



BLACK TIE

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Saturday November 12, 2022
OASIS CONVENTION CENTER

BE A SUPPORTER

• BE A SPONSOR

Funds donated change lives in our community, locally and statewide.

• BE AN AUCTION DONOR

Items help us raise funds during the banquet silent and live auctions.

• BE AN ADVERTISER

Show our community you want them as customers.

• BE A PARTICIPANT

Attend the banquet in person, or tune-in to the livestream remotely. Use Handbid to bid on auction items and donate.

• SHARE AND PROMOTE

Share social media posts promoting the event and fundraising efforts. Use #SGFBlackTie. Tell all your friends.

LOYALTY

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 LGBTQ+ 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

PREMIER EVENT

Springfield Black Tie is southwest Missouri's premier fundraising event benefiting local and statewide charities which serve the lesbian, gay, bisexual, transgender, queer, plus (LGBTQ+) community. Since the beginning in 2003, 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.

EVENING OF

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

- Socializing and networking with friends, old and new
- 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.

RAISE FUNDS

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 the Black Tie Silent Auction
- Attend Black Tie and publicly support our community

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

SOME OF OUR PAST BENEFICIARIES

More info and application process at: SpringfieldBlackTie.org



2021 COMMITTEE MEMBERS

TICKET & TABLE PRICING

SINGLE TICKET \$150

TABLE OF TEN \$1250

SPONSORSHIP OPPORTUNITIES

**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

20 tickets

**PREMIER
\$10,000**

Customizable package utilizing online, social media, event screens, and other rewards. Contact us for specific arrangements.

2 full page ads in program book - premium placement

20 tickets

**DIAMOND
\$5,000**

Logo on website, and link to your online presence

Logo displayed across multiple event screens

2 full page ads in program book

20 tickets

**PLATINUM
\$2,500**

Logo on website, and link to your online presence

Logo displayed across multiple event screens

Full page in program book

10 tickets

**GOLD
\$1,300**

Logo on website, and link to your online presence

Logo displayed across multiple event screens

Full page in program book

4 tickets

**SILVER
\$800**

Logo on our website

Logo displayed across multiple event screens

Half page in program book

2 tickets

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 auction items with a retail value of \$2500 or more qualify for special recognition. As a Signature Donor, you will receive:

- Logo and link on website
- Logo displayed across screens
- Full page ad in event program
- Special mention by our emcee

CONTACT INFO



Springfield Black Tie
P.O. Box 10921
Springfield, MO 65808



SpringfieldBlackTie.org



Facebook.com/SpfldBlackTie



SpfldBlackTie@gmail.com



Use #SGFBlackTie to promote

NOTE:

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