

BLACK TIE DINNER

Dear Sponsors and Valued Supporters,

Thank you for your support of Black Tie's record breaking 40th Dinner! While our community and society again struggled against the adverse impact of COVID-19, we were able to return in person successfully and safely to the Sheraton Dallas for a stellar evening in support of our 2021 beneficiaries. Black Tie Dinner distributed a record breaking \$1,450,000 to our amazing beneficiaries locally and our national beneficiary, the Human Rights Campaign Foundation. Because of your support and willingness to come together in person, we were able to once again impact the deserving North Texas non-profits who through their efforts provided essential services to the lives of thousands of people in our community. We hope that we can count on your loyal support in 2022 as we commit ourselves again to uplift and support our LGBTQ non-profit community.

While COVID-19 remains with us, we are moving forward with plans for our 41st Black Tie Dinner in person which will take place slightly earlier this year on September 24, 2022. As with the 2021 Dinner, the safety of all our guests remains our top priority and we are already making plans to guarantee an engaging, inspiring, entertaining, and safe evening.

Now that the first 40 years are behind us, Black Tie Dinner eagerly looks ahead. Black Tie Dinner is committed to honoring the legacy and future of our North Texas LGBTQ community. Our focus has always been in representing a diverse and inclusive community that includes all of North Texas through the communities that we serve. This includes a commitment with our beneficiaries to enhance community engagement, reaching out to new LGBTQ-focused non-profits that support people of color, women, and transgender identities; and lastly that our board of directors reflects the community through diversity.

As we look to our future and the organizations we support, we know we can count on you to take this journey of empowerment, inspiration, and love with us as we evolve. On behalf of the Black Tie Dinner Board of Directors, our heartfelt thanks!

Your 2022 Black Tie Dinner Co-Chairs

Terry D. Loftis & Regina Lyn Pierce



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BLACK TIE DINNER

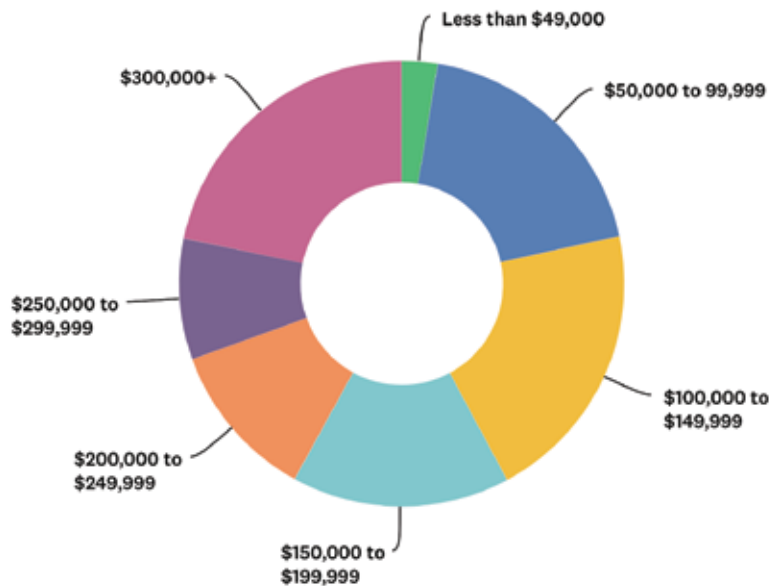
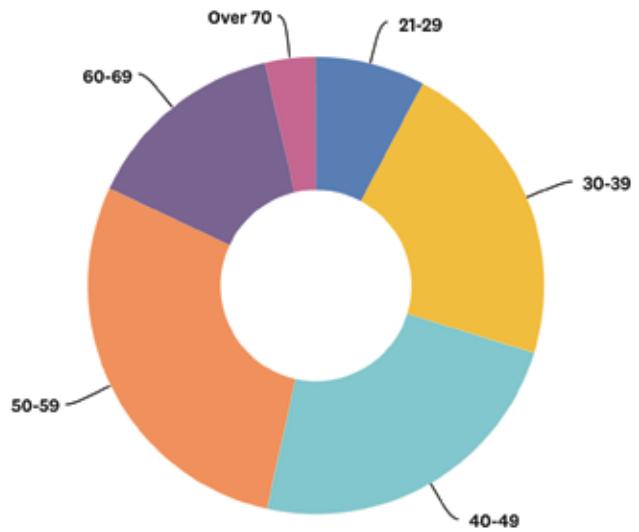
# ABOUT BLACK TIE DINNER

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, and Billy Porter.

Over **\$27M** has been distributed to our beneficiaries

Over **5,000** attendees at our key events each year, including **2,600** at our annual Dinner weekend

## 2022 Attendee Demographics



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# 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.



