



BLACK TIE DINNER

Dear Sponsors and Valued Supporters,

Despite the on-going pandemic, our Black Tie Dinner Board of Directors is excited about the 40th Black Tie Dinner. Though 2020 was challenging in so many ways, it underscored just how important and vital the work each of our beneficiaries does. We hope that we can count on your loyal support in 2021 when those LGBTQ non-profits need us the most.

Black Tie Dinner was able to distribute \$875,000 to our deserving beneficiaries last year, due to the overwhelming support of our sponsors, contributors and allies. Last year's groundbreaking Black Tie LIVE reached 18,000 users, generated more than 6,700 views and was seen in 99 different Texas cities, 47 states across America, and 8 different countries around the world. While it was an unpredictable year for everyone, we were thrilled that Black Tie Dinner was able to reach far more people than we ever could have imagined in a normal, in-person ballroom setting.

At this stage, we are cautiously optimistic that we WILL be able to have an in-person event in 2021. Though it may be too early to know the exact size and scope of this year's Dinner, we do hope that you will continue to remain flexible as we work through specifics. As we look to the 40th Black Tie Dinner experience, we will continue to keep the safety, security, and well-being of our guests, their friends, and their families as our top priority.

We know that as leaders - as human beings - we must go further. We must be the catalyst for change. Black Tie Dinner is committed to honoring the legacy and future of our North Texas LGBTQ community by making this organization a diverse, inclusive representation of love and acceptance for people of color and that everyone we encounter as a leading LGBTQ organization feels valued and heard.

Your 2021 Black Tie Dinner Co-Chairs

Brad Pritchett

Terry Loftis



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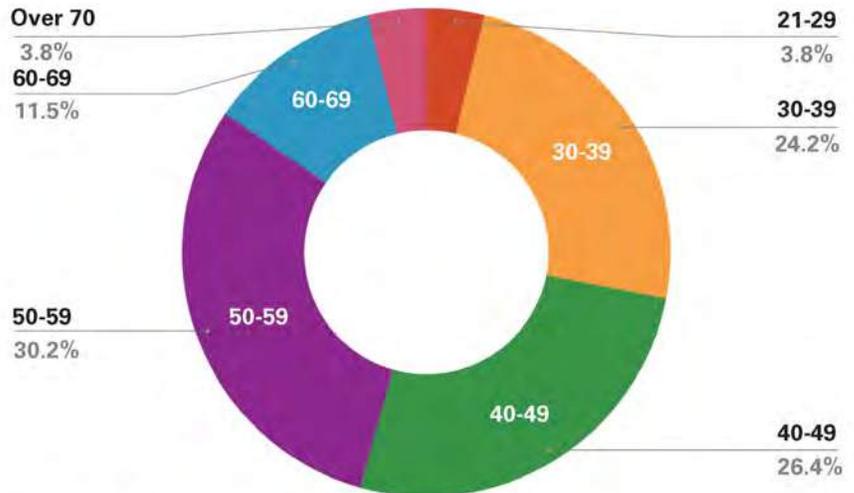
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ABOUT BLACK TIE DINNER

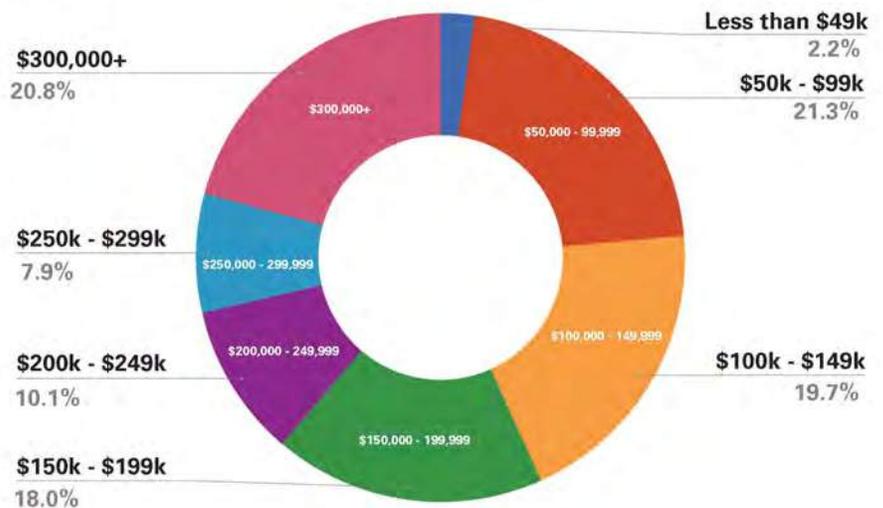
Black Tie Dinner is a non-profit organization that raises funds for lesbian, gay, bisexual, transgender and queer/questioning (LGBTQ) supportive organizations serving North Texas through a premier event of empowerment, education and entertainment that has grown into the nation's largest LGBTQ fundraising dinner since its inception in 1982. Past speakers include local and national celebrities and leaders such as Maya Angelou, Geena Davis, Lily Tomlin, Martin Sheen, Connie Britton, Debra Messing, Dustin Lance Black, Matt Bomer, Beto O'Rourke, Shea Diamond, Dyllón Burnside, Joe Biden, Tan France and Billy Porter.

