

2023 SPONSORSHIPS



BLACK TIE DINNER, INC.

3824 Cedar Springs, #335
Dallas, TX 75219
(469) 224-0436
sponsors@blacktie.org



DEAR SPONSORS AND VALUED SUPPORTERS,

As we look ahead to 2023, we would first like to say a heartfelt thank you. Black Tie Dinner aims to provide for a community where the lives of **all** lesbian, gay, bisexual, transgender, and queer (LGBTQ+) individuals are improved, recognized, and accepted.

Your generous support directly impacts the community through our North Texas Beneficiaries' LGBTQ+ programs and initiatives, as well as our national beneficiary, The Human Rights Campaign Foundation. The 2022 distribution of a record-breaking \$1.5 Million was made possible because of your support.

We are excited to kick off 2023 with a newly energized, larger, and more diverse Board of Directors. More importantly, we will continue to represent the diverse and inclusive community in which we live through our commitment to reach new and existing LGBTQ+ focused non-profits that support people of color, women, and transgender identities.

In addition, our organization will remain focused on bridging the gaps between our sponsors and beneficiaries by offering and communicating new and exciting ways to engage with one another where possible.

It is an absolute honor to be a part of this organization, and we are excited to serve as Co-Chairs of the 42nd Annual Black Tie Dinner, being held on October 28th, 2023. Our hope is that you will continue this amazing ride with us as we work diligently to raise money on behalf of the LGBTQ+ community in North Texas and beyond.



Your 2023 Black Tie Dinner Co-Chairs,
Regina Lyn Pierce & Dustin Vyrs

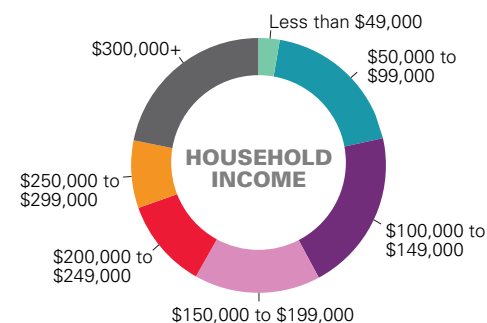
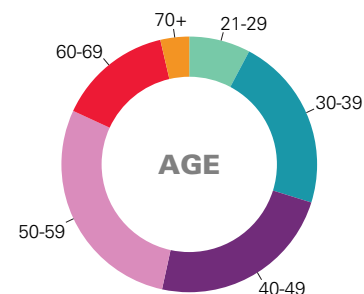
ABOUT BLACK TIE DINNER

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.

Nearly **\$30M** has been distributed to our beneficiaries

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

2022 ATTENDEE DEMOGRAPHICS



SPONSORSHIP & UNDERWRITING

SPONSORSHIP BENEFITS	SAPPHIRE \$6,000+ <i>Individuals Only</i>	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
Invitation to Sponsor Appreciation	✂	✂	✂	✂	✂	✂
Logo recognition in print and online	-	✂	✂	✂	✂	✂
Complimentary hotel suite (night of Dinner)*	-	✂	✂	✂	✂	✂
Complimentary 4-color dinner ad	-	Half-Page	Half-Page	Full-Page	Full-Page	Full-Page
Tickets to VIP Pre-Dinner Reception	-	-	10	20	30	30
Logo on-screen in ballroom and announced during Dinner	-	-	✂	✂	✂	✂
Logo in all sponsor references (email, invitations, ads)	-	-	✂	✂	✂	✂
Concierge table service and upgraded wine selection at Dinner**	-	-	-	✂	✂	✂
Special recognition from Dinner podium	-	-	-	-	✂	✂
Logo recognition on social media ~30 days prior to 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

HOW TO BECOME A SPONSOR

If you are interested in renewing your sponsorship or becoming a new sponsor of Black Tie Dinner, please visit blacktie.org/sponsors or contact our Sponsorships Chair, Marcus deMello-Silva.

Marcus deMello-Silva

(214) 714-7167

sponsors@blacktie.org

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.

Presenting Underwriting opportunities start at \$10,000+ and Programming Underwriting opportunities start at \$2,500+. Prices will vary depending on the size, scale and activation of the event with the donor. These are the key available Underwriting opportunities for Black Tie Dinner prior to the Dinner Weekend:

Kick Off

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 2023 beneficiaries and other surprises highlighting our mission to educate, empower and entertain.

Sponsor Appreciation Party

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 Include:

- Valet
- Catering
- Liquor Sponsor
- Photo Booth
- DJ Booth
- AV

DINNER WEEKEND UNDERWRITING



SILENT AUCTION \$15,000

You or your company will be featured on our mobile bidding platform OneCause as well as during our program throughout the auction floor.

PROMOTIONAL OPPORTUNITIES DURING THE DINNER \$10,000

A maximum number of 5 underwriters will be given up to 60 seconds during the program to highlight their organization's support of our community.

BENEFICIARY VIDEO \$5,000

During the Dinner, 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.

LIVE LUXURY AUCTION \$15,000

You or your company will be featured in the ballroom during the program as the Live Luxury Auction kicks off.

LIVE SEGMENT OR PERFORMANCE \$5,000

Hosting one of our live performances allows you to help us fulfill our mission to entertain, empower, and educate.

SPONSOR GIFTS \$5,000

The sponsor gifts underwriter will have a chance to have their branding as part of the gifts that go to each of our top level financial sponsors.

TEXT-TO-GIVE \$10,000

You or your company will receive branding on the platform where online donations are accepted before and during the program.

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 LGBTQ+ community. 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 2023 program. The underwriter of this video will receive branding and recognition during the video.

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.

SPONSOR PINS \$2,500

Underwriting our Sponsor Pins, allows an incredible opportunity to share your brand, your logo, and your mission with all sponsors of Black Tie Dinner.





BENEFICIARIES

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

- Gender-affirming hormone therapies
- Mentorship 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

EXAMPLES OF PAST BLACK TIE DINNER BENEFICIARIES



Black Trans
Advocacy Coalition



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