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### ACCESS BENEFITS

	Sapphire \$5,000+ (Individuals) \$7,500 (Companies)	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
Invitations to Pre-Dinner Sponsor Reception		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			•	•	•	•
Special recognition from the podium during the Dinner				•	•	•
Upgraded wine selection at Dinner**				•	•	•

### ALL SPONSORS RECEIVE

Advance table selection by level and signing date  
 Exclusive invitation to Sponsor Appreciation Party  
 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

For more information, or to become a Black Tie Dinner sponsor, email [sponsors@blacktie.org](mailto:sponsors@blacktie.org)

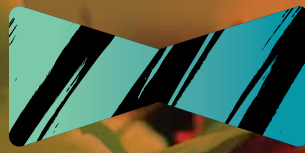


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# UNDERWRITING

SPONSOR  
APPRECIATION

White Wines  
Rose, Chardonnay, & Pinot Gr

## EVENT UNDERWRITING

Numerous underwriting opportunities are available throughout the year and include events, experiences, awards, gifts, and other custom and prominent marketing and co-branding options. Underwriting provides promotional exposure and marketing benefits associated with a specific event or program element of Black Tie Dinner, while helping minimize the cost of fundraising. Naming rights are included as a benefit for selected underwriting opportunities.

These are the key available Underwriting opportunities for Black Tie Dinner prior to the Dinner Weekend:

### **Kick Off \$20,000**

Be a part of the exciting news that Black Tie Dinner has to share as we kick off the year with an announcement of our 2022 beneficiaries and other surprises highlighting our mission to educate, empower and entertain.

### **Summer Social \$15,000**

Celebrate the summer and the countdown to the 41st Black Tie Dinner with the Summer Social. 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.

### **Sponsor Appreciation Party \$15,000**

Each year, before the Black Tie Dinner, we celebrate our sponsors and underwriters. Black Tie Dinner sponsors are leading companies and executives from North Texas that are supporting equality and diversity within their organizations. 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.

### **Other Underwriting Opportunities (including but not limited to):**

- Valet (\$2,500)
- Catering (\$5,000)
- Liquor Sponsor (\$2,500)
- Photo Booth (\$7,500)
- DJ Booth (\$3,500)
- AV (\$3,500)

*\*All seasonal events listed above are subject to change*

For more information, or to underwrite a  
Black Tie Dinner event, email [sponsors@blacktie.org](mailto:sponsors@blacktie.org)



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# UNDERWRITING

## DINNER WEEKEND EVENT UNDERWRITING

### 2022 Silent Auction - \$15,000

We are thrilled that we will be hosting our Auction online again this year. You or your company will be featured on our mobile bidding platform OneCause as well as during our program throughout the auction floor.

### 2022 Live Luxury Auction - \$15,000

Be a part of the excitement that comes along with the Live Luxury Auction. You or your company will be featured in the ballroom during the program as the Live Luxury Auction kicks off.

### 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 2022 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.

### Dinner Journal - \$7,500

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.

### 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 2022.

### Sponsor Gifts - \$5,000

Each year we recognize our sponsors by giving them a small token of our appreciation. The underwriter of the 2022 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.

### 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 2022 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 2022 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.

### 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 2022.

#### 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](mailto:silentauction@blacktie.org).

### **Suggested donations include:**

- Furniture
- Gift Certificates
- Vacation Packages
- Home Goods
- Artwork
- 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](mailto:liveauction@blacktie.org).

### **Past luxury-auction items have included:**

- Luxury Vacation Rentals and Getaways
- Aspen Gay Ski Week
- Dinner with Dale Hansen
- Signed Memorabilia
- Luxury Furniture and Interior Design
- Luxury Pools Packages



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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:

- Gender-affirming hormonal therapies
- 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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# PAST PROGRAM CONTRIBUTORS



BILLY PORTER



MATT BOMER



LANCE BASS



CONNIE BRITTON



TERRENCE MCNALLY



DEBRA MESSING



TODRICK HALL



SHEA DIAMOND



BETTY WHO



NIECY NASH



DALE HANSEN



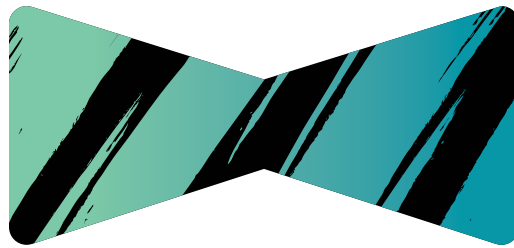
GREG LOUGANIS



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