\$26M has been distributed to our beneficiaries

APPROXIMATE AGE



HOUSEHOLD INCOME



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BLACK TIE DINNER

SPONSORSHIP

SPONSOR BENEFITS

Secure your table to the best party in Dallas by becoming a Black Tie Dinner sponsor.

Sponsor benefits are listed to the right.



BLACK TIE DINNER

ACCESS BENEFITS

	Sapphire \$5,000 (Individuals) \$7,500 (Corporate)	Ruby \$10,000+	Emerald \$15,000+	Silver \$30,000+	Diamond \$50,000+	Platinum \$75,000+
Tickets to Black Tie Dinner	10	10	10	20	30	30
Complimentary hotel suite night of the Dinner*		•	•	•	•	•
Complimentary 4-color Dinner Journal ad		Half	Half	Full	Full	Full
Company logo recognition at Dinner		•	•	•	•	•
Company logo recognition in all sponsor references			•	•	•	•
Recognition on all e-mails, invitations, and ads			•	•	•	•
Concierge table service at the Dinner			•	•	•	•
Social media promotion from Black Tie Dinner (FB/Insta)			•	•	•	•
Special recognition from the podium during the Dinner				•	•	•
Upgraded wine selection at Dinner**				•	•	•
Presentation of up to 30 second video to be played during Dinner				•	•	•

ALL SPONSORS RECEIVE

- Advance table selection by level and signing date
- Exclusive invitation to Sponsor Appreciation Party (Fall)
- Sponsor listing throughout the year at events, on blacktie.org, and at the Dinner

*Some levels of suites are limited and subject to availability; assignments will be based on signing date
 **Benefit is eligible for cash sponsors only

NOTE: All Sponsorship benefits are subject to change based on appropriate health considerations and/or capacity constraints due to the ongoing pandemic

Prominent Roster of Supporters

Black Tie Dinner hosts a distinguished list of global and regional corporate sponsors filling on average 60% of the 300 Dinner tables. Corporate sponsors include: AARP, Alcon, Allstate, American Airlines, AT&T, Bank Of America, BBVA, BDO, Brinker International, Capital One, Celanese, Central Market, Charles Schwab, Comerica, Dallas Mavericks, Ericsson, EY, Gilead, iHeartMedia, J.P. Morgan Chase, JLL, Lexus, Liberty Mutual, Lockheed Martin, Mercedes-Benz Financial Services, Morgan Stanley, Neiman Marcus, Nordstrom, Park Place Motorcars, Pioneer Natural Resources, PwC, Sheraton Dallas Hotel, Tito's, Tenet Healthcare, TPG, Transamerica, Walgreen's, Wells Fargo, WFAA – Channel 8.

For more information, or to become a Black Tie Dinner sponsor, email sponsors@blacktie.org



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UNDERWRITING

Underwriting provides promotional exposure and marketing benefits, while helping minimize the cost of fundraising. Numerous underwriting opportunities are available throughout the year as noted in the following sections. These can include events, experiences, awards, gifts, and other custom and prominent marketing and co-branding options.

2021 Digital Kick Off - \$5,000

To kick off the 40th Black Tie Dinner, we will host our Digital Kick Off, where we will announce the 2021 beneficiaries. An underwriter for this event would have dedicated time to feature you/your company and why you support Black Tie Dinner, as well as receive branding and name recognition in all pre- and post- event marketing and PR materials.

2021 Ambassador Program - \$10,000

Capitalizing off our success in 2020, this year we will once again launch a peer-to-peer giving campaign. This year-long program will feature the underwriter's logo on all promotional materials and press releases promoting the campaign.

Dinner Journal - \$7,500 if In Person Event (\$2,500 otherwise)

The Dinner Journal is produced and printed for our sponsors and supporters yearly to showcase the highlights of the year, bring awareness to our beneficiaries, and allow our sponsors to display their commitment to LGBTQ causes and the Equality movement.

Sponsor Pins - \$2,500

Underwriting our Sponsor Pins, allows an incredible opportunity to feature your brand, your logo, and your mission that supports the Equality Movement and Black Tie Dinner. This opportunity offers visibility and an opportunity to share your support with all sponsors in 2021.

Raymond Kuchling Humanitarian Award Video - \$5,000

This award is given to individuals who have made extraordinary gifts of their time and talents on behalf of the gay, lesbian, bisexual and transgender community. Each year, the recipient of the award is featured in a biographical video that details their efforts in the community which will be aired/shown during the 2021 program. The underwriter of this video will receive branding and recognition during the video.

Beneficiary Video - \$5,000

Each year, Black Tie Dinner supports numerous beneficiaries. During the 2021 program, this video will highlight each of this year's beneficiaries, their missions and work in the community. The underwriter of this video will receive branding and recognition during the video.

40th Annual Black Tie Dinner Video - \$5,000

From its origins as a small fundraising dinner among friends in 1982, Black Tie Dinner has grown into the largest fundraising dinner in the nation for the LGBTQ community. To celebrate our 40th year history and share our mission and traditions with the expanded audience we will be producing and offer you the opportunity to underwrite this segment of the program.

For more information, or to underwrite a Black Tie Dinner event, email sponsors@blacktie.org



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UNDERWRITING

2021 Auction (via OneCause) - \$10,000

We are thrilled that we will be hosting our Auction remotely this year. With the evolving nature of online auctions, we hope to feature our auction underwriter on our mobile bidding platform OneCause as well as during our program.

Text-To-Give - \$10,000

This year more than ever we will be relying on our audience to help us raise critical funds for our 2021 Beneficiaries. As the host of our Text-To-Give, you or your company will receive branding on the platform where online donations are accepted before and during the program.

Promotional Opportunities During Program - \$10,000 (limit of 5)

A maximum number of 5 underwriters will be given up to 60 seconds during the program to highlight you or your company. By featuring your company's DEI programs, LGBTQ+ business resource group, or other appropriate message, this opportunity will give these five underwriters a chance to highlight to the Black Tie Dinner audience your support of our community.

Live Segment/Performance (multiple) - \$5,000

Hosting one of our live performances allows you to help us fulfill our mission to entertain, empower, and educate. All of our performers commitment to causes we believe in is an incredible way to support Black Tie Dinner in 2021.

Sponsor Gifts - \$5,000

Each year we recognize our sponsors by giving them a small token of our appreciation. The underwriter of the 2021 sponsor gifts will have a chance to have branding opportunities as part of these gifts that go to each of our top level financial sponsors.

Underwriting Packages:

Underwriters have the ability to bundle Sponsorship packages with Underwriting, as well as bundle multiple. Please Note: All Underwriting opportunities are subject to change. Black Tie Dinner hopes you will take advantage of this incredible opportunity to share your brand with the community. Underwriting is 100% tax-deductible. All opportunities are presented on a first come, first serve basis.



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SILENT AUCTION

Black Tie Dinner relies in part on the success of our Silent Auction and Live Luxury Auctions in order to distribute much needed funds to our beneficiaries. We welcome your quality product or service item donations in exchange for the promotion you can receive through the Dinner. If you are interested in becoming a part of the silent auction please contact us at silentauction@blacktie.org.

Suggested donations include:

- Artwork
- Furniture
- Gift Certificates
- Vacation Packages
- Home Goods
- Professional Services
- Jewelry
- Collectables
- Antiques

LIVE LUXURY AUCTION

Black Tie Dinner's luxury auction is an extension of the Dinner program. Enjoy the excitement of bidding on live luxury auction items such as travel and entertainment packages. Black Tie Dinner relies on donors to create spectacular luxury auction packages. If you are interested in making a contribution or becoming a part of the luxury auction please contact us at liveauction@blacktie.org.

Past luxury-auction items have included:

- Rome/Vatican Museums Membership & Trip
- Pride At Sea Cruise
- Private Villa in Tuscany
- Fine Jewelry
- Experience the Grammys
- Signed Memorabilia
- Napa Valley Wine Experiences
- One-Of-A-Kind Trips



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BENEFICIARIES



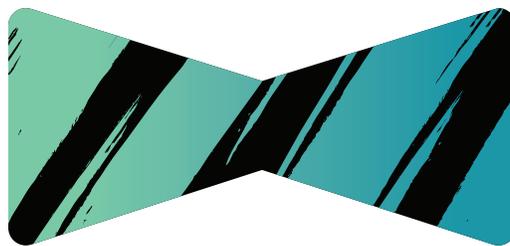
Black Tie Dinner proceeds benefit unique beneficiaries that include organizations that touch and impact every aspect of the North Texas LGBTQ community, and the Human Rights Campaign Foundation. Black Tie Dinner beneficiaries provide:

- Mentoring relationships to help at-risk youth
- Family-friendly social and educational events
- Health and wellness education services
- Faith-based services and programs
- Education, community organizing and collaboration to secure full equality for all LGBTQ Texans
- Emergency shelter, transitional housing, pregnant and parenting teen services, counseling, education, and outreach to youth in crisis
- Crisis intervention and suicide prevention services
- Arts and entertainment
- Treatment, support, counsel and representation for persons living with HIV/AIDS



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