment continues to grow and evolve, we will continue to partner with and work alongside community members every step of the way.

For more information on sponsorship opportunities, please contact Mario Guevara at mguevara@equalityvirginia.org

Our Mission

EV is building a fully inclusive Commonwealth by educating, empowering, and mobilizing Virginians to ensure all LGBTQ people are free to live, love, learn, and work.



Main Event Sponsorship Opportunities

Sponsor Benefits	Presenting \$25,000	Platinum \$10,000	Gold \$5,000	Silver \$3,000
Top billing on all communications and marketing materials	✓			
Banner with logo at the entrance to the main hall	✓			
30-second ad shown during event and featured on website	✓			
One Welcome Reception drink ticket per guest	✓	✓	✓	
Table(s) with priority seating and corporate placard	3 front-tables (30 guests)	1 table (10 guests)	1 table (10 guests)	1 table (10 guests)
Verbal recognition during event	✓	✓	✓	✓
Recognition in membership email	Company spotlight	Logo placement	Logo placement	Logo placement
Social media recognition leading up to the event	✓	3x	2x	1x
Full-color ad in physical and digital program	Full-page on back cover	Full-page	Half-page	Quarter-page
Logo on sponsor slideshow, program, and livestream page	✓	✓	✓	✓
Logo with link on EV website	✓	✓	✓	✓
Recognition in post-event communications	✓	✓	✓	✓

Signature Sponsorship Opportunities

(only one of each Signature Sponsorship will be available)

Welcome Reception Sponsor

\$3,000

Be the first thing our guests see as they enter. We have planned a social hour to grab a drink, reconnect, and be in community with one another before the main program.

- 4 tickets with priority seat placement
- Signage with your logo at the Welcome Reception
- Quarter-page color advertisement in program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

Live Auction Sponsor

\$3,000

Led by an entertaining professional auctioneer, your support will help to keep the energy high while community members donate to reach our goal!

- 4 tickets with priority seat placement
- Verbal and visual recognition during the live auction
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

~~Centerpiece Sponsor~~

Claimed

Make an stunning visual impact while showcasing your brand on every table. Each centerpiece will show your support to all guests.

- 4 tickets with priority seat placement
- Your logo displayed on each centerpiece
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

After Dinner Dance Sponsor

\$3,000

You can keep party going after the final plate is cleared! As guests head downstairs, they will be dancing the night away to their favorite hits with our amazing DJ.

- 4 tickets with priority seat placement
- Signage with your logo at the entrance to the dance
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

**Our Year
In Review**



11
Pro-Equality
Bills Passed



13
Educational
Programs Hosted



67
Community
Partners Engaged



Signature Sponsorship Opportunities

(only one of each Signature Sponsorship will be available)

Production Sponsor

\$3,000

Seize this opportunity to spotlight your logo on the professionally-produced videos highlighting EV's work, which will be shown to during the main program.

- 4 tickets with priority seat placement
- "Powered By: COMPANY LOGO" on the bottom left of the program videos shown during the event
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

Wine Sponsor (1 of 2 available)

\$3,000

Two complementary wine bottles are be placed on every table during the Dinner. Each Wine Sponsor will have their logo printed on one of the wine bottles.

- 4 tickets with priority seat placement
- Your logo on half of all wine bottles placed on tables
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

~~Save the Date Sponsor~~

Claimed

Show your support and build the excitement for this year's event with this beautifully designed reminder card, mailed to at least 1,000 people.

- 2 tickets with priority seat placement
- Your logo on a professionally-designed 1,000-piece "Save the Date" mailing
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

~~Accessibility Sponsor~~

Claimed

Make this year's event an equitable experience for all. This new sponsorship will assist in providing ASL interpretation throughout the program.

- 2 tickets with priority seat placement
- Verbal recognition when introducing interpreter
- Quarter-page color advertisement in the program
- Logo on the sponsor slideshow and the program
- Your logo with link on the Equality Virginia website

**2021
Virtual
Dinner**



\$160,000+
Funds Raised



800+
Virtual Attendees



95+
Cities Joined



Special Thanks To Our 2021 Sponsors

Presenting Sponsor



Altria

Platinum Sponsors

WEINSTEIN  properties®

amazon

Capital One®

 **Dominion Energy®**
Actions Speak Louder

Gold Sponsors

McGUIRE WOODS



Silver Sponsors



Newport News Shipbuilding
A Division of Huntington Ingalls Industries



KING &
SPALDING



Signature Sponsors

CARmax®

WILLIAMS
MULLEN
findingyes®

FACEBOOK

Matching Sponsors

ALLEN ALLEN
ALLEN & ALLEN
Protecting the Injured Since 1910

Wegmans

KPMG

FOOD  LION

Your
Visibility



25,000+
Email List



26,000+
Social Media Followers



105,000+
Annual Impressions



Organization: _____ Contact Name & Title: _____

Email: _____ Phone: _____

Address: _____ City/State/Zip: _____

I would like to participate as a sponsor at the following level:

Main Event Sponsorship

Signature Sponsorship

- | | | |
|---|--|---|
| <input type="checkbox"/> Presenting Sponsor..... \$25,000 | <input type="checkbox"/> Welcome Reception Sponsor..... \$3,000 | <input type="checkbox"/> Centerpiece Sponsor..... N/A |
| <input type="checkbox"/> Platinum Sponsor..... \$10,000 | <input type="checkbox"/> Production Sponsor..... \$3,000 | <input type="checkbox"/> Wine Sponsor..... \$3,000 |
| <input type="checkbox"/> Gold Sponsor..... \$5,000 | <input type="checkbox"/> After Dinner Dance Sponsor..... \$3,000 | <input type="checkbox"/> Save the Date Sponsor..... N/A |
| <input type="checkbox"/> Silver Sponsor..... \$3,000 | <input type="checkbox"/> Live Auction Sponsor..... \$3,000 | <input type="checkbox"/> Accessibility Sponsor..... N/A |

Payment:

- ☐ I have enclosed a check made payable to Equality Virginia ☐ We will pay at a later date (due by July 15, 2022) ☒ Credit Card

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

For questions, please contact Mario Guevara at (803)582-9216