



SPONSORSHIP &  
ADVERTISING OPPORTUNITIES

NOVEMBER 9, 2019

University Plaza Hotel & Convention Center  
Springfield, MO

# YOU CAN...

- **BE A SPONSOR**  
Funds donated change lives in our community, locally and state-wide.
- **BE AN AUCTION DONOR**  
Items help us raise funds during the banquet silent and live auctions.
- **BE AN ADVERTISER**  
Show our community that you want them as customers.
- **ATTEND THE EVENT**  
Show your support by coming to the banquet, and participating.



# WHAT IS...

Springfield Black Tie is an amazing evening of philanthropy, entertainment and empowerment, where over **600** of Springfield's best dressed guests enjoy:

- Socializing and networking with friends, old and new, over hors d'oeuvres and cocktails
- A sumptuous plated dinner and decadent desserts
- Hundreds of fabulous silent auction items valued at over \$50,000
- Dynamic keynote speakers
- Dancing the night away to favorite tunes

Each year we raise the bar a notch in unique and unexpected ways, delivering the highest quality event possible for both our sponsors and our guests.



# WHO IS...

Springfield Black Tie is southwest Missouri's premier fund raising event benefiting local and state-wide charities which serve the lesbian, gay, bisexual, and transgender (LGBT+) community. In the past sixteen years, Black Tie has raised over \$900,000 for its beneficiaries. Springfield Black Tie, Inc. is a qualified 501(c)(3) charity under IRS code.



# YOU REACH...

Our guests passionately support their charities, and have significant disposable income. They are wonderful loyal customers with the following demographics:

- 65% have double the median household income of Springfield
- 95% prefer to shop with businesses or brands supporting LGBT+ communities
- 76% of attendees make purchasing decisions with their Black Tie programs through the year.
- 70% own their own home
- 60% dine out more than 4 times per week
- 40% fly more than 4 times per year for work or leisure

# FUNDS RAISED AND GIVEN...

Springfield Black Tie is an all-volunteer organization. We return the maximum amount of monies raised to our charities. Support for Springfield Black Tie comes from national and local corporations, businesses and individuals who:

- Sponsor the event through cash or in-kind services donations
- Purchase advertisements in the event program
- Donate items to Black Tie Silent Auction
- Attend Black Tie

Beneficiaries are chosen annually based upon an application process. Information and applications are available on our website.



**PAST BENEFICIARIES & MORE INFO AT: [SPRINGFIELDBLACKTIE.ORG](http://springfieldblacktie.org)**

# TICKET & TABLE PRICING

**SINGLE TICKET \$150**

**TABLE OF TEN \$1250**

## SPONSORSHIP OPPORTUNITIES

<b>PRESENTING \$15,000</b>	EXCLUSIVE SPONSOR. Event is branded as "Presented by ..." Website, banquet, print all with sponsor name.	2 full page ads in program book - premium placement	20 tickets equals 2 tables	
<b>PREMIERE \$10,000</b>	Promotion across entire website & social media	Promotion with persistent visuals throughout evening	2 full page ads in program book - premium placement	20 tickets equals 2 tables
<b>DIAMOND \$5,000</b>	Logo and link to your website	Logo displayed on video screens during event	2 full page ads in program book - premium placement	10 tickets equals 1 table
<b>PLATINUM \$2,500</b>	Logo and link to your website	Logo displayed on video screens during event	Full page in program book	10 tickets equals 1 table
<b>GOLD \$1,300</b>	Logo and link to your website	Logo displayed on video screens during event	Full page in program book	4 tickets
<b>SILVER \$800</b>	Logo on our website	Logo displayed on video screens during event	Half page in program book	2 tickets

## ADVERTISING OPPORTUNITIES

<b>Signature Advertiser \$600</b>	As a signature advertiser you get a FULL PAGE ad in event program book, and your logo on website	
<b>Half Page Ad \$400</b>	<b>Quarter Page Ad \$300</b>	<b>Directory Listing \$100</b>
<b>Signature Auction Donor \$2,500</b>	Donations of silent auction items with a retail value of \$2500 or more qualify for special recognition. As a Signature Donor, you will receive: <ul style="list-style-type: none"><li>• Logo and link on website</li><li>• Logo on video screen during event</li><li>• Full page ad in event program</li><li>• Special mention by our emcee</li></ul>	

## CONTACT INFO

**Springfield Black Tie**



[springfieldblacktie.org](http://springfieldblacktie.org)

P.O. Box 10921  
Springfield, MO 65808



[facebook.com/SpfdBlackTie](https://facebook.com/SpfdBlackTie)

[spfldblacktie@gmail.com](mailto:spfldblacktie@gmail.com)



[twitter.com/SGFBlackTie](https://twitter.com/SGFBlackTie)

Please make all checks and donations payable to "Springfield Black Tie, Inc."