



SPONSORSHIP &
ADVERTISING OPPORTUNITIES

NOVEMBER 14, 2020



TO SUPPORT 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 through the Silent Auction on HandBid.

- **BE AN ADVERTISER**

Show our community that you want them as customers.

- **BE A PARTICIPANT**

Purchase Black-Tie To Go Party Packages, use HandBid to bid on Silent Auction items and watch the livestream event.



WE ARE A CHARITY:

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 seventeen years, Springfield Black Tie has raised over one million dollars for its beneficiaries. Springfield Black Tie, Inc. is a qualified 501(c)(3) charity under IRS code.

FUNDS RAISED BENEFIT:

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
- Participate in the Livestream Event and bid on Silent Auction items

Beneficiaries are chosen annually based upon an application process. Information and applications are available on our website: springfieldblacktie.org/grant-application/

THROUGH US 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 / leisure



THE EVENING OF ENJOY:

Springfield Black Tie is an amazing evening of philanthropy, entertainment and empowerment, this year taking place virtually through HandBid. You can participate by:

- Purchasing Black Tie To-Go Party Packages
- Sharing social media posts promoting the event and fund-raising efforts
- Make donations of goods or cash
- Watching the Livestream Event through HandBid
- Bid in the Silent Auction with HandBid starting Nov. 8th and ending after the livestream on Saturday Nov. 14th.

With the banquet needing to be canceled for the health and safety of our people, we need all of you out there to do your part as participants and support this fund-raising event that supports the LGBT+ community.

SOME OF OUR PAST BENEFICIARIES



**MORE INFO AT:
SPRINGFIELDBLACKTIE.ORG**

SPONSORSHIP OPPORTUNITIES

Sponsors for 2020 will be receiving a variety of non-traditional rewards, since we will not be holding a banquet. The livestream and Black Tie To-Go Party Packages will supplement our promotional efforts. Please refer to the information found on the website at springfieldblacktie.org/sponsors/ for details of each level.

PRESENTING \$15,000	EXCLUSIVE SPONSOR. Event is branded as "Presented by ..." Website, banquet, print all with sponsor name.	2 full page ads in program book - premium placement	
DIAMOND \$5,000	Logo and link to your website	Logo displayed on screen during livestream	2 full page ads in program book - premium placement
PLATINUM \$2,500	Logo and link to your website	Logo displayed on screen during livestream	Full page in program book
GOLD \$1,300	Logo and link to your website	Logo displayed on screen during livestream	Full page in program book
SILVER \$800	Logo on our website	Logo displayed on screen during livestream	Half page in program book

ADVERTISING OPPORTUNITIES

Signature Advertiser \$600	As a signature advertiser you get a FULL PAGE ad in event program book, and your logo on website	
Half Page Ad \$400	Quarter Page Ad \$300	Directory Listing \$100
Signature Auction Donor \$2,500	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">• Logo and link on website• Logo displayed on screen during livestream• Full page ad in event program• Special mention by our emcee	

CONTACT INFO

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springfieldblacktie.org



facebook.com/SpfdBlackTie



twitter.com/SGFBlackTie